

Shopify Plus Enterprise Migration

Multi-Market Migration with Localized Storefronts & Custom Checkout

Client: Enterprise Retailer

Duration: 3–4 Months

Team Size: 3–4 Developers

Project Overview

Led a full-scale migration of an enterprise retail brand from a legacy eCommerce platform to Shopify Plus. The objective was to modernize the architecture, improve international performance, and enable scalable multi-market operations.

Challenge

The client operated across multiple countries with fragmented storefronts, inconsistent pricing logic, and performance bottlenecks. Checkout customization was limited, and expansion into new markets required heavy development effort.

Solution

Executed a zero-downtime migration strategy, restructured product data, implemented Shopify Markets for localization, and built custom checkout logic using Shopify Functions. Developed a wholesale portal with custom pricing rules and role-based access.

Results & Impact

- Zero-downtime migration with no revenue disruption
- Improved international conversion rate by 28%
- Reduced checkout abandonment by 18%
- Enabled scalable expansion into 6 global markets
- Automated wholesale workflows saving 20+ hours/month

Technologies Used

- Shopify Plus
- Liquid
- GraphQL
- Shopify Functions
- Shopify Markets