



# Shopify B2B- An Innovative Solution To Manage Ecommerce Stores

eCommerce Trends

## Features of B2B Shopify Ecommerce

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### DTC and Wholesale in One Platform

You can now run both DTC and wholesale from a single store or set up a dedicated store that is customized specifically for wholesale customers.

### Self-Serve Portal

A Survey of the global B2B vendors reveals that 39% of B2B businesses prefer a self-serve portal that allows them to purchase without having to seek help from someone.

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### Customization Features

Shopify plus customization features let you access store themes and liquid customization, an ecosystem of apps, API access, and functions.

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### Customized Checkout Experience

Provide a customized checkout experience to encourage the wholesalers to complete the purchase transactions and reduce cart abandonment.

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### Manage Multiple Locations

Shopify Plus lets you manage your inventory across multiple locations so that you never run out of stock. Centralize each part of your business and synchronize your online B2B and DTC customers, products, and payment information into a single platform to reduce the complexity.

### Custom Store Theme

Provide customized store themes using Liquid support according to the business requirements.

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