1. **Do you plan to release a feature to set up a minimum order value or minimum order quantity?**

   This will be doable once Checkout validation functions are available. Using a validation function you'll be able to check quantities and minimums and reject those not meeting your requirements. Currently planned for mid-summer release but is available in the Checkout extensibility preview now.

2. **Is B2B restricted to a specific theme or can we customize the storefront theme just like we do with our main DTC store?**

   No, all themes are available for B2B.

3. **Can I compare the price in the product description page, so that my customers see the discount they're receiving? Or show MSRP against the new catalog price?**

   Yes, using metafields.

   You can add a custom metafield to your product variants titled "MSRP", or whatever is most accurate/intuitive for your customers.

   You would then need to add in the retail price for each product. The metafield information would then be displayed to customers from the online store when browsing products via themes/liquid.

4. **Can we set currency by the location of the customer? As an example, the Chicago location for a given company buys in USD, but the Toronto location for the same company buys in CAD? We would like to handle several countries with unique price lists and currencies. Is this possible?**

   Yes! There are two ways to sell in multiple currencies within your B2B store:

   1. If your store uses Shopify Markets, then the prices in your online store, cart, checkout, and draft orders reflect the local currency of your customer. The currency that is based on your customer’s shipping address is converted based on automatic or manual currency exchange rates. **Rules for rounding prices** that you set in your Markets page do not apply to B2B customers.

   2. If you want to specify fixed prices for products without performing a currency exchange, then you can manually set a preferred currency for price lists when you create them within the admin. The price for products with a fixed price set are not adjusted.

5. **How many Catalogs can I assign to a single business customer?**

   25 for a single location. If there are multiple prices for a single product then the lowest price will win and be shown to the customer.
6. Can you tell me if Shopify Plus has a portal for sales reps to enter orders?

You can always give your sales reps access to the admin if you’re okay with them seeing all of your customers and orders. We know this not an option for some merchants though and they want to limit visibility.

Today, you can use our email hack which involves creating a unique contact for each company location a rep is assigned to so they can login and place orders as a customers.

In the near future, end of Q2, we will launch a V1 of sales rep ordering so that sales reps can place orders with access to only specific customers and orders.

7. How can we control a separate theme, or page layouts for the B2B store?

This is in the works, but we will support having different content between B2B and DTC buying experiences. If you want to do this right now, you can do so using liquid, using customer.b2b.

8. Can you set different individual prices per product in different currencies, ignoring currency exchange?

Yes, catalogs can be set up for specific currencies and then applied to applicable company locations specifically.

9. If you have a common catalogue for B2C and B2B, can you reserve quantities for B2C and avoid B2B picks all available stock at once?

If you use a dedicated B2B store, your inventory is handled separately for your B2B customers and orders. However within a blended store, all inventory is available to both DTC and B2B customers.

10. Is there a way to show different shipping methods on the b2b side (different from d2c shipping profiles)? This is with a blended store.

You can do this using Delivery Customization Functions. This function is contextualized and therefore you can state which shipping methods are shown between B2B or DTC customers.

11. Are the prices linked to only one inventory or can we have multiple inventories and locations?

Currently, the prices are linked all to one inventory.

12. Can the account login page cater for both Domestic customers and Trade customers?

Assuming you’re referring to DTC v. B2B customers, then yes this is possible today.

13. Are we able to publish products to B2B that do not show for B2C (until B2B logs in)?

Currently all products will be visible to B2C customers but you can use custom liquid to hide them unless the customer is logged in as a B2B buyer. You can also use third party apps like Locksmith as well for this same purpose.
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14 We are a shoe company is there a bulk order form per products so customers can easily order multiple quantities of different variants options quickly?

Great question. It's in the works right now! We expect to release this as a core feature of our platform by late Q2 2023.

15 How does the Purchase Order PO Feature work - this was due in March 2023

Support for PO numbers at checkout is almost ready to be launched to Plus merchants. We expect this feature to be released in April 2023.

16 With the new launch of B2B, does this mean the line item limit for Shopify checkout will be increased? - Shopify checkout crashes when the cart exceeds x amount of line items.

We are actively investigating line item limits and have already made several performance improvements internally. We’ll keep you updated as we continue to make advancements here.

17 Can you tell me if Shopify Plus has a portal for sales reps to enter orders?

Sales rep functionality is coming very soon. We expect to release our first version of this in late Q2 or early Q3 2023.

18 What is the difference between the Wholesale channel and the B2B Store?

B2B on Shopify is the premier wholesale solution on our platform, and solves for many previous merchant frustrations of the wholesale channel. It comprises both foundational and complex features for B2B, like business customer profiles, customer-specific product publishing, quantity rules, easy reordering, and more.

A huge differentiator for B2B on Shopify is that it’s part of the Online Store, and not a siloed sales channel. This means merchants can leverage the full power of our platform for their wholesale business, including Functions, discounts, themes, API access, and more. You can also choose between a single, blended store that accepts both B2B and DTC orders, or a dedicated B2B-only store.

The Plus Wholesale Channel does not allow you to connect to third party apps or your ERP, and does not allow for branding or design customizations. One of the primary reasons we chose to build B2B on Shopify was to offer merchants selling B2B the ability to offer a flexible and customizable buyer experience to their customers, without settling on complexity.

19 When will quantity based discounts be available? Specifically for custom quantity based discounts with different rules for different products

Volume pricing and the ability to set quantity price breaks is coming very soon. We expect to release this as a core feature of our platform in late Q2 2023, and you will be able to set those discounts at the variant level.
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20 When would you recommend to use B2B on Shopify to support your wholesale business and when would you recommend using the Wholesale channel? (for plus accounts)

We would recommend B2B on Shopify in essentially all cases. Our new suite of features is the future of wholesale on our platform and is our premier wholesale offering.

To learn more about using our feature set and setting up your B2B store, check out our Shopify Academy course: academy.shopify.com/migrating-to-b2b-on-shopify-plus

Or our help docs: help.shopify.com/en/manual/b2b

21 Can you have a blended store with different homepage/navigation designs for D2C and B2B?

Yes. You can do this today via a combination of Liquid customizations and the Locksmith app.

23 If multiple users can order in one shop, is there a way for a manager to overview/ manage all placed orders?

If the manager is on the buyer side, not yet - we are looking at buyer workflows right now and this is definitely something on our team's radar.

If the manager is on the merchant (your) side, you can set the location to checkout to draft. Their orders will be submitted as drafts, allowing the manager to review the order within the admin and make edits as needed.

24 Can we show products to customers that are not logged in but without prices

Yes, this is possible today using liquid.

25 Can we have a coming soon date added to products that are out of stock?

Yes, using liquid, you should have access to whether an item is available or not. You can even have different messaging based on the customer.

26 When price catalogs are assigned to B2B customers, will those prices change if the prices are changed for a DTC customer for a limited time sale?

Within a blended store, inventory and pricing are shared across B2B and DTC customer and customer contexts.

27 Can you set up different price lists and payment methods for different regions in the same B2B dedicated store?

Yes, the products and prices a customer can see can be assigned directly to markets or specific companies in those regions. Payment methods can be controlled via checkout Functions for specific buyers or regions.
How would you approach moving from the Wholesale Channel to B2B on Shopify?

We know this is a hot topic for merchants actively using the wholesale channel, as B2B on Shopify is now our premier wholesale offering, and can solve for more complex wholesale needs.

We are about to launch migration tools that will make it easy for merchants to transfer over their existing data to our new feature set. We expect those to be available in May 2023.

If you have two regions (US and Germany), should you choose a dedicated or blended B2B store? Or do you have to manage multiple B2B stores in shopify for each region?

It depends on your needs. If these are different legal entities and you want the operations to be completely different, and have different inventory for each entity, then a dedicated store is likely the best route.

See below for the different considerations of blended vs dedicated:

A blended store is a single storefront that accepts both B2B and DTC orders with the experience largely staying the same for DTC customers. B2B customers must be authenticated prior to seeing B2B pricing and products.

Advantages:

- One storefront to manage and maintain
- Shared data/inventory
- Can lead to greater efficiency and time savings
- Experience segmentation is possible. You can segment payment and delivery options via Functions.

Considerations:

- Some experiences cannot yet be segmented by customer type, such as store theme and notification templates

A dedicated store is a separate (expansion) storefront for B2B orders only, and only authenticated B2B customers will be able to access it.

Advantages:

- Full customization over the buying experience. As this store type is only for B2B customers, anything you change or implement will only be shown to them and not your DTC customers.
- Separate inventory flows for B2B and DTC customers

Considerations:

- Must maintain two storefronts
- Data is not shared between the two stores
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30 Can you have a blended store that sends orders to different warehouses, based on whether the order is D2C or B2B? There would be a single total inventory.

Order routing functions will allow you to control which line items are fulfilled by which warehouse. This is available in developer preview now, and will be released in general availability by mid-year 2023.

31 Can we offer payment terms?

Yes. You can define payment terms at the company location level within the admin.

32 Would there ever be an integration to be able to pull orders from sales rep platforms such as MarketTime or Brandwise?

This isn’t something we are currently building but it can be built using our APIs. If you do not have internal development support, we recommend reaching out to one of our Plus partners to discuss your needs.

33 Can you customize all email notifications so that one version sends to B2B and another to DTC in a blended store?

Yes. You can customize your welcome email for B2B customers. This can be found in Settings → Notifications → B2B access email

34 When will you be able to add third party payment gateways to a B2B store?

You can do this today! Merchants are able to use third party payment gateways in their B2B store, and can customize the payment options shown to customers at checkout using Shopify Functions.

35 When will it be possible to reveal sections or product content on a PDP page for clients logged in to B2B (eg. Supporting image or training content downloads for retailers)?

This can be done today using Metafields and liquid code.

36 Do Shopify customers get access to the dedicated B2B store format as part of their expansion stores, or is it a separate cost to set up?

This is included in the cost of Plus, as one of your expansion stores. There is no cost difference to create a blended versus dedicated store.

37 When are the migration tools going to be available?

Great question. We expect migration tools to be available to all Plus merchants in early May 2023. These tools will make it easy to transfer your existing data to B2B on Shopify, including business customer information, price lists, etc.

38 Are we able to display both MSRP and wholesale pricing to B2B buyers?

Yes, using a metafield, you can add the MSRP and display it in addition to the wholesale price
Can we enforce order minimums on a dedicated storefront without using developers?

Not at this point; it is on our roadmap to support order minimums and maximums, but at this point, you could achieve it by using a metafield and writing a function to enforce it within your store.

Can we select specific product variants in a price list? For example - we do not want to offer every variant to a specific customer

Variants can't be specifically selected, but the variants of a product can be hidden using liquid customization.

Are catalogs compatible with product listings on the online store? And what is the difference in the buying experience?

Catalogs is part of the Online Store. Without using Catalogs in the online store, merchants have to use complex workarounds like scripts and tags or third party apps that require them to leave the platform. With Catalogs, you can customize prices and product visibility all within the admin and use intuitive features that were built with just this purpose in mind.

Can we add tiering on catalogs?

If by tiered, you mean volume pricing, then soon you’ll be able to do so. We are launching volume pricing in the summer, which allows you to set price breaks based on volume.

Do we need to tag customers to make a catalog and customer-specific pricing available to them?

No, catalogs are assigned to company locations and no tagging is necessary. This is a big advantage when compared to the experience in the wholesale channel. You can assign up to 25 price lists to each company location within the admin.

Do B2B buyers use the same login as DTC customers?

Yes, they do use the same login. Your B2B buyers are attached to companies, and when they go to the online store from the customer accounts, they choose a location to place an order on behalf of. As such, we would know that they are a B2B buyer, and will apply the right catalog and buying experience based on this context.

Can you customize what each customer sees on the login screen?

Login screen customization is coming but is not available yet, however you can add your logo to the login page. This logo is not customer-specific though.

Is a catalog the same thing as a price list?

Somewhat. Price lists are one part of Catalogs. Catalogs is composed of three features - price lists, quantity rules, and customer-specific product publishing.
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The catalog encapsulates both product visibility to the buyer as well as the pricing assigned to the buyer. If you used Price lists before, they are now part of the Catalogs.

47 If we sell products in CAD and USD, can we set up two different payment gateways to receive the payment in their original currency?

According to our internal teams, Shopify Markets is beta testing a solution for bank account payout flexibility. The beta is only for Canadian merchants at this time. We recommend you reach out to your MSM or Support to learn more.

48 Can we customize taxes depending on the customer?

Yes, you can customize tax on the company location profile within the admin using our tax exemption field.

49 We use region based shipping. Can we customize shipping for a B2B customer?

Using delivery customization, you can set different shipping options visible to the B2B buyer allowing you to customize shipping options and rates.

50 Will customers have the ability to pay using their bank details soon?

Yes! We expect to launch support for ACH payments at checkout by the end of 2023. Stay tuned for more details.

51 Are there any limitations on the number of locations per company or price rules per company?

You can add up to 500 company locations to a single company, create unlimited catalogs, and assign up to 25 catalogs to each company location.

52 Is there a way to auto tag based off of metafields? For example - Membership level

We have a Shopify Flow integration coming soon so that you can auto-tag business customers.

53 How do you invite customers to activate their wholesale B2B account?

You can use our B2B invitation email feature to send emails to your customers, inviting them to login and place their first order. You can customize the email template by going to Settings > Notifications > B2B access email.

54 If a customer account belongs to multiple companies, how is priority set?

Currently, a unique customer can only be assigned to one company. You can however assign the same customer to multiple locations of the same company.

55 Will catalog pricing be functional within the Shopify POS app for B2B customers or will we need to use a discount app alongside it?

B2B on Shopify is currently not compatible with POS but it is something that’s on our team’s radar.
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56 Where can we find help to implement some of the liquid code customizations?

There are a few resources we recommend merchants check out if they want to learn more about liquid code customizations:

1. Your MSM, if you have one. MSMS are the best resource for strategic Shopify questions.
2. Our Plus support specialists.
4. The Shopify Community, community.shopify.com/c/shopify-community

57 Is there a way to bulk import companies?

Yes. The Matrixify app offers bulk import of companies and locations. Learn more about this app in the Shopify App Store.

58 I run a blended store, can I do minimum and maximum on both B2B and DTC?

Yes, using a cart and checkout validation functions. With these Functions, you can distinguish between both and apply different rules to each side of your business.

59 Can we show a “coming soon” date if a product is out of stock?

Yes, using liquid. With liquid you can access whether an item is available or not (it’s called inventory-out-of-stock), and even share different messages based on the customer.

60 Does Shopify Plus have a portal for sales reps to enter orders?

You can always give your sales reps access to the admin if you’re okay with them seeing all of your customers and orders. We know this is not an ideal option for some merchants though, who want to limit visibility.

Today, you can use our email hack which involves creating a unique contact for each company location a rep is assigned to so they can login and place orders as a customer. Please ask support or your MSM if this path is of interest.

In the near future, the end of Q2, we will also launch a V1 of sales rep ordering so that sales reps can place orders with access to only specific customers and orders.

61 What cadence will new B2B features be released and where can we find more information on what’s next?

We’re constantly releasing new features for B2B on Shopify and they’re all included in the cost you pay for Plus. There are a few avenues we recommend checking out to stay fully up to date on our recent launches:

- Speak with your MSM if you have one. We release an updated roadmap about once a quarter and they can tell you more about all of our new features.
- Sign up for the Plus merchant newsletter, which gets sent out on the first Friday of every month
- Review home cards and changelog.shopify.com
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- Check out our help docs, help.shopify.com/en/manual/b2b

62 Can B2B customers view and download invoices online?

Downloadable invoices aren't a native feature but could be built using our APIs. Future extensibility of self-serve and customer accounts (dev preview is expected in Q3) will enable showing the download feature within the portal.

63 Can a buyer download a linesheet with their entire order after they checkout?

We recommend using Catalogs to offer line sheets.

You can segment your product offering based on collection, and offer different catalogs based on your needs or those of your buyers.

You can then export the catalogs details, and add an order column to the spreadsheet that can function as the line sheet for buyers.

64 Can you make particular products only available to B2B customers, and not available for regular customers, in a blended store?

Yes, you exclude products from your D2C customers from the product page. Please refer to the demo for more details.

65 Will we be able to upload price books/catalog pricing by Matrixfy (love them!)?

Glad you like them! We've been working closely with them on their tools. Uploading catalogs is not possible via Matrixify, but Shopify admin has this functionality already.

66 Does B2B accept drop shipped orders? We ship to the end consumer on behalf of our retailer.

Dropshipping is best accomplished using our flexible shipping address feature. To learn more about it, see our help docs: https://help.shopify.com/en/manual/b2b/companies#allow-b2b-customers-to-enter-a-flexible-shipping-address-at-checkout

67 Does B2B allow you to import large orders via Excell/CSV?

You cannot import large orders via CSV but our REST API has been updated to support importing B2B orders. You can also use the GraphQL API.

68 Are custom draft orders compatible with B2B companies and defined price rules?

We're not aware of custom draft orders, but you can definitely use draft orders with our B2B feature set. On the company location level, you can also turn on checkout to draft so that customers submit orders as drafts for your review. You can still see customer-specific pricing on draft orders as well.

69 Can you import order history from another B2B platform?
Yes, using the Matrixify app. We've partnered with the Matrixify team to bring this to life, and you can learn more about Matrixify in the Shopify App store.