

FRIDAY UPDATE | CONNECTED COMMERCE

Marketplace or Shopify? The best answer is both.

Marketplaces can introduce a reseller to customers who are ready to buy, but they should not become the reseller's entire business. A Shopify store provides the owned foundation for the brand, catalogue and customer experience. The strongest model combines both, with Shopify at the centre.

01 OWN YOUR HOME BASE Build the brand, content and customer experience on a Shopify store you control.	02 REACH NEW BUYERS Use marketplaces to meet customers where they already search and shop.	03 OPERATE FROM ONE HUB Keep product, inventory, order and tracking information connected through Shopify.	04 GROW BY CHANNEL Choose the right assortment, pricing and service promise for each channel.
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The question is not either-or

A marketplace offers reach, trust and purchase intent, but it also brings fees, intense price competition and rules the reseller does not control. An owned Shopify store creates a stable home for the brand, its full catalogue and its customer experience. Each channel solves a different problem, so the best practice is to combine them deliberately.

Shopify should be the operating hub

A reseller should establish its Shopify store first and use it as the working centre of the business. Randmar can connect approved product information, inventory, pricing, images, order flow and tracking to that store. From this dependable foundation, selected products can move outward to Walmart, Amazon and other sales channels without forcing the reseller to manage every catalogue separately.

Marketplaces should be growth channels, not the whole business

Marketplace-only selling leaves a business exposed to changing fees, policies, ranking systems and account decisions. The better strategy is selective: start with products that have dependable inventory, complete content, competitive economics and a clear reason to win. A reseller does not need every product on every marketplace; it needs the right products in the right places while preserving its owned Shopify home.

A practical connected-commerce model

- Build the Shopify store first as the permanent brand, catalogue and customer-experience foundation.
- Connect Shopify to Randmar for approved product data, inventory, pricing, order flow and tracking.
- Add marketplaces one at a time, beginning with a focused and profitable assortment.
- Use channel-specific pricing and product selection to account for fees and service requirements.
- Test the full order, fulfilment, tracking and return flow before scaling.
- Measure what sells, protect the customer experience and keep the Shopify hub accurate.

RANDMAR ANGLE

The channel model is simple: Randmar feeds the reseller's Shopify hub, Shopify remains the owned operating centre, and marketplaces extend reach to new buyers. [Visit Randmar](#) or contact John in Business Development to plan the right channel sequence.

Sources: Randmar MCP Shopify and product-synchronization capabilities reviewed October 23, 2026; Shopify Help Center - Sales Channels, Marketplace Connect and Manage Marketplace Orders. Capabilities and marketplace eligibility vary by account and channel.