ESSENTIAL BUILD / STARTER PACKAGE

Starter Shopify store

Your first store, done right - without the big budget.

Perfect if you're starting out and want a clean, professional store to launch your first products and test the waters - everything essential to go live, nothing you don't need yet.

BUILD WINDOW	REVISIONS + SUPPORT	STORE OWNERSHIP
5 calendar days from kickoff	**1 revision / 7-day support**	**Yours after final payment**

Current price and deposit: rystella.com/packages/starter in your selected market currency. The build window starts at kickoff after the brief, access and product information are received.

Everything included, item by item

01 Store Strategy & Research

- Niche research & validation
- Competitor overview for your niche
- Pricing & profit-margin guidance
- Product-candidate research (up to 10 products)
- Supplier sourcing (AliExpress & CJ Dropshipping)

02 Shopify Store Development

- Complete Shopify store setup
- Conversion-focused homepage
- Collections & catalog structure
- Navigation & menu setup
- Trust badges
- Custom-coded Shopify theme tailored to your niche; no separate paid theme purchase for the agreed build
- High-converting product page template
- Mobile-first responsive design
- Announcement bar

03 Branding

- Clean starter logo
- Typography selection
- Favicon
- Brand colour palette
- Homepage banner design

04 Product Setup

- Up to 10 products imported
- High-converting descriptions
- Variant setup
- SEO-optimized titles
- Product image optimization
- Product reviews app setup

05 Technical Setup

- Custom domain connection
- Local payment options where supported
- Contact page
- Privacy Policy
- Terms & Conditions
- Eligible payment provider and checkout setup for your target market
- Shipping setup
- About Us page
- Refund Policy

06 Speed & Mobile

- Core apps installed & configured
- Mobile optimization
- Image compression
- Store speed check

07 Launch Preparation

- Full quality testing
- Mobile testing
- Store launch assistance
- Checkout testing
- Bug fixes & final review

08 Training & Support

- Store walkthrough
- 1 revision round
- Simple handover guide
- 7 days direct messaging support

THE WORKING AGREEMENT / PLAIN ENGLISH

What happens after you order

A clear service-agreement summary to read with your package scope. Your order confirmation and written brief record the specific project; the website Terms and Refund Policy govern the purchase.

01 / Scope and kickoff

The deliverables above and your written order brief define the work. We start after the deposit, required access and product information arrive. Build windows are targets from kickoff; delays in materials pause the timeline.

02 / Payment and approval

The package page shows the one-time price and deposit in your selected currency. The remaining balance is due only when you have reviewed and approved the finished store, and before final account handover.

03 / Revisions and changes

Your listed revision rounds cover preference changes. We correct anything that misses the agreed brief before approval. New pages, features or a changed brief are quoted and agreed in writing before work begins.

04 / Ownership and licenses

After full payment, the delivered store, custom design, written content and project accounts become yours. Shopify, themes, apps, fonts and other third-party components remain subject to their own licenses.

05 / Client responsibilities

You provide accurate direction, lawful product information, usable content and timely account access. You remain responsible for what your store sells, your advertising decisions and third-party subscriptions.

06 / Costs outside the build

Shopify subscription, domain, ad spend, products, payment-processing fees and paid apps or themes outside the written scope are separate. There is no Rystella monthly agency fee for this build.

07 / After-launch support

Included package support: 1 revision / 7-day support. We help you operate the delivered store and fix faults in our work. New work, ongoing store management and running ads are excluded. Any limited-time extension follows the website terms.

08 / Cancellation and results

Before work starts, the deposit is refundable less non-returned processor fees. After work starts it is not refundable; after approved delivery there is no refund. The full refund policy explains remedies and timelines. No sales or income outcome is guaranteed.

Before you pay: Read rystella.com/terms and rystella.com/refunds. Questions? Use live chat (US), WhatsApp (India), or rystella.com/contact. This overview does not replace the full policies or an order-specific written scope.