

RESPONSE FOR OHORA GERMANY D2C OPERATIONS

Shopify Operating Experience - Task Response

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Store Owner & E-commerce Operator

Assignment objective Demonstrate hands-on Shopify operating experience, improvement judgement and tool proficiency.	Evidence standard Claims are limited to work and screenshots that can be shared. No scaled-performance claims are implied.
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At a glance

01	Store	DaisyLexi / TemplyStudio digital-products Shopify store
02	Role	End-to-end Store Owner & E-commerce Operator
03	Scope	Approximately 50 products across 4 collections
04	Period	1-month early-stage Shopify validation
05	Evidence	Storefront, Admin, apps and supporting operations screenshots

Disclosure: This was an early validation-stage operation. Revenue, CVR and AOV are not presented as scaled-performance achievements.

01 Understanding Ohora

I reviewed Ohora's US and Korean D2C stores to understand how product discovery, education and campaign-led merchandising work together. These observations shape how I would approach a new Germany operation.

Product-led storytelling	Large seasonal visuals and concise benefit copy connect inspiration to a product family.	Operating implication: Preserve visual hierarchy; connect campaigns to collections.
Category clarity	Best, new, manicure, pedicure, care and gel formats make a broad catalogue scannable.	Operating implication: Use consistent naming and filters; keep mobile discovery shallow.
Education and trust	How-to content, reviews, membership and customer-care links reduce uncertainty.	Operating implication: Localise guidance; make policies and support visible.
Germany implications	A new market requires local language, clear policy, reliable fulfilment and disciplined testing.	Operating implication: Validate localisation end to end; monitor friction before scaling.

Official sources reviewed

Ohora USA: <https://ohora.com/>
Ohora Korea: <https://www.ohora.kr/>
Ohora USA Instagram: [instagram.com/ohora_usa](https://www.instagram.com/ohora_usa)

02 Candidate context

I am a hands-on store owner who learns by building and operating real commerce environments. My experience combines Shopify catalogue and storefront work with self-hosted websites, SEO monitoring and Etsy marketplace operations.

Operator End-to-end owner Built and operated my own store.	Store focus Digital products Planners, printables, templates and SVG bundles.	Store snapshot ~50 products Organised across 4 collections.	Validation period 1 month Shopify trial and operating validation.	Live storefront daisylexi.com Current public storefront URL.
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03Shopify store operated

DaisyLexi / TemplyStudio - <https://daisylexi.com/>

Role Store Owner & E-commerce Operator	Product type Digital products	Operating period 1-month Shopify validation period	Stage Early validation stage
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04Role and responsibilities

01 Set up storefront structure, pages, policies and navigation.	02 Created and maintained product information, images, pricing and collection mapping.
03 Structured approximately 50 products across 4 collections.	04 Configured storefront sections and reviewed mobile and desktop customer paths.
05 Installed and evaluated apps for digital delivery, forms, messaging and print-on-demand.	06 Reviewed app functionality, compatibility, performance impact and recurring cost.
07 Planned SEO content, customer guidance and potential acquisition channels.	08 Tested the path from product discovery through checkout and digital fulfilment.

05Achievements and shareable scope

Approximately 50	digital products catalogued
4	collections structured
5	installed apps visible in evidence
1 month	Shopify validation period

Integrity note	This was an early validation-stage operation. Revenue, CVR and AOV are not presented as scaled-performance achievements.
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06 Operational issues resolved and improvement cases

01 Discovery and catalogue clarity

Problem

A growing digital-product catalogue needed consistent grouping, naming and navigation.

Action

Organised approximately 50 products into 4 collections, standardised product information and reviewed the category-to-product path.

Outcome

A clearer browse structure and repeatable catalogue workflow, documented by storefront and Admin evidence.

02 Digital delivery and cost fit

Problem

Digital delivery had to be reliable while recurring costs remained proportionate to early validation.

Action

Configured Digital Products, reviewed asset status, evaluated app value and shifted part of the broader content operation to self-hosted infrastructure.

Outcome

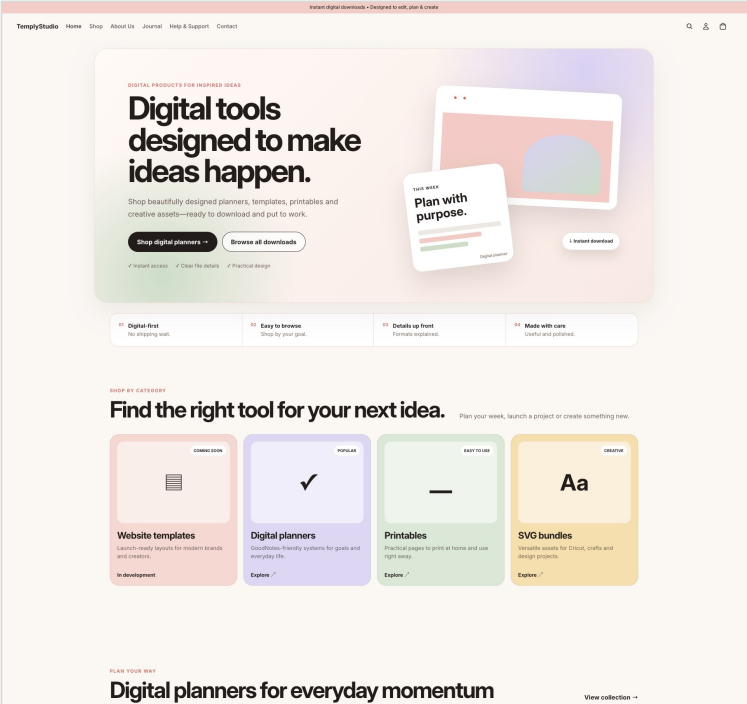
A directly manageable fulfilment workflow and platform decisions aligned to the stage of the business.

07 Shopify apps and tools

Digital delivery	Shopify Digital Products	Manage digital assets, delivery status and access.	Installed and used
Lead capture	Shopify Forms	Evaluate customer-information and marketing capture.	Installed and evaluated
Print-on-demand	Printify	Evaluate physical-product and fulfilment extension.	Installed and evaluated
Messaging	Messaging	Support customer communication workflows.	Installed
Store operations	Shopify Admin & Theme Editor	Operate catalogue, pages, navigation, policies and storefront.	Hands-on
Discovery	Search & Discovery	Review search, filtering and merchandising opportunities.	Evaluated

08 Shopify evidence - storefront

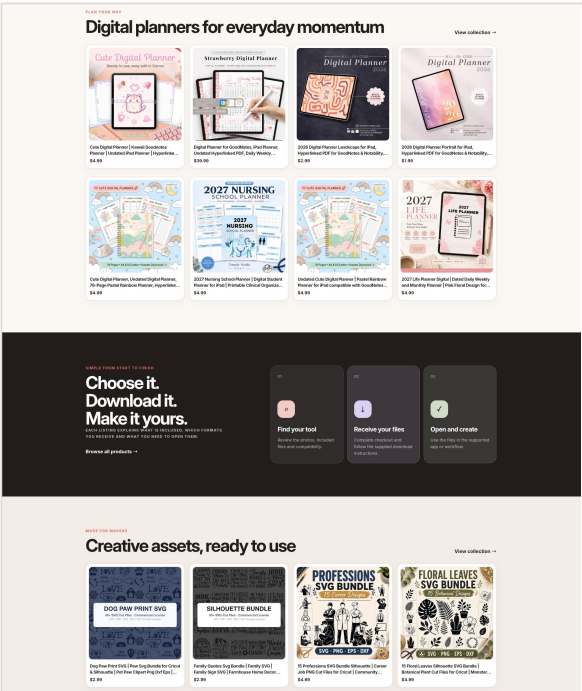
The following screenshots are taken from the store and operating environment referenced in this response.



Public Shopify storefront - top section

Customer-facing proposition, navigation, category structure and product discovery.

Verified: Storefront built and operated.



Public Shopify storefront - product merchandising

Collection and product-grid evidence from the same public storefront.

Verified: Catalogue presentation and merchandising work.

09 Shopify evidence - Admin and apps

shopify

Spring 26

Search

TemplyStudio

Home

Orders

Products

Customers

Growth

Discounts

Content

Markets

Analytics

Sales channels

Online Store

Agentic

Pinterest

Apps

Digital Products

Orders

Settings

Sidekick conversations

Pinterest plan for your store

Customizing app embed for th...

Personalized Google & YouTub...

Settings

Digital Products

Active Draft Archived All

Filter products

Filter digital files Sort

Product	Status	Assets	Sales	Downloads
12 Page Cute Cat Daily Brain Dump Printable Anxiety Journal and To Do List Mental Health and Self Care Planner Daily Reflection Page	Active	Add asset		
12 Pumpkin Face SVG Bundle Jack O Lantern SVG Halloween Cut Files Spooky Pumpkin Designs Carving Stencil	Active	Add asset		
12 Reindeer Silhouette SVG Bundle Christmas SVG compatible with Cricut Santa Sleigh SVG Deer Silhouette Files Craft Png	Active	Add asset		
15 Floral Leaves Silhouette SVG Bundle Botanical Plant Cut Files for Cricut Monstera Leaf SVG Commercial Use Clipart	Active	Add asset		
15 Professions SVG Bundle Silhouette Career Job PNG Cut Files for Cricut Community Helper Clipart Doctor Firefighter Teacher SVG	Active	Add asset		
16 Dinosaur SVG Bundle Silhouette Prehistoric Dino Clipart for Cutting Machines T-Rex Cut Files Jurassic PNG Kids Craft EPS	Active	Add asset		
2026 Digital Planner Landscape for iPad, Hyperlinked PDF for GoodNotes & Notability, Weekly Monthly Planner, Goal Tracker	Active	Add asset		
2026 Digital Planner Portrait for iPad, Hyperlinked PDF for GoodNotes & Notability, Weekly Monthly Planner, Goal Tracker	Active	Add asset		
2026 Nursing School Planner Clinical & Study Tracker (PDF)	Active	Add asset		
2026 Strawberry Planner Printable Dated Digital Planner PDF Cottagecore Aesthetic Coquette Journal Planner compatible with Goodnotes	Active	Add asset		
2026-2027 Nursing School Planner Canva Template Nursing Student Organizer KDP Interior 6.5x11 Editable Nursing School Success Planner	Active	Add asset		

Shopify Admin - Digital Products

Active catalogue items and asset-attachment status inside Shopify Admin.

Verified: Hands-on digital-product administration.

Apps

Develop apps

Shopify App Store

Installed

Digital Products

Forms

Printify: Print on Demand

Shopify ChatGPT MCP App

Messaging

Installed applications

Digital Products, Forms, Printify, Shopify ChatGPT MCP App and Messaging.

Verified: Installed-app evidence.

Made by Shopify

Shopify Forms

Shopify Checkout Blocks

Shopify Smart Pricing

Shopify Search & Discovery

Shopify Collective: Supplier

Shopify Subscriptions

Shopify Collabs

Shopify Knowledge Base

Shopify OnGym

Digital Products

Shopify Order Printer

Shopify Bundles

App evaluation

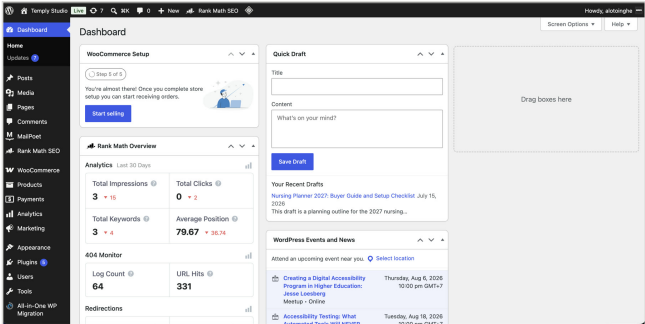
Shopify-built application options reviewed for operating needs.

Verified: App-evaluation workflow.

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Supporting e-commerce operations evidence

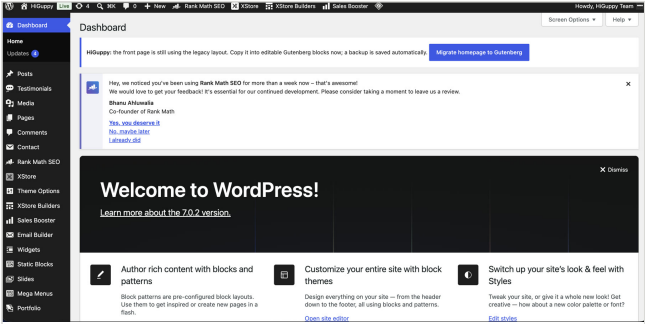
These projects are not presented as Shopify stores. They demonstrate transferable website, marketplace, content and SEO operating experience.



TemplyStudio WordPress & WooCommerce

Product, analytics, marketing, SEO and website-maintenance environment.

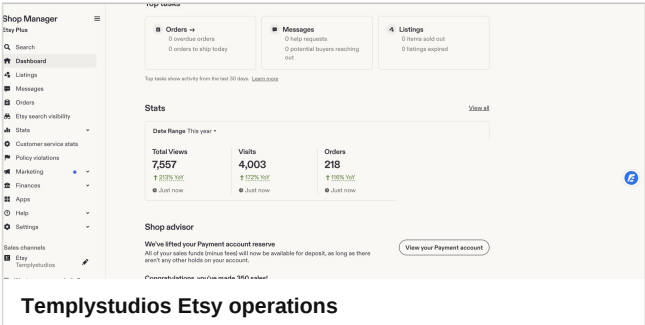
Verified: Supporting operating evidence.



Higguppy website operations

Content, SEO, storefront-builder and website-operating tools.

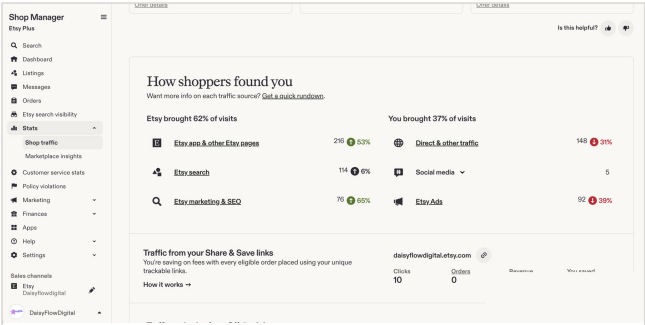
Verified: Supporting operating evidence.



Templystudios Etsy operations

Listings, orders, marketing, finance and store-management environment.

Verified: Supporting operating evidence.

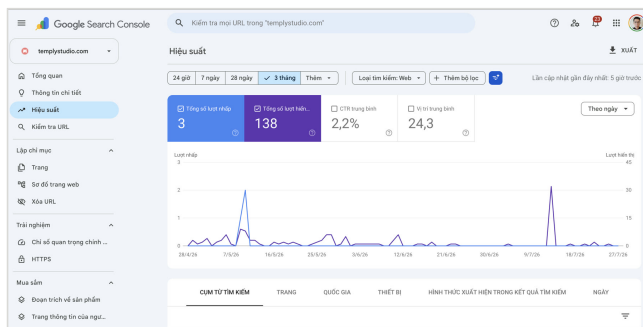


DaisyFlowDigital marketplace analytics

Traffic-source view for Etsy search, marketing, direct and social discovery.

Verified: Supporting operating evidence.

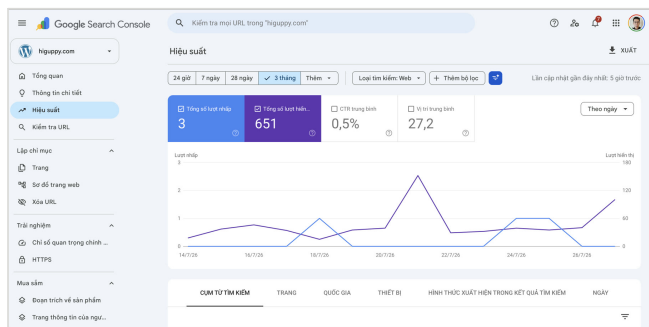
11 SEO monitoring and operating relevance



TemplyStudio Search Console

Search impressions, clicks, CTR and position used for SEO planning.

Verified: Organic-performance monitoring.



Higguppy Search Console

Search performance used to guide content and discoverability work.

Verified: Organic-performance monitoring.

Why this experience is relevant to Ohora Germany

- I can enter Shopify at the operating level: catalogue, collections, pages, navigation, apps and storefront QA.
- I understand that a new market needs disciplined localisation, policy clarity and support content before aggressive scaling.
- I evaluate tools by customer value, workflow reliability, compatibility, performance impact and recurring cost.
- I use evidence and operating observations to identify friction while keeping commercial claims appropriately qualified.

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