

Difference Between Boutir's Starter, Business, & Business PLUS Plans

ARTICLES, INTRODUCTORY SERIES



Do you want to use the Boutir app but are unsure which plan to use that suits your business?

This is a question we hear all the time! This article would help you decide what type of Boutir plan will be best for your needs.

What are Boutir's different types of plans?



There are three plans on Boutir: Starter, Business, and Business PLUS. Each plan has its own set of features and benefits.

Starter Plan: The starter plan is ideal for those who have just started to sell online or need to be familiar with the Boutir platform. It offers unlimited product listings, product options, the ability to create discount codes, Facebook and Instagram shop integration, and many more. It is also ideal for those who just started their online business and do not yet have enough sales to justify paying more for the Business plan.

Business Plan: The business plan gives you more than the starter plan has to offer. With this plan, you can sell your products unlimited times, as well as the ability to manage your online store through your desktop.

Business PLUS Plan: If you already have a thriving business and you want to shine up your brand to the next level, then the Business Plus plan is for you. It provides you with more limits as well as more advanced features that include having more than one administrator and membership tiering.

So what are the further differences between Starter, Business, and Business PLUS plans?

Let's dive in further below!

Starter vs. Business plan

Let's start with the comparison between the Starter and Business plans.

Pricing

The Starter plan starts from RM48 per month, or RM480 per year if you opt for the yearly plan.

Meanwhile, the Business plan starts from RM108 per month, RM1080 per year, or RM1820 for the 2-year commitment. You get further discounts if you opt for either 1-year or 2-year plan as it would turn out to be RM90 per month and RM75.83 per month respectively.

Number of monthly transactions

Each time a customer makes a purchase on your online store, it counts as one transaction.

For the Starter plan, there's a transaction quota that caps at 30 transactions per month.

However, there's no limit on the number of transactions on the Business plan.

Number of category levels

You can only create one category level in the Starter plan, but you can create up to 3 category levels in the Business plan.

Desktop product management

The desktop product management platform enables you to manage your online store through your desktop if you prefer doing so rather than your smartphone.

This feature is only available in the Business plan. For the Starter plan, you can only manage your online store through the Boutir app.

Customized promo codes

On the Starter plan, you can only create one promo code for your customer.

However, you can create up to 30 promo codes in your Business plan. These promo codes can serve different products, conditions, or customers, depending on how you want to set them up.

Customized cover images

You can only upload one cover image in the Starter plan.

However, in the Business plan, you can upload up to 2 cover images on your online store.

Product hashtag

Product hashtags enable you to easily promote your products on your storefront as long your customers select or click on the hashtags.

This feature is only available on the Business plan.

Customized logo on order receipt email

Do you want to display your brand rather than have the Boutir logo plastered all over the place?

This feature is also only available for Business plan customers.

Google Analytics integration

While both Facebook Pixel and SEO optimization settings are available for both Starter and Business plans, Google Analytics integration is only available in the Business plan.

Google Analytics enables you to track your online store traffic and conversions, which helps you improve your store performance.

Export order records to Excel

This feature is useful, especially if you don't manage your own inventory and you need to provide order details to your supplier. They then can easily open up the order details as the file is in Excel format.

The export order feature is only available for Business plan users.

Membership management

The membership feature enables you to set exclusive offers and promotions for your member customers when they sign up through your online store. This includes the ability to set member pricing, import your existing member details, and export your member details.

If you need to use this feature, it is only available on the Business plan.

Online promotional campaigns

Do you need to promote your products further? You can run an online campaign promoting your products with paid ads and your social media pages on Facebook and Instagram.

For example, you can share your discount coupon codes, new product arrivals, special events, or any other information about your store.

You need a Business plan to be able to run the promotional campaigns online.

Business vs. Business Plus plan

While both plans seem similar when it comes to features, there are some differences that you should know before choosing one of these two plans.

Pricing

As mentioned earlier, the Business plan starts from RM108 per month, RM1080 per year, or RM1820 for the 2-year commitment. You get further discounts if you opt for either 1-year or 2-year plan as it would turn out to be RM90 per month and RM75.83 per month respectively.

The Business PLUS plan starts from RM180 per month, RM1800 per year, or RM3280 for two years. Like the Business plan, you get discounted pricing if you opt for the 1-year or the 2-year plan.

Administrator account

This depends on how many people are responsible for managing your store.

If you have more than one person in charge, the Business PLUS plan enables you to add up to 5 administrators in your Boutir account since the Business plan only allows you have one admin.

Customized promo codes

Both plans enable you to create promo codes, but while the Business plan only allows you to create up to 30 codes, in the Business PLUS plan, you can make up to 100 codes, three times the amount you get in the Business plan.

If you have a lot of products and intend to create so many promotions through your promo codes at the same time, the Business PLUS plan will come in handy.

Customized cover image

You can create up to 2 cover images in the Business plan, but you can create 5 images in the Business PLUS plans. This would enable you to showcase different aspects and products of your business.

"Powered by Boutir" display

Do you want to create a truly branded experience without interference from the Boutir brand? Then, you may want to consider removing the "Powered by Boutir" display on your store.

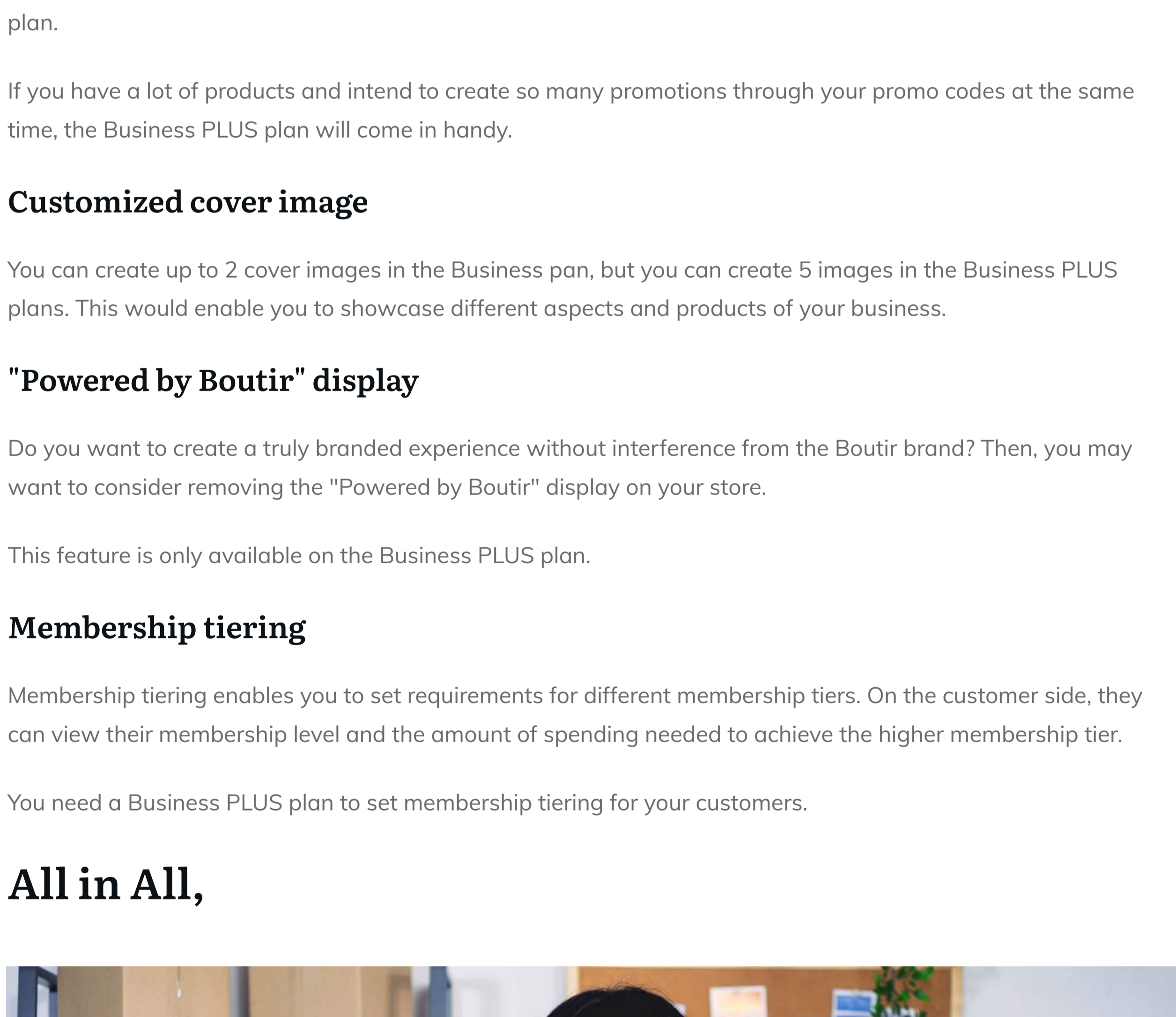
This feature is only available on the Business PLUS plan.

Membership tiering

Membership tiering enables you to set requirements for different membership tiers. On the customer side, they can view their membership level and the amount of spending needed to achieve the higher membership tier.

You need a Business PLUS plan to set membership tiering for your customers.

All in All,

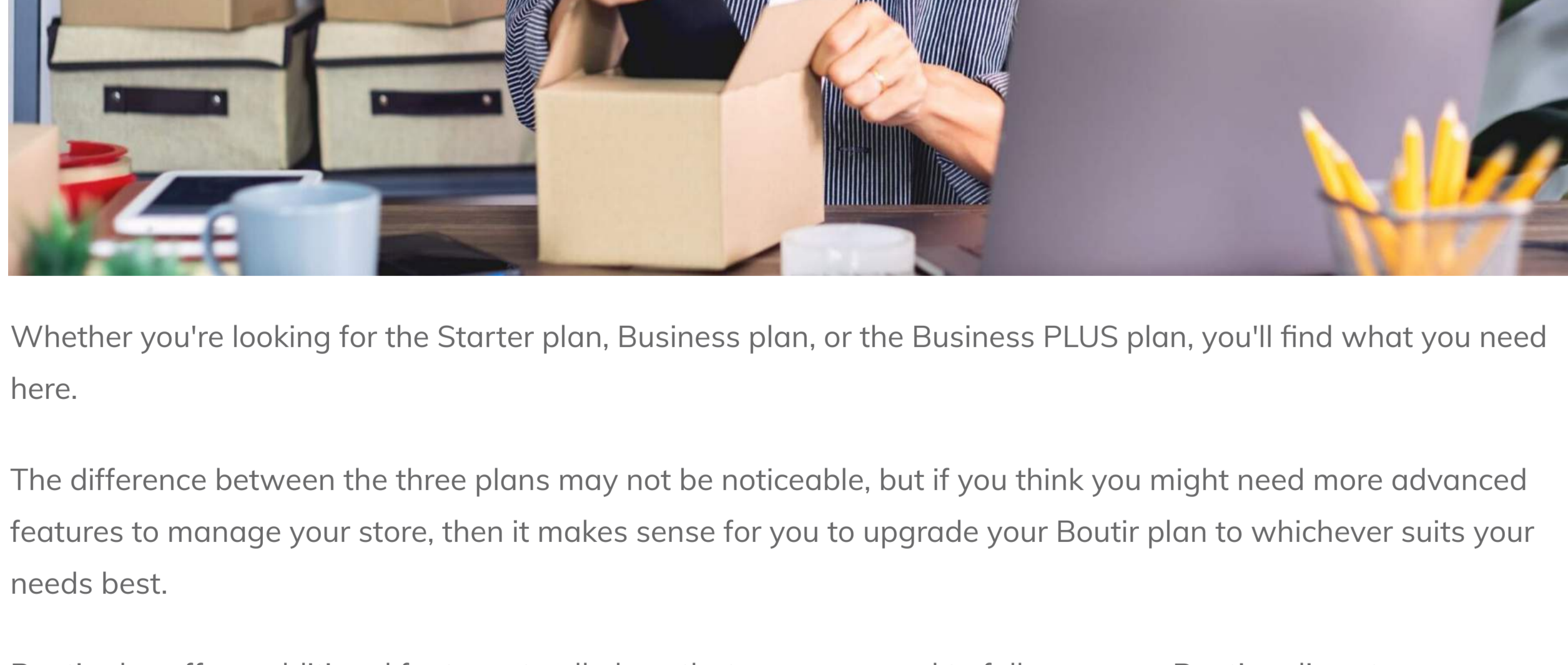


Whether you're looking for the Starter plan, Business plan, or the Business PLUS plan, you'll find what you need here.

The difference between the three plans may not be noticeable, but if you think you might need more advanced features to manage your store, then it makes sense for you to upgrade your Boutir plan to whichever suits your needs best.

Boutir also offers additional features to all plans that you may need to fully use your Boutir online store.

Online Store Made Easier



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