

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

IIMK/CS/184/ITS/2023/04

March 2023

Shopify Inc. : Start Selling Anywhere

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Shopify Inc. : Start Selling Anywhere

Abstract:

Shopify was a SAAS tool launched in 2006 that allowed merchants to easily create a webstore, offering core features such as custom design templates, order tracking, and inventory management. Shopify's founders later expanded from a tool to a platform model to accommodate the needs of both small, independent sellers and enterprise customers. Shopify launched the Shopify API platform and app store in 2009 to enable independent developers to develop apps for the Shopify merchant interface and list them in the app store. By 2011, they had over 11,000 stores and had grossed over \$125 million in revenue. Today, Shopify has built a network of fulfilment centers and released a new composable stack for enterprise customers and social media influencers, with over 4.4 million web stores running on its platform across 175 countries. This case discusses the journey of Shopify from a digital business model perspective.

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