

E-Commerce Development Costing Plan: Shopify vs WooCommerce (INR)

Feature / Component	Shopify	WooCommerce (WordPress)
1. Platform Setup & Development	₹30,000 – ₹80,000	₹30,000 – ₹90,000
2. Theme/Design Cost	₹0 – ₹4,00,000 (Free/Paid themes)	₹0 – ₹10,000 (Free/Paid themes)
3. Plugins/Apps/Extensions	₹5,000 – ₹15,000 annually	₹5,000 – ₹20,000 (one-time or annually)
4. Hosting	Included in Shopify plans	₹3,000 – ₹10,000/year (Shared/Cloud hosting)
5. Domain Name	₹800 – ₹1,500/year	₹800 – ₹1,500/year
6. Shopify/Woo Subscription Plan	₹2,000 – ₹7,000/month (Basic to Advanced)	₹0 (WordPress is free)
7. Payment Gateway Charges	2% extra if not using Shopify Payments	Based on gateway (e.g. Razorpay 2%)
8. Maintenance & Support (Annual)	₹30,000 – ₹65,000/month	₹15,000 – ₹35,000/month
9. SEO & Marketing Tools	₹5,000 – ₹10,000/month (via apps)	₹3,000 – ₹8,000/month (via plugins)
10. Security (SSL, Backups, etc.)	Included	₹2,000 – ₹5,000/year – Hostinger
11. Custom Functionality (if needed)	₹10,000 – ₹50,000	₹15,000 – ₹60,000

Key Differences

Factor	Shopify	WooCommerce
Ease of Use	Very user-friendly, ideal for beginners	Requires some technical knowledge
Customization	Limited compared to WooCommerce	Highly customizable
Hosting	Managed (included)	Self-hosted (more control but more responsibility)
Scalability	Excellent, but at a higher monthly cost	Flexible, depends on hosting
Maintenance	Minimal effort required	Needs regular updates & backups
Ownership	Shopify controls backend	Full ownership and control

Recommendation

Type of Client	Suggested Platform
Small/Medium business, quick launch	Shopify
Custom functionality, tech-savvy, scalable store	WooCommerce