



PRESENTATION PACK · 2026

Run your Shopify store, simply.

Products, stock, prices, orders, customers and promotions brought together in a single European application, synced both ways with Shopify.

18

modules available
from
sign-up

€40

per month, no VAT
added, all included

5 days

free trial, nothing
charged upfront

EU

data hosted in
Europe

WHAT LIORA IS

One piece of software. Your entire business.

LIORA is a French application that centralises the day-to-day management of a Shopify store: products and variants, media, collections, prices and margins, stock, orders, customer records and promotions. Everything sits in one place, in two-way sync with your store.

Without LIORA

- Scattered tools that don't talk to each other
- Wrong stock levels and unexpected stock-outs
- Hours lost to double data entry
- Prices and margins recalculated by hand

With LIORA

- One piece of software to run everything
- Accurate stock, synced in real time
- No more double entry, thanks to the sync
- Prices and margins always up to date
- Promotions prepared weeks in advance

Who is it for?

Shopify merchants in France and across Europe who want to stop juggling tabs and spreadsheets: stores with anything from a few dozen to several thousand SKUs, brands that sell online, and those that also make their own products (the Production & Recipes module switches on when you say you make some of your products).

The three promises

One single place

Your whole operation on a single screen, always up to date.

Zero double entry

Two-way Shopify sync and a complete history of every action.

Data-driven decisions

Real-time margins, promotions simulated before launch, segmented customers.

WHAT LIORA DOES TODAY

18 modules, 170 features.

All included in the subscription and available from sign-up. Every module comes with dedicated permissions, full traceability and data synced in real time.

CATALOGUE

Products	The single source of truth for your catalogue	24 features
Product Media	Every product image, flawless and in sync	12 features
Pricing	Your pricing strategy, controlled to the penny	12 features
Bundles	Your gift boxes, identified, assembled and costed	4 features
Collections	Your Shopify collections, properly organised	6 features
Production & Recipes	From raw material to finished product	12 features

OPERATIONS

Stock Management	Stock levels kept exactly right, everywhere	9 features
Replenishment	Stock-outs anticipated, every restock tracked	6 features
Orders	Every order, customer and supplier alike	10 features
Invoices & Profitability	Your invoices and your margins, in one place	6 features

SALES & CUSTOMERS

Customers & CRM	Your entire customer relationship, in one place	9 features
Promotions Centre	Your promotions, costed before launch and tracked to the end	17 features

STEERING

Dashboard	The state of your business, at a glance	12 features
Timeline & Audit	Every meaningful action, on the record	6 features

PLATFORM

Integrations	Every connection, under control	8 features
Health centre	The health of your data, at a glance	5 features
Settings	Everything that configures the application	6 features
Support centre	Help, without leaving the app	6 features

CATALOGUE & PRICING

Your products and margins, to the cent.

Products

24 features

- Complete product record on a single screen: variants, SKUs checked for duplicates, supplier, VAT
- Dated regular and sale prices, editable one by one or in bulk, without overwriting the base price
- SEO, description and status (active, draft, archived) published as is on Shopify
- Collections, categories and tags to segment the catalogue
- Clear separation between information shown on Shopify and internal information
- Customisable columns, smart sorting (stock, sales, last update), search and combinable filters
- History and audit: every change dated and attributed

Pricing

12 features

- Net price, gross price and VAT calculated automatically from one another
- Margin in € and %, product by product
- Suggested price based on your costs and target margin
- Simulation: the effect of a new price on the margin, measured before you apply it
- Compare-at (struck-through) price and sale price over a set period
- History of every price change, with the name of the person who made it
- Approved prices sent to Shopify, with visible sending status

Also in the catalogue

Product Media (12 features) for flawless, synced visuals · Bundles (4 features) to identify, assemble and cost your gift boxes · Collections (6 features) to organise your Shopify collections · Production & Recipes (12 features), from raw material to finished product, for brands that make their own.

OPERATIONS & SALES

Fewer stock-outs, profitable promotions.

Stock Management

9 features

- Available stock that can actually be sold, by product and by variant
- Stock reserved for open orders, kept apart from available stock
- Minimum thresholds and alerts as soon as an item drops below
- Restocking: reorder quantities calculated from thresholds and sales
- Stocktakes: physical count compared with theoretical stock, discrepancies included
- Manual adjustments with a reason, dated history of every movement
- Quantities automatically passed on to the Shopify store

Promotions Centre

17 features

- Scheduled in advance: the promotion opens and closes by itself on the set dates
- Sale prices applied at opening, original prices restored at closing
- Sales simulation and forecast before launch (based on the last 30 days)
- Stock-out risks spotted before opening
- Real margin analysis, with purchase costs and fees deducted
- Numerical targets, annual marketing calendar, duplicating a campaign
- Statistics and side-by-side comparison of two promotions

Customers & CRM 9 features

Every customer with their revenue, average basket and last order. Automatic VIP, new and dormant segments; customers with no order for 90 days surface on their own.

Orders 10 features

All your orders in one place, customer and supplier alike, linked to stock and customer records for complete follow-up of every sale.

STEERING & SUPPORT

Anticipate, invoice, fix.

Replenishment

6 features

Stock-outs anticipated, every restock tracked.

- Restock requests and tracking
- Alert thresholds
- Automatic restocking
- Production needs calculation
- Suppliers
- Priority products

Invoices & Profitability

6 features

Your invoices and your margins, in one place.

- Customer invoices
- Purchase invoices
- VAT collected by period
- Detailed profitability
- Margin on cost of sales
- Cost price per product

Health centre

5 features

The health of your data, at a glance.

- Health score and history
- Alerts by area
- On-the-spot fixes
- Dated PDF report
- Failed stock updates

Support centre

6 features

Help, without leaving the app.

- Help search
- Guides by topic
- Step-by-step procedures
- PDF guides
- Contact form
- Service status

Access rights

Invoices and costs are only shown to users who have been given access to them.

UNDER THE HOOD

Synced, traced, hosted in Europe.

01

Dashboard

Revenue, orders, average basket, sales over the last 30 days, alerts and recent activity: the state of your business at a glance (12 features).

02

Two-way Shopify sync

Your Shopify catalogue is imported into LIORA automatically; your changes to products, prices, stock, media and collections flow back to Shopify. Every operation is logged and its status is visible.

03

Timeline & Audit

Every meaningful action traced, dated and attributed: useful for understanding a change or in the event of an inspection (6 features).

04

Integrations & Settings

All your connections under control (8 features) and the entire application configuration in one place (6 features).

05

Data hosted in Europe

Strictly controlled access and encryption in transit. You remain the owner of your data at all times; a reversibility policy is published on the website.

06

Up and running in minutes

You authorise access to your Shopify store, the catalogue imports automatically and you can start working as soon as the first sync is complete.

PRICING

One price, everything included.

€40 / month, no VAT added, no commitment
or €420 / year, i.e. €35 / month

- All 18 modules included
- No setup fees
- No paid add-ons
- No per-product or per-order cost
- Fixes and improvements included
- 5-day trial, nothing charged before it ends

No VAT added. If installed from the Shopify App Store, the subscription is billed by Shopify in the store's currency.

ROADMAP

The platform grows, module by module.

Published openly, with no dates we couldn't keep.

IN DEVELOPMENT

Communication

Emails, texts and campaigns, all in one place.

IN DEVELOPMENT

Analytics

Your data turned into decisions.

Also planned: Marketing · AI Centre · Workforce · Policy Centre · Brand Centre · Notifications · Automation · Sales Performance · Multi-store · API & Developers.

FREQUENTLY ASKED QUESTIONS

What to know before you start.

Does the sync work both ways?

Yes. The Shopify catalogue is imported into LIORA, and your changes to products, prices, stock, media and collections are sent back to Shopify. Every operation is logged and its status is visible.

How long does it take to get started?

A few minutes: you authorise access to your store, the import starts automatically and you can work as soon as the first sync is complete.

Where is my data?

In Europe, with strictly controlled access and encryption in transit. You remain its owner.

Are there any hidden fees?

No: €40/month or €420/year, no VAT added, everything included. No setup fees, no paid add-ons, no per-product or per-order billing.

I make my own products: is LIORA suitable?

Yes. The Production & Recipes module appears when you say you make some of your products.

Ready to simplify your store?

Try LIORA free for 5 days. Nothing is charged before the trial ends.

Free trial: liora-eu.com/inscription

Demo or question: direction@liora-eu.com

Reply within 24 business hours · Team in France · Support in French

