

Silsal eCommerce

Magento or Shopify, and what to fix either way

AUDIT

28 findings

6 high priority

REQUIREMENTS

23 mapped

to Shopify, one by one

IDEAS

10 features

worth adding next

Summary

Silsal asked a fair question: is moving to Shopify worth it, or is a new Hyvä frontend on Magento the better route? This document answers it in three parts: an audit of the current store, a requirement-by-requirement check of how each Magento feature would work on Shopify, and new features worth adding.

28

audit findings across 5 areas

6

high priority, mostly cart, checkout and shipping

15

medium priority

23

requirements mapped to Shopify

What we found

- The biggest conversion issues are in the buying flow, not the catalogue: gift options are a separate step, checkout runs over two steps after the cart, several free-shipping rules are visible at once, and shipping fees only appear at checkout.
- Delivery and shipping messages contradict each other in several places, such as next-business-day vs same-day in Dubai, and export fees and GCC duties described two ways.
- Product pages are thin on information and trust: no stock status, no reviews, one image, missing specs.
- Smaller housekeeping issues: three different phone numbers, © 2023, typos and duplicate menu links.

Recommendation: move to Shopify Plus

Every requirement in Silsal's list can be met: most natively, the rest through Shopify Functions, checkout extensions and a small custom app for the Increff and Nbox syncs. Silsal gets a **managed, secure platform** with no hosting or patching, a **faster checkout**, **Markets** for the four storefronts and two domains, native **marketing channels**, and **Flow automation**, so new features no longer need a compatibility project each time.

Agree upfront

Gift options and extra fees appear as lines in the order rather than separate totals rows. Integrations with Increff and Nbox/Omniful are confirmed in discovery before the build is planned.

If Silsal stays on Magento

The audit fixes in section 1 still apply and most can be done in a Hyvä rebuild. Hosting, security, extension maintenance and slower feature work remain.

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1 Store audit

Reviewed on 15 October 2026 across silsal.com (homepage, Coffee category, Bahja Teapot & Teacup Set product page, shipping page) and silsal.qa. Cart and checkout findings come from the walkthrough on our call. Priority reflects likely impact on conversion and customer trust.

1.1 Cart and checkout HIGHEST IMPACT

Finding	What we saw	Recommended fix	Priority
Gift options are a separate, complicated step	Gift note, wrapping and bag are added per item on the cart page, with a quantity for each. Product pages only say: "At checkout, add giftwrap, a gift bag, and a personalized card", with no prices.	Offer gifting on the product page and in the cart drawer as simple toggles with prices shown; keep per-item quantity only where needed.	High
Checkout in two steps	Shipping and payment sit on separate steps, after a separate cart page with gift options.	One-page checkout with express wallets (Apple Pay, Shop Pay) shown first.	High
Several free-shipping rules shown at once	Thresholds differ by destination (AED 500 UAE, SAR 1,000 KSA, QAR 500 Qatar, AED 1,500 rest of GCC, AED 2,000 international) and sale items are excluded. Customers can see more than one rule at a time.	Show only the rule for the customer's market, with a progress bar in the cart: "AED 120 away from free delivery".	High
Shipping cost hidden until checkout	Fees of AED 25, 30 or 50 apply under AED 500, but are not shown on the product page. The example product costs 255 AED, so most buyers will pay a fee they only see at checkout.	Delivery estimate and fee on the product page, based on the selected city and cut-off time.	High
Conflicting delivery promise on the product page	The Dubai note says orders "will be delivered the next business day", while 4-Hour and Same Day delivery are listed right below it.	One dynamic line: "Order in 2h 15m for same-day delivery in Dubai".	Medium
Sale items and returns unclear	"We do not accept exchanges on Sale Items" appears on a product shown at 50% off, without saying whether it applies. "full refund*" has no visible footnote.	Show a short sale-item note on discounted products and link the full policy.	Medium

1.2 Shipping and delivery information

Finding	What we saw	Recommended fix	Priority
Export fee rules contradict each other	One section says the export fee applies to shipments of AED 1,000 and over; another says it applies to all international orders, even with free shipping.	One clear rule, shown as a separate line at checkout with a short explanation.	High
GCC duties described two ways	The policy says UAE and GCC prices include duties, but the GCC section says prepaid duties are added at checkout.	Decide one model per market and state it once; Shopify can show duties at checkout per market.	High
Delivery-time list out of date	Lists the UAE at 3 business days, which doesn't match the domestic options, and includes Iran and Syria while the policy excludes sanctioned countries.	Rebuild the table from the live shipping rules.	Medium

Finding	What we saw	Recommended fix	Priority
Sunday and holiday rules unclear	The summary says Other Emirates orders arrive in 2 business days, while the table lists Next Business Day for them.	Simplify to one table per market.	Medium
Missing details	No Click & Collect location; no cut-off times for Dubai Next Business Day and Scheduled Delivery; flower and chocolate rules don't say whether they override 4-hour and same-day.	Add pickup address and hours, cut-offs and category rules.	Medium

1.3 Product page

Finding	What we saw	Recommended fix	Priority
No stock status	The example product shows no stock indicator, while related items show "Out of stock".	Show in stock / low stock / sold out consistently.	Medium
Thin product information	No capacity, set contents, piece count or weight on a teapot and teacup set; dimensions show diameter and height only. One main image only, alt text "main product photo".	Product spec block from metafields (contents, capacity, care, dimensions) and 4 to 6 images including lifestyle and scale.	Medium
No reviews or ratings	No reviews, ratings or testimonials anywhere on the site.	Reviews app with photo reviews and review requests after delivery.	Medium
Copy errors	"Diwshwasher safe"; meta title "Bahja Teapot & Cup Set" vs heading "Bahja Teapot & Teacup Set".	Copy pass across top products.	Low
Quantity stepper not accessible	The plus and minus controls are links with no labels.	Use real buttons with labels.	Low
Unrounded price in product data	Structured data shows 255.003001 AED for a 255 AED product.	Round prices in feeds and structured data; check Google and Meta catalogue prices.	Medium

1.4 Category pages

Finding	What we saw	Recommended fix	Priority
Low-stock message on most cards	19 of 27 cards on the Coffee page show "1 Only left in stock!" or similar.	Show urgency only below a set threshold, or only on the product page.	Medium
Filters incomplete	Filters are Price, Collection and Occasion. There is a Color sort but no Color or Availability filter.	Add Colour, Material, Availability and Price-range filters.	Medium
Inconsistent product cards	One card shows "As low as 156 AED" with "BUY NOW" instead of "Add to Cart".	One card pattern; bundles show "From" price and "Build your set".	Low
URL mismatch	Breadcrumb links to a coffee-tea-sil path while the menu uses coffee-tea.	One canonical URL per category, with redirects.	Medium

1.5 Homepage, navigation and content

Finding	What we saw	Recommended fix	Priority
Mega menu very deep	Six top-level items with 80+ links, some repeated (Serving Trays under two sections).	Restructure around how customers shop (gifts by occasion and recipient, home by room), with a featured image per column.	Medium
Duplicate and conflicting links	"Saudi National Day Gifts" and "Gifts on the Go" point to the same URL; corporate gifting has two URLs.	Clean up the menu and redirect duplicates.	Low
Three different phone numbers	+971 56 828 5283, +971 58 598 1283 and +971 56 392 7324 appear in different places; the Qatar store shows UAE numbers.	One number per market in a single setting.	Medium
Promo bar repeated and crowded	Shipping, 15% first-order code and Esaad/Fazaa offer rotate in two bars.	One bar, one message per market, with the shipping message localised.	Low
Bestsellers show sold-out items	5 of the 14 homepage bestsellers are out of stock.	Hide or push sold-out items automatically.	Medium
Currency list not tied to country	11 currencies are offered regardless of the delivery country chosen.	Currency set by market, switcher limited to relevant ones.	Low
Housekeeping	© 2023 in the footer; an unclear December 2025 notice still live; typos "Morrocan", "Stationary", "Rectangulare"; "&" in the meta description; many images with empty alt text.	Content and SEO clean-up.	Low

1.6 Performance and SEO

Page speed was not measured for this review. In discovery we would run Core Web Vitals on the main templates for mobile and desktop. On the content side: product titles and meta titles don't always match, many images have empty alt text, the meta description has an encoding error, and duplicate category URLs should be consolidated.

2 Magento + Hyvä or Shopify

Both routes improve speed and UX. The difference is what Silsal maintains afterwards.

	Stay on Magento 2 + Hyvä	Move to Shopify
Hosting, security, uptime	Silsal keeps managing hosting, patches, PCI scope and backups.	Fully managed: hosting, security patches, PCI-compliant checkout and uptime handled by Shopify.
Checkout	Custom checkout to maintain; wallets and one-page flow need extensions.	Fast one-page checkout with Shop Pay and Apple Pay; customised through extensions.
Adding new features	Each extension needs compatibility checks and often a local module.	Large app ecosystem that installs without core code changes; custom logic runs in Functions.
Markets, currencies, languages	Separate websites and store views to configure and maintain.	One store with Markets for domains, currencies, languages, pricing and duties.
Marketing and catalogues	Feeds and tracking maintained through extensions and cron jobs.	Native Google, Meta and TikTok channels with live product sync and server-side events.
Automation and testing	Custom code or cron jobs.	Shopify Flow for automation; A/B testing apps and theme versions without developer work.
Existing custom logic	Kept as is: the lowest migration risk.	Rebuilt as apps and Functions; a few items work differently (gift and fee lines).
Running cost	Hosting, extension licences and ongoing developer time.	Shopify Plus subscription plus apps; less developer time.

Why Shopify for Silsal

- **Managed platform:** no hosting, security patches or downtime to manage, and a PCI-compliant checkout.
- **Markets** handle the four storefronts, two domains, currencies, languages, tax-inclusive pricing and duties from one admin.
- **Locations** and inventory routing support the UAE and Qatar warehouses.
- **Flow and Functions** automate processes and add rules for shipping, payments and fees without core code changes; apps cover backups, reviews, search and testing.
- **Faster to add features**, which is goal 5 in Silsal's requirements.

3 Requirements on Shopify

Each requirement from Silsal's document and how it would be met. **Native** built into Shopify · **Custom / app** built for Silsal on Shopify's supported extension points · **Confirm / differs** settled in discovery.

Requirement	How it works on Shopify	Fit
1. Four websites, two domains	One store with Shopify Markets: UAE, KSA and Global on silsal.com (with /en and /ar), Qatar on silsal.qa. Each market has its own currency, pricing, languages, domain and checkout rules.	Native
2.1 Two stock sources	Two locations (UAE warehouse, Qatar warehouse). Qatar orders fulfil from Qatar. Strict per-market stock visibility to be confirmed in discovery; a Plus expansion store for Qatar is the fallback.	Native / confirm
2.2–2.3 Increff and Nbox (Omniful) sync	Stock and order sync through each provider's Shopify connector if available, otherwise a custom app on the Shopify Admin API.	Connector or custom app
2.4–2.5 Skip list, WMS as source of truth	A product flag (metafield) read by the sync: flagged SKUs are skipped and stock is managed by hand in Shopify.	Custom app
2.6 Many storefront SKUs, one WMS SKU	A mapping table in Shopify (metaobjects) that the team edits; the sync copies stock to every mapped SKU and sends orders as the WMS SKU.	Custom app
3.1 Locked bundles	Shopify Bundles: fixed components and quantities, stock calculated from components, components passed to fulfilment.	Native app
3.2 Mix and match bundles	Bundle builder on the product page plus a cart function that enforces multiples of X and adds the hidden gift box.	Custom (Functions)
4. VAT per market	Tax-inclusive pricing per market; duties and import taxes can be collected at checkout.	Native
5.1 Related products rule	Theme section that picks in-stock items from the same category within a price band, sorted by sales.	Theme build
5.2 Mega menu	Theme mega menu managed from Navigation, with per-item highlight styles.	Theme build
5.3 Sold-out handling	Sold-out items pushed to the end automatically; Meta and Google catalogues read live availability, so the 20-minute cron is no longer needed.	Native / Flow
5.4 Search and sold-out page	Search & Discovery (synonyms, boosts) or a search app with Arabic support; a custom "sold out" result for exact matches.	App + theme
6. Gift options with own totals line	Gift note, wrap and bag as add-ons per item. Shopify shows them as add-on lines rather than a separate totals row, which is the main difference to agree.	Custom (Functions) / differs
7. Phone, city dropdown, custom address fields	Checkout extensions for city lists (UAE, KSA), phone validation and the Area and Apartment fields.	Checkout extension (Plus)
8.2 Shipping method rules	Delivery rules by time, day, products and city through delivery customisation functions or a shipping-rules app.	Functions or app

Requirement	How it works on Shopify	Fit
8.3 Free shipping excluding sale items	Shipping discount function per market that ignores discounted items.	Custom (Functions)
8.4 Click & Collect	Native local pickup, UAE market only.	Native
8.5 Dubai-only products	Cart and checkout validation with the two-button message; city limited to Dubai while those items are in the cart.	Custom (Functions)
9. Extra fees (export, customs, COD)	Duties through Markets; export and COD fees as fee lines added by a cart function. Fees appear as lines, not separate totals rows.	Custom / differs
10. Payment rules	Payment customisation: hide COD by category, hide Tabby/Tamara for sale items, bank transfer for allowlisted staff. Card gateway to confirm (Shopify Payments or supported provider).	Functions + apps
11. Emails per store	Notification templates switch by market for thresholds, VAT wording and domain links; abandoned checkout per domain natively or through Klaviyo.	Native
12. Reports, mass shipment, delivery note, export	OPS and Accounting CSVs and product export through a reporting/export app or custom report; bulk fulfilment upload; Order Printer delivery note template.	Apps + small custom
13. Marketing tracking	Native Google, Meta and TikTok channels with server-side events, set up per market and language.	Native

4 New features worth adding

Suggestions beyond the current requirements. Any of these can be added once priorities are agreed.

Gifting

Gift options on the product page and cart drawer, a gift message preview, and "send to a different address" for gifts.

Delivery promise

Live delivery estimate on product pages based on city and cut-off, with a countdown for same-day and 4-hour delivery.

Free-shipping progress bar

One per market, ignoring sale items, so customers see exactly how much they need to add.

Reviews and UGC

Photo reviews and an Instagram-style "as seen at home" section on product pages.

Back-in-stock alerts

Email or WhatsApp alerts on sold-out products, which also feed the sold-out search page.

Corporate gifting

Quote request form and, on Plus, B2B price lists and company accounts for repeat corporate buyers.

Personalisation preview

Live preview for monogrammed and personalised items.

Post-purchase upsell

One-click add-ons after payment, such as candle refills or gift bags.

Automation and backups

Flow workflows for sold-out handling, VIP tagging, fraud checks and low-stock alerts; daily store backups.

A/B testing

Test product page layouts, promo messages and free-shipping thresholds without a developer.

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