



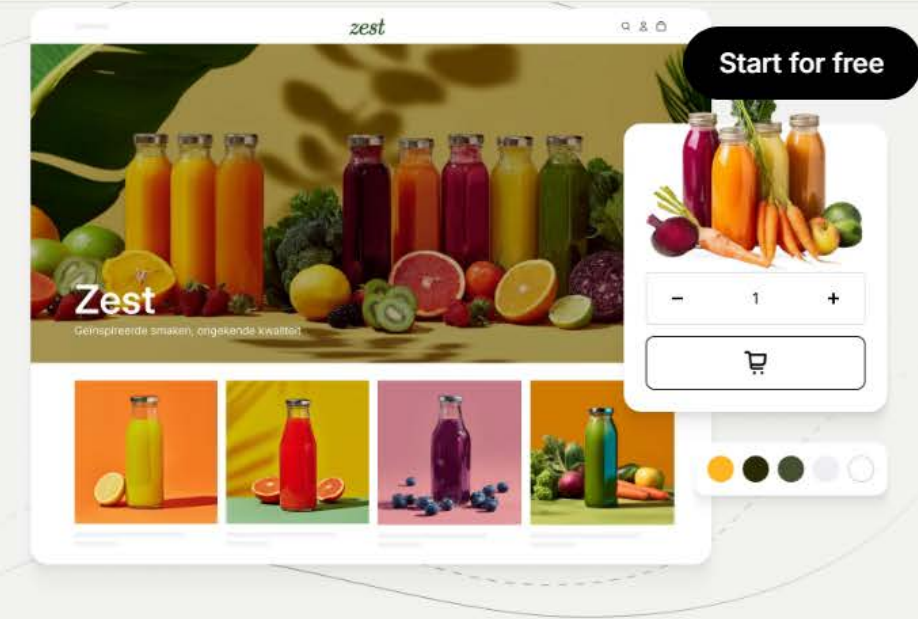
# Start an online store for free

Shopify is the all-in-one platform to build, run, and grow your online boutique. Start free, then get 3 months for € 1/month

Enter your email address

Start free trial

You agree to receive Shopify marketing emails.



Powering millions of businesses worldwide

KYLIE

brooklinen



UNTUCKit

GYMSHARK

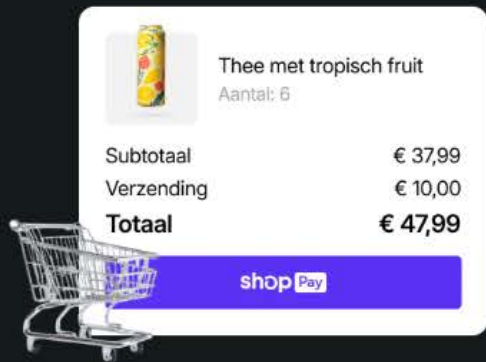
allbirds

KY

Shopify

Elektronsko poslovanje

VI semsetar



## World's best checkout

Fast, flexible, and converts 15% better than other platforms, on average.



## Built-in AI tools

Get more done with AI functionality that's built into every store.



## Fast, reliable hosting

Our 99.9% uptime keeps your store running smoothly, day and night.

- jedna od najpopularnijih e-commerce platformi za izradu online prodavnica.
- Koristi se za prodaju proizvoda preko interneta bez potrebe za kompleksnim programiranjem!!!!!!!!!!!!!!!!!!!!

# Šta je Shopify?

- Cloud e-commerce platforma
- Omogućava kreiranje online prodavnice
- Sve funkcije na jednom mestu:
  - proizvodi
  - plaćanja
  - dostava
  - marketing
  - analitika



Start for free

The global platform for commerce

\$1.1+ trillion

Total sales through Shopify worldwide.

175+ countries

With businesses powered by Shopify.

Build with help by your side

24/7 support

Our support staff and virtual help assistant are here to help.

16K+ apps

For whatever extra functionality your business might need.

Online courses

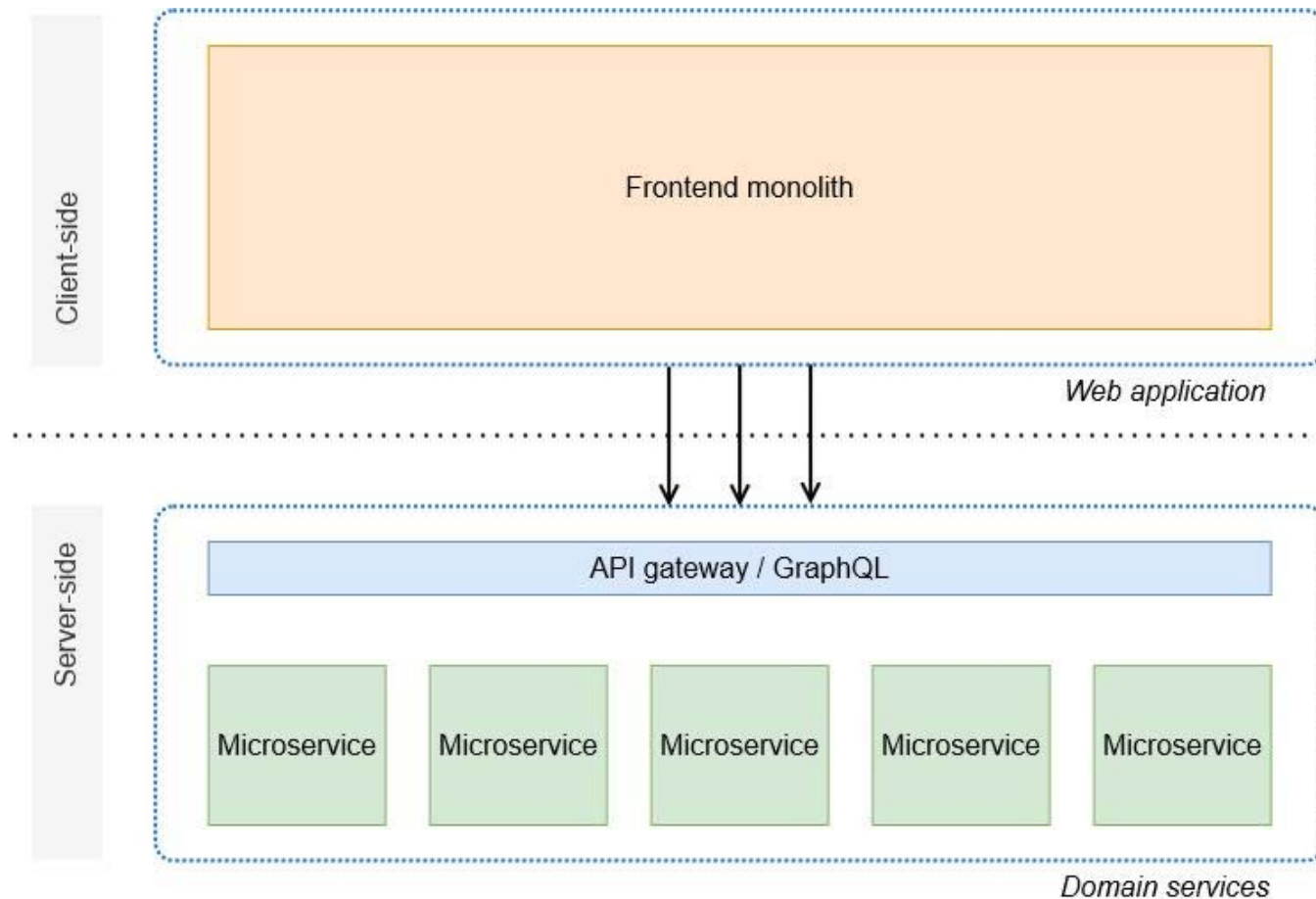
Lessons and tips from experts to help you succeed.

Shopify Partners

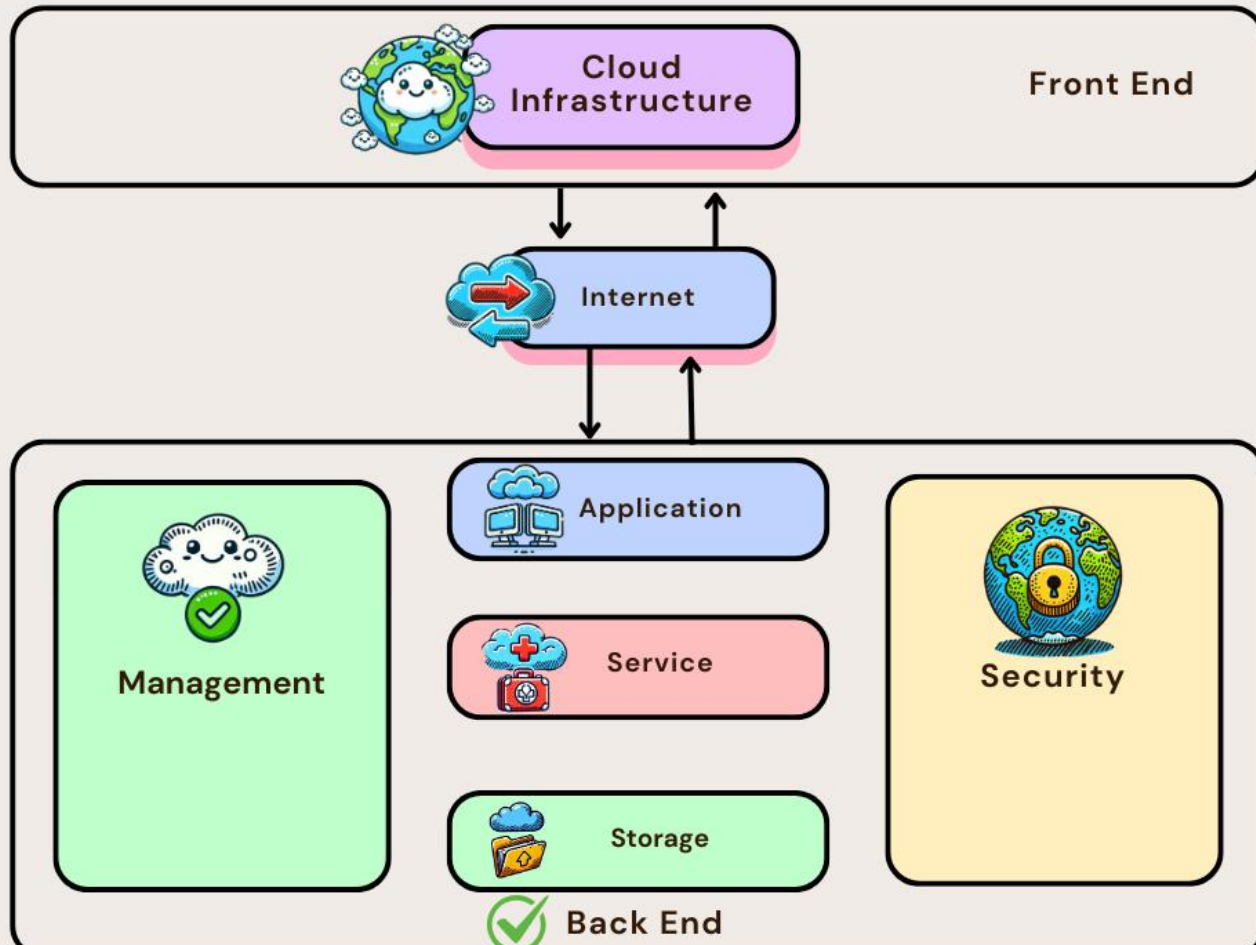
Do more with commerce's largest network of partners.

# Razvoj platforme

- Basic webshop
- Mobile commerce
- AI alati
- Omnichannel prodaja



## CLOUD ARCHITECTURE



## Arhitektura Shopify-ja

Shopify koristi:

- SaaS model (Software as a Service)
- Cloud infrastrukturu
- Modularnu arhitekturu
- API integracije
- Distribuirane servise

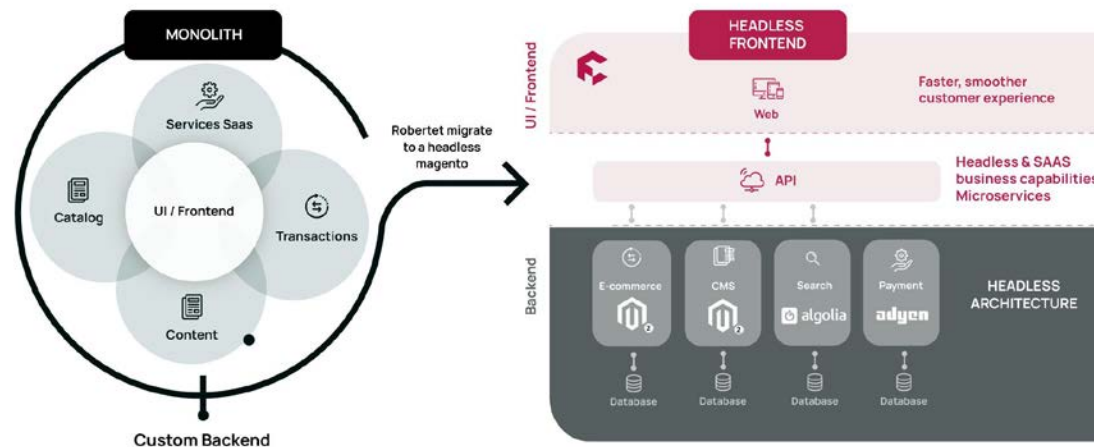
**Cilj:**

- Stabilna, skalabilna i sigurna online prodaja.

# Glavne komponente arhitekture

## Shopify ekosistem:

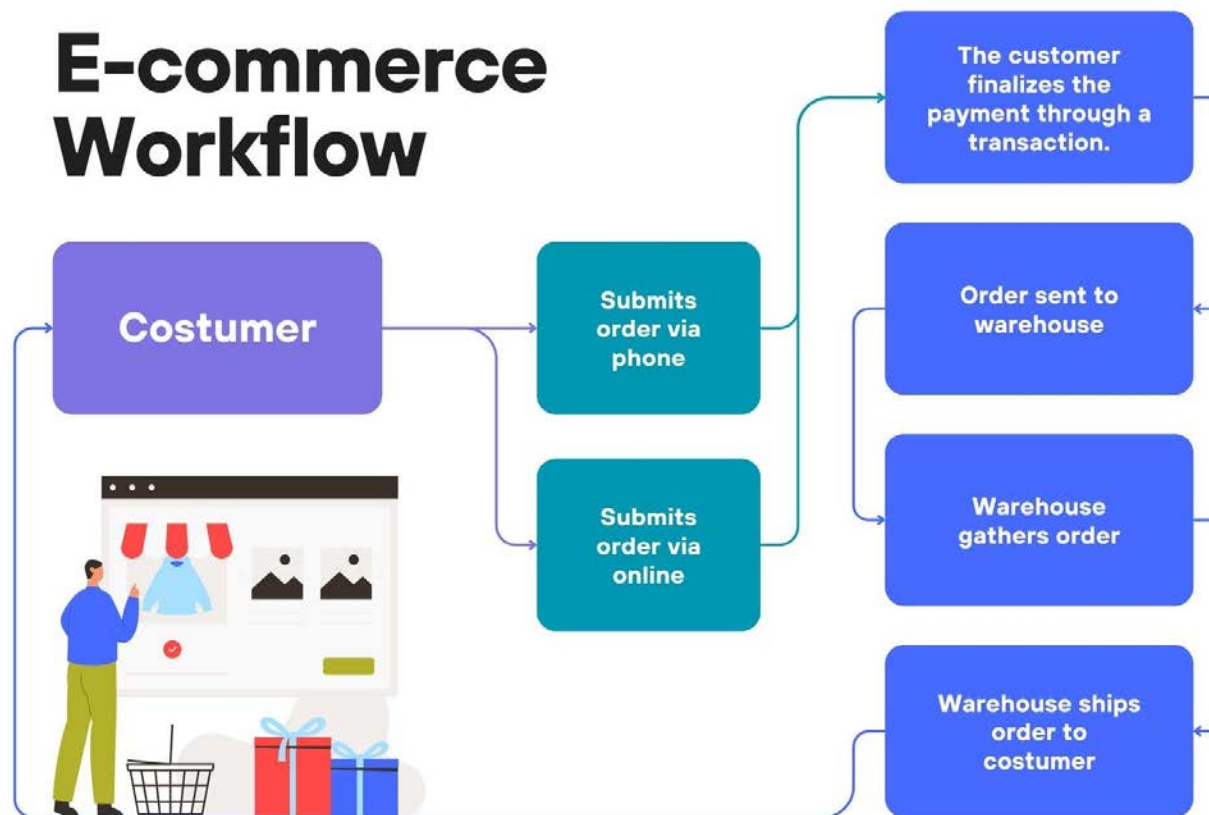
- Frontend
- Backend
- Baza podataka
- API sloj
- Payment gateway
- CDN mreža
- App Store sistem



# Kako Shopify funkcioniše?

## Koraci:

- Kreiranje naloga
- Izbor teme
- Dodavanje proizvoda
- Podešavanje plaćanja
- Podešavanje dostave
- Pokretanje prodavnice



# Glavne funkcionalnosti

Upravljanje proizvodima

Online naplata

Korpa i checkout

SEO optimizacija

Email marketing

Mobilna aplikacija

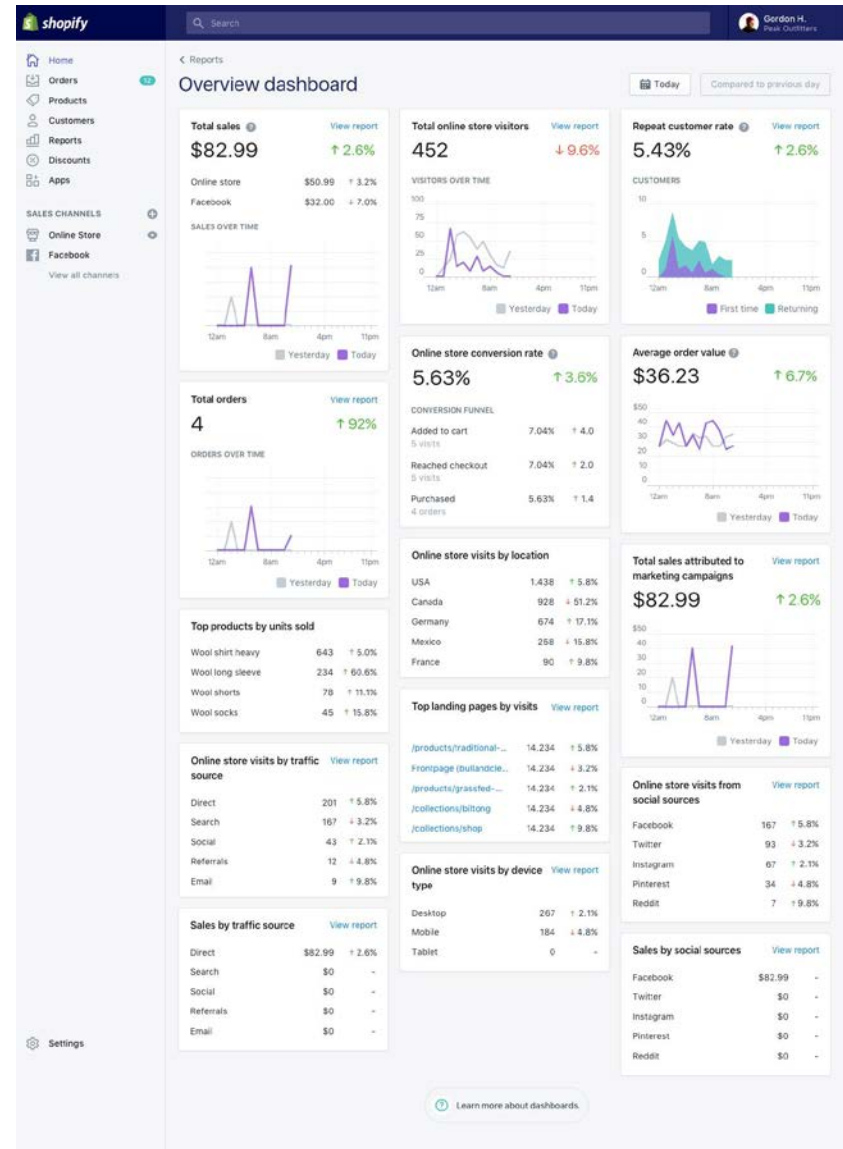
Analitika prodaje

Integracije sa društvenim mrežama

# Shopify administrativni panel

## Glavni moduli:

- Products
- Orders
- Customers
- Analytics
- Marketing
- Discounts
- Apps



# Dizajn i teme

- Veliki broj profesionalnih tema
- Responsive dizajn
- Mobilna optimizacija
- Mogućnost prilagođavanja

## **Popularne teme:**

- Dawn
- Prestige
- Impulse



# Upravljanje proizvodima

## Mogućnosti:

- Dodavanje slika
- Opisi proizvoda
- Varijante proizvoda
- Cena i popusti
- SKU i inventar

## Primer:

- UAV oprema
- Kursevi
- Elektronska oprema
- Digitalni proizvodi

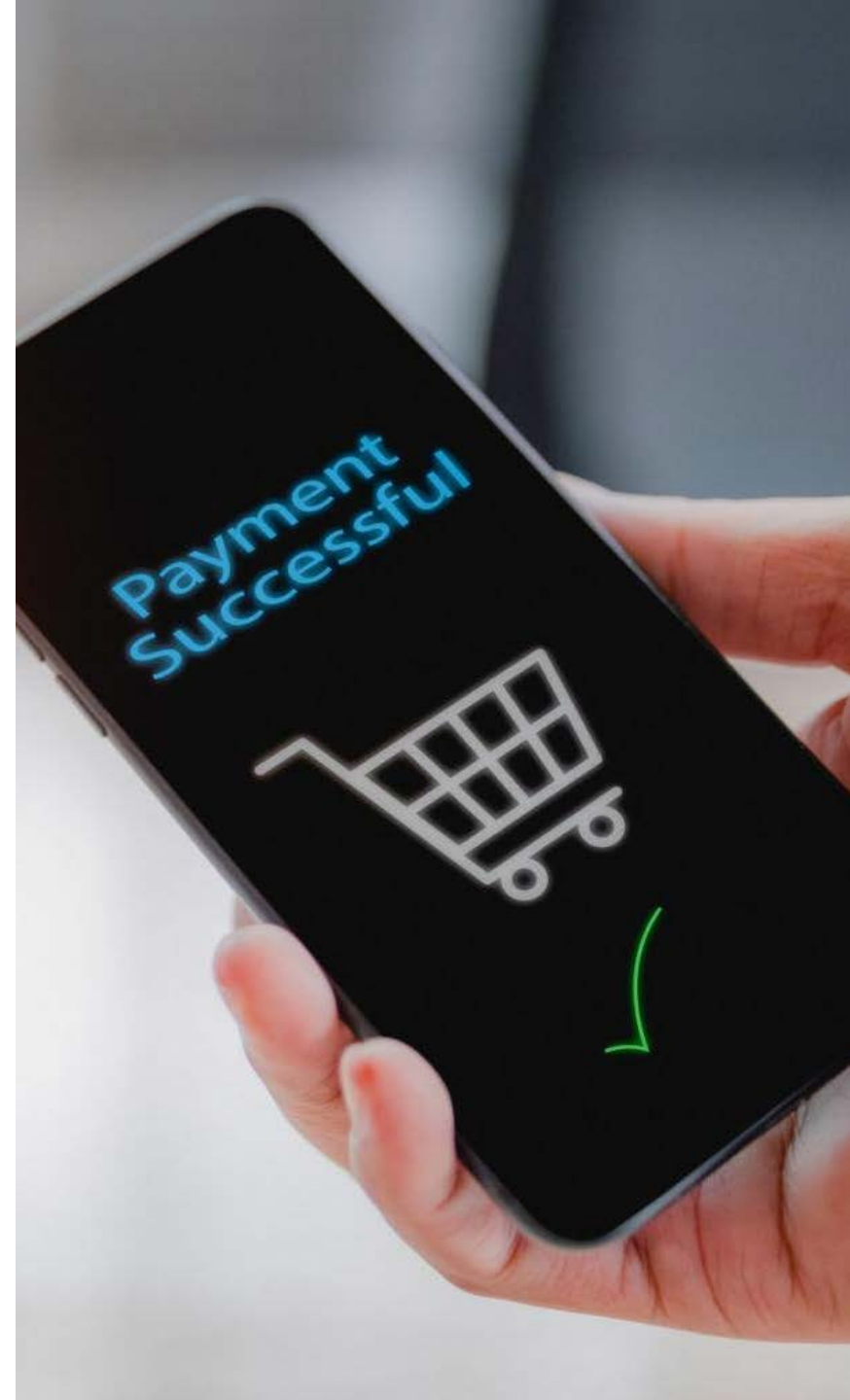
# Načini plaćanja

## Integracije:

- Kartice
- PayPal
- Apple Pay
- Google Pay
- Stripe

## Prednosti:

- Sigurnost
- Brza obrada
- Globalna podrška



# Dostava i logistika

- Integracija kurirskih službi
- Praćenje pošiljki
- Automatski obračun dostave
- Međunarodna prodaja

## **Funkcije:**

- Shipping labels
- Tracking
- Delivery zones

# SEO optimizacija

## Shopify podržava

- Meta tagove
- URL optimizaciju
- Blog sistem
- Brzo učitavanje sajta
- Mobile SEO

## Cilj:

- Veća vidljivost na pretraživačima

### Shopify features

Use Shopify features before installing high-impact apps.



### Remove unused apps

Eliminate rarely used apps to boost speed impact.

### Speed regularly

Regularly test speed and maintain low-impact apps.



### Choose lightweight apps

Prioritize efficient apps to enhance frequently used features.

# Mobilna optimizacija

- Responsive dizajn
- Mobile checkout
- Brza navigacija
- Optimizacija za telefone i tablete

## **Trend:**

- Većina kupovina danas dolazi sa mobilnih uređaja

# Marketing alati

## Integracije:

- Facebook Ads
- Instagram Shop
- TikTok
- Google Ads
- Email marketing

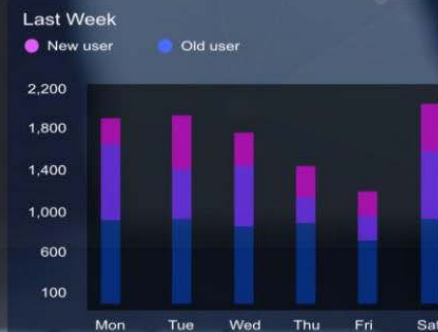
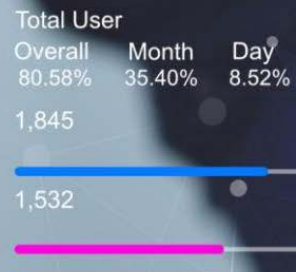
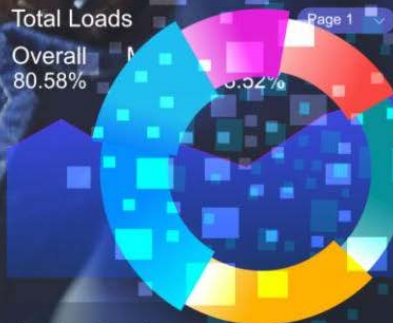
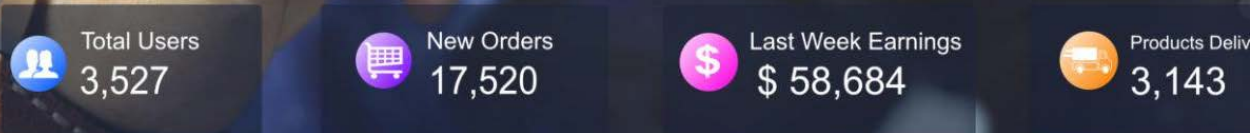
## Automatizacija:

- Newsletter
- Remarketing
- Kuponi





## DASHBOARD



## Analitika i izveštaji

### Shopify omogućava:

- Praćenje prodaje
- Analizu kupaca
- Analizu proizvoda
- Praćenje konverzija

### KPI metrike:

- Revenue
- Conversion rate
- Average order value

# Payment infrastruktura

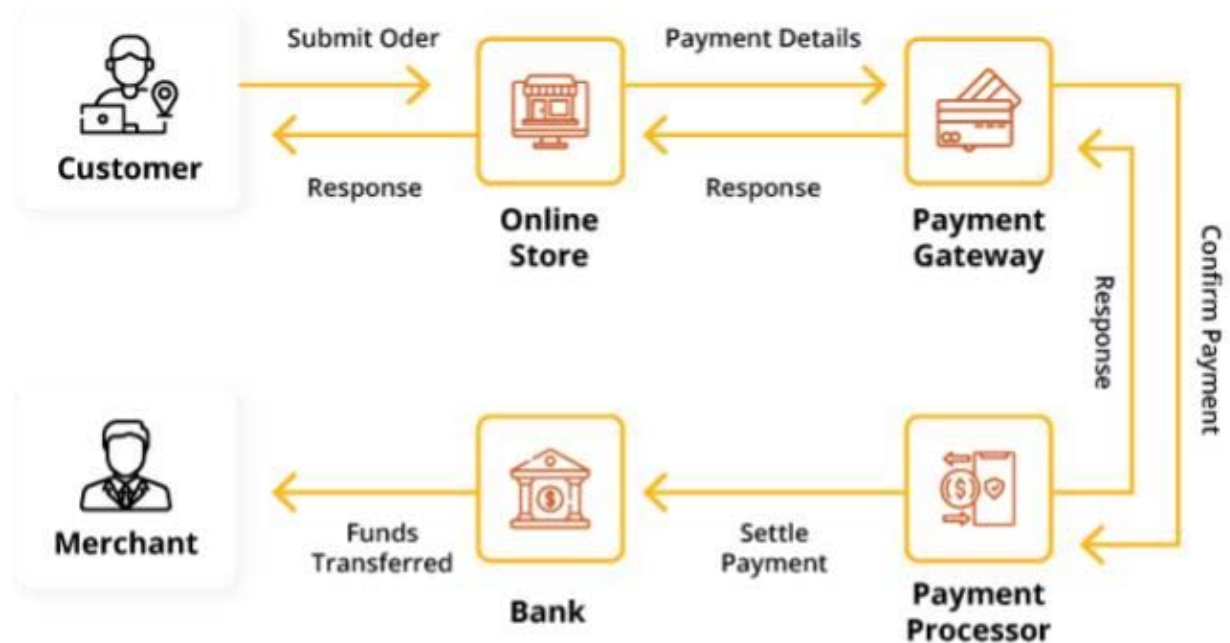
Sistem za online naplatu.

## Podrška:

- Kartice
- PayPal
- Apple Pay
- Google Pay
- Stripe

## Sigurnost:

- PCI DSS standard
- SSL enkripcija
- Fraud detection



# CDN (Content Delivery Network)

Distribucija sadržaja preko više servera.

## **Prednosti:**

- Brže učitavanje slika
- Stabilnost sajta
- Bolje performanse
- Globalni pristup

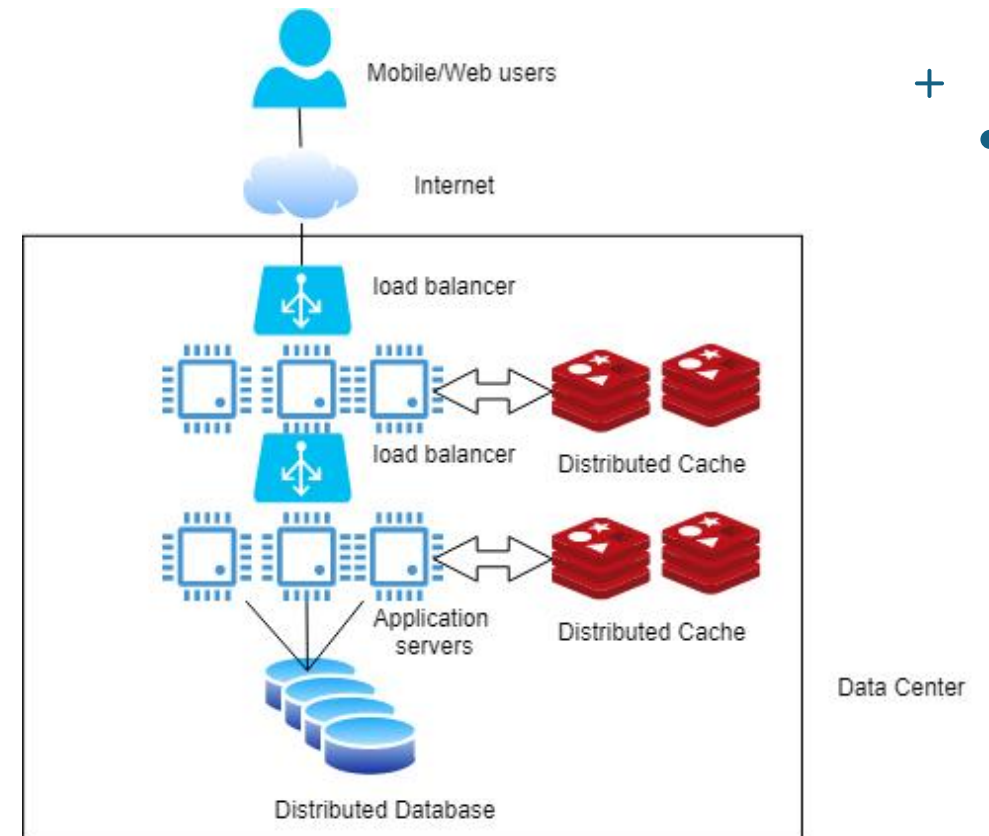
# Skalabilnost sistema

## Shopify može podržati:

- Male prodavnice
- Velike enterprise sisteme
- Milione korisnika

## Skaliranje:

- Horizontal scaling
- Load balancing
- Distributed computing

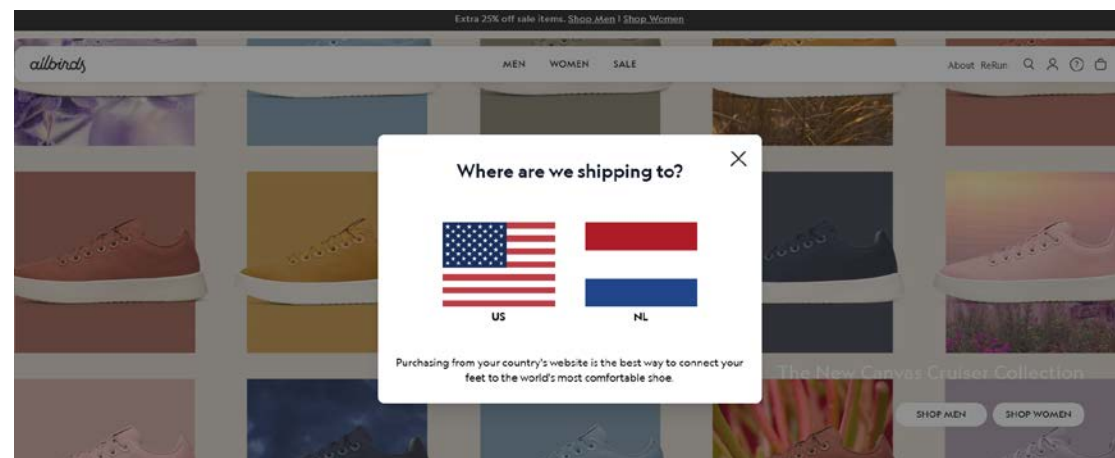


# Primeri uspešnih Shopify prodavnica

- [Gymshark](#)
- [Allbirds](#)
- [MVMT Watches](#)

## Zajedničke karakteristike:

- Jak branding
- UX/UI optimizacija
- Mobilna prodaja
- Marketing automatizacija



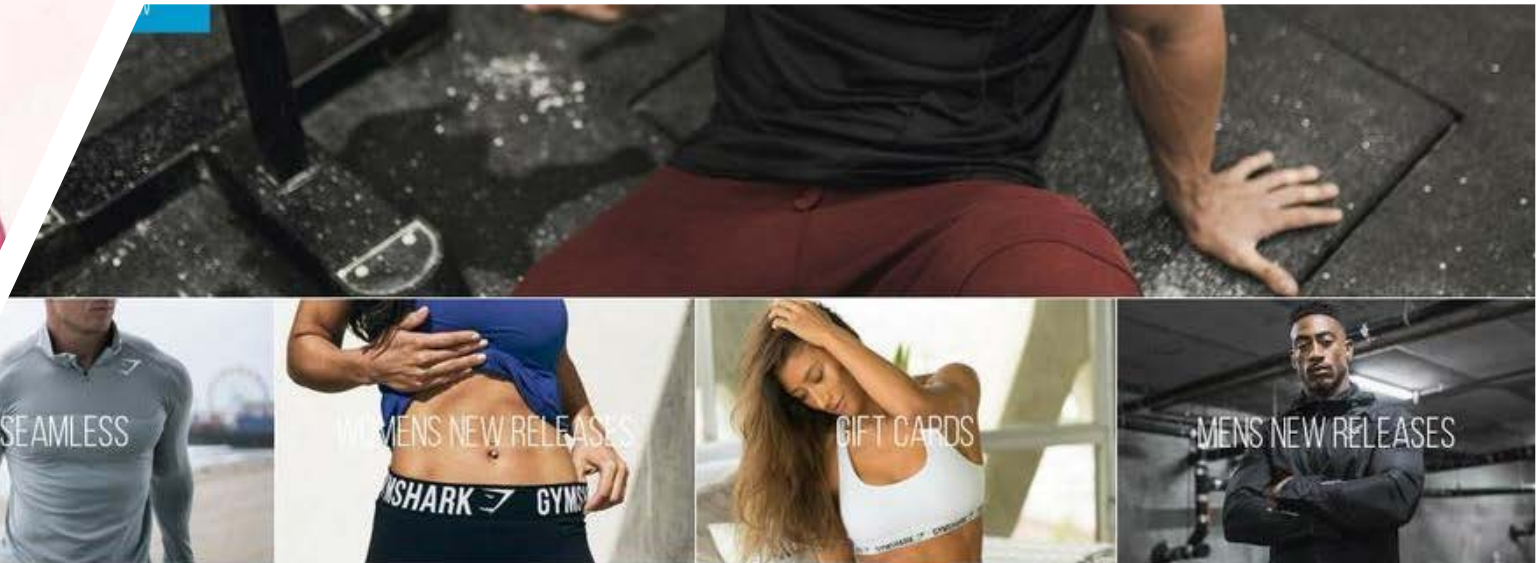
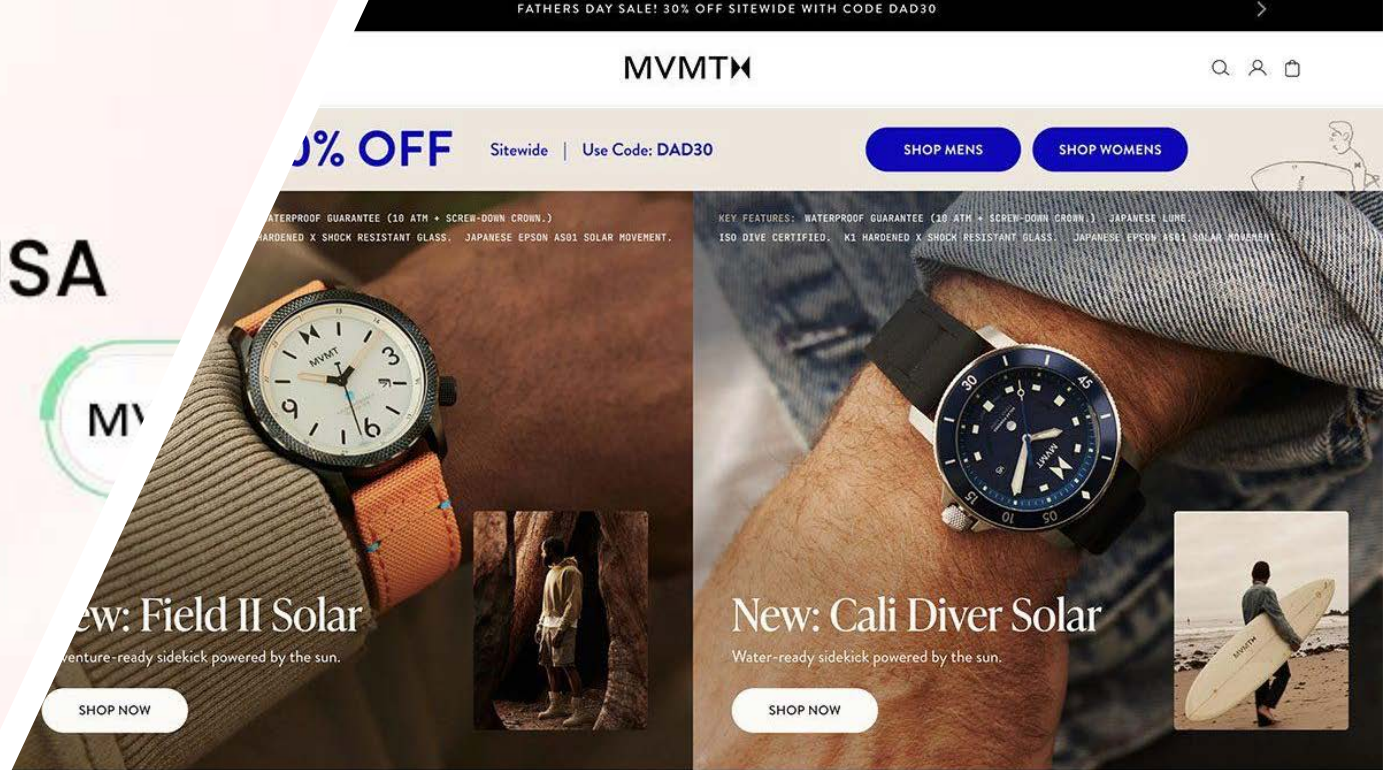


# Top Shopify Stores in USA

allbirds

brooklinen

BOMBAS



# Budućnost e-commerce platformi

## **Trendovi:**

- AI integracija
- Personalizacija kupovine
- Automatizacija
- Voice commerce
- AR/VR prodaja
- Social commerce

## **Shopify fokus:**

- AI alati i omnichannel iskustvo

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## KLJUČNE PREDNOSTI

- Brzo pokretanje prodaje
- Profesionalan izgled
- Jednostavno upravljanje
- Globalno tržište

## NEDOSTATCI

- Mesečna pretplata
- Dodatni troškovi aplikacija
- Ograničena customizacija bez programiranja
- Transakcione provizije kod nekih sistema plaćanja