

SHOPIFY B2B CASE STUDY

Tiles & Deco

A complete B2B trade portal, built on Shopify Markets.

Trade applications, approved company accounts and a price-gated wholesale catalog for a US tile retailer selling to pool builders, contractors and designers.

CLIENT

Tiles & Deco, USA

PLATFORM

Shopify B2B

MARKET

B2B Trade – ALL USA

INDUSTRY

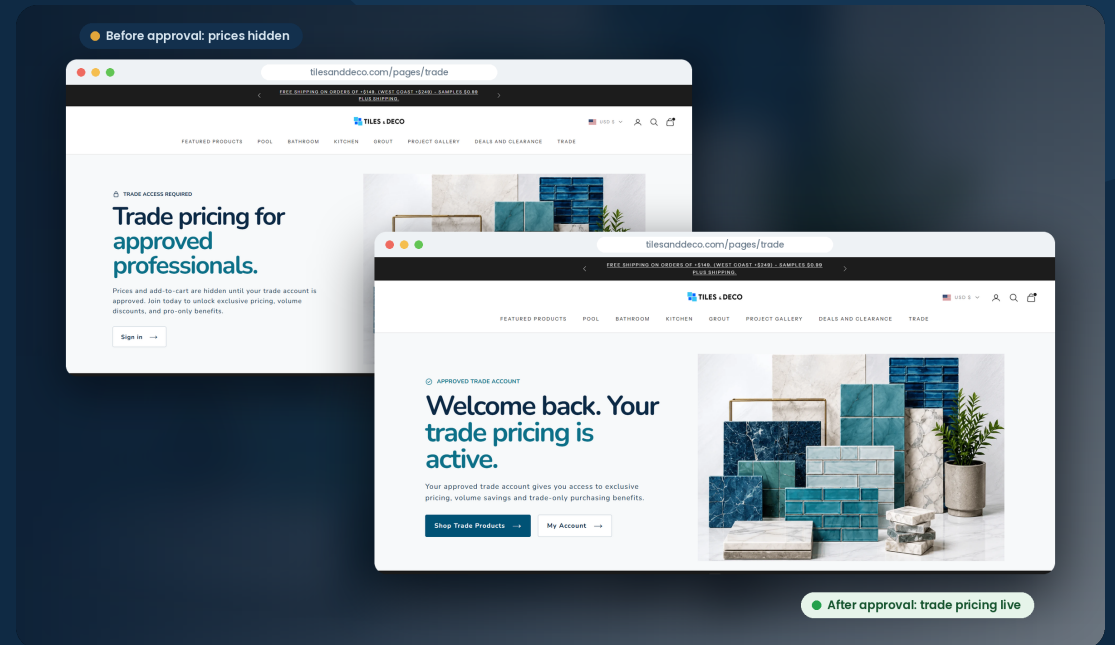
Tile & pool supply

SCOPE

Complete trade portal

MY ROLE

Setup, design & development



Faisal Rehman

Shopify Developer · 5 years building custom Shopify stores

The brief, the problem, and the plan

The brief

Tiles & Deco sells glass and pool tiles online. A large share of its buyers are professionals: pool builders, landscapers, home builders, architects and distributors. They needed their own trade pricing, without showing those prices to retail shoppers.

The challenge

Retail and trade customers shop the same products in the same store. Trade prices had to stay hidden from the public, every trade buyer had to be vetted before ordering, and approved buyers needed a smooth way to order at their price.

The approach

I built the portal on native Shopify B2B. A dedicated B2B market holds the trade catalog, every trade buyer is a company with an approved location, and a custom trade page and product templates switch between a locked and an unlocked state.

What the portal is made of

● B2B market

"B2B Trade – ALL USA" market for trade buyers

● Trade catalog

Wholesale price list assigned to the market

● Company accounts

Each buyer is a company with a location

● Approval workflow

Ordering only after a company is approved

● Trade landing page

One page, two states: locked and approved

● Trade application form

Contact, company and order details

● Price gating

Prices and add-to-cart hidden until approved

● Trade product cards

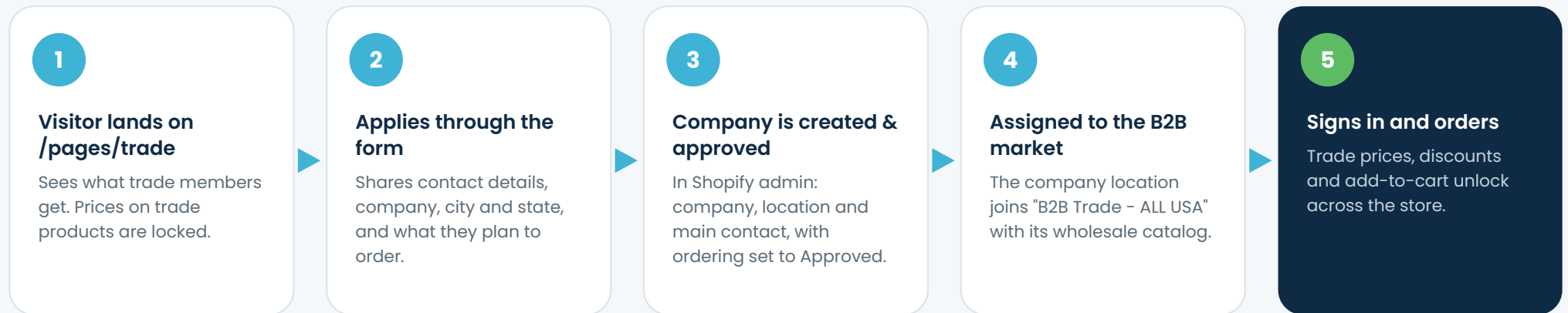
Trade badge, % off, compare-at, trade price

● Shopify admin setup ● Storefront



From visitor to approved trade buyer

The portal turns a public visitor into a vetted wholesale customer in five steps. Every step happens inside Shopify, with no third-party wholesale app to maintain.



Not approved

Trade badge on every product, prices replaced with "Trade pricing available after approval", no add-to-cart, and a "Sign in" path.

Approved

"Welcome back" hero, trade price under a struck-through retail price, % off badges, "View options" buttons and a "Trade pricing active" chip.



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One trade page, two states

The trade page is the front door of the portal. The same URL shows a locked invitation to visitors and a personal welcome to approved buyers.

Locked state

"Trade pricing for approved professionals" explains that prices and add-to-cart are hidden, with a clear Sign in button.

Status label

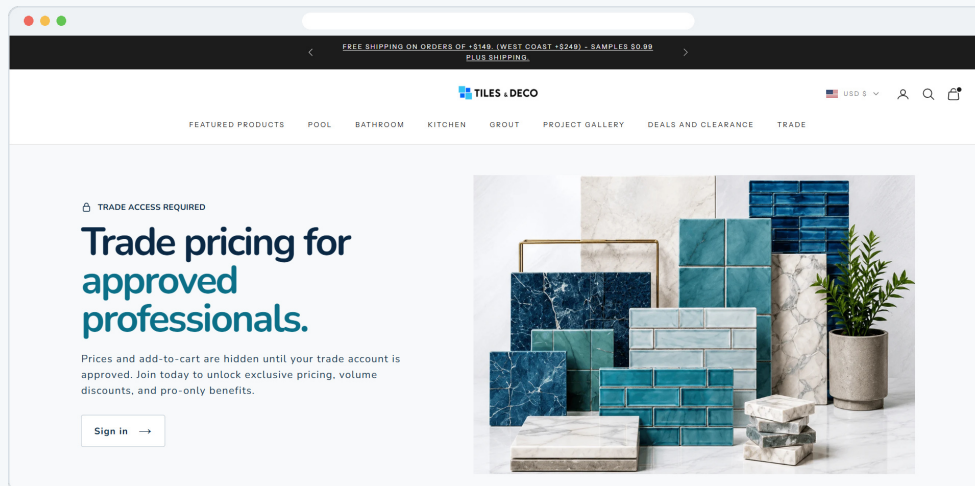
A small lock or check icon above the headline tells buyers their account status at a glance.

Approved state

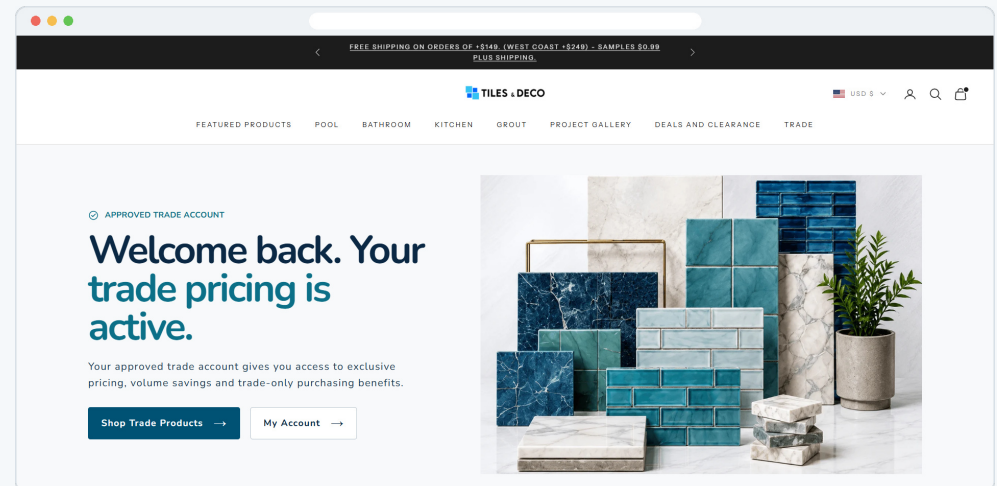
"Welcome back. Your trade pricing is active" with Shop Trade Products and My Account buttons.

Theme-native

Built into the existing theme with Liquid, so header, fonts and navigation stay consistent.



Not signed in / not approved



Approved trade account



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Trade application form

Buyers who are not yet trade members apply right on the trade page. The form collects everything the team needs to vet a business and quote accurately.

Contact details

First and last name, work email and phone number in a two-column layout.

Company details

Company name plus optional city and state, used to create the Shopify company.

Order context

A comments box asks for products, quantities and timeline for accurate pricing.

Trust & spam protection

"We reply within 1 business day", benefit checklist, privacy note and reCAPTCHA.

The screenshot shows a web form titled "Wholesale & partnerships" with the heading "LET'S TALK ABOUT YOUR ORDER". The form is divided into two main sections. The left section contains a sub-header "Wholesale & partnerships", the heading "LET'S TALK ABOUT YOUR ORDER", a paragraph "Tell us a bit about your business and what you're looking for. Our team will review your details and contact you shortly.", a green status indicator "We reply within 1 business day", and a checklist of benefits: "Volume pricing for bulk orders", "A dedicated account manager", and "Flexible payment terms for approved accounts". The right section contains a "Contact details" form with fields for "First name", "Last name", "Work email", and "Phone number". Below this is a "Company details" section with fields for "Company name" and "City and State (optional)". A "How can we help?" section features a large text area for "Comments (optional)". At the bottom of the right section is a "Send inquiry" button. Below the button, a small disclaimer states "We only use your details to respond to this inquiry." and a footer note mentions "This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply."

Wholesale & partnerships

LET'S TALK ABOUT YOUR ORDER

Tell us a bit about your business and what you're looking for. Our team will review your details and contact you shortly.

● We reply within 1 business day

- ✓ Volume pricing for bulk orders
- ✓ A dedicated account manager
- ✓ Flexible payment terms for approved accounts

Contact details

First name Last name

Work email Phone number

Company details

Company name City and State (optional)

How can we help?

Comments (optional)

Products, estimated quantities and timeline help us reply with accurate pricing.

Send inquiry

We only use your details to respond to this inquiry.

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.



Trade catalog: locked vs unlocked

Trade products use custom card templates that read the buyer's B2B status. Retail visitors see the range; approved companies see their price and can buy.

Locked cards

"Trade access" badge and "Trade pricing available after approval" instead of a price.

Clear buying path

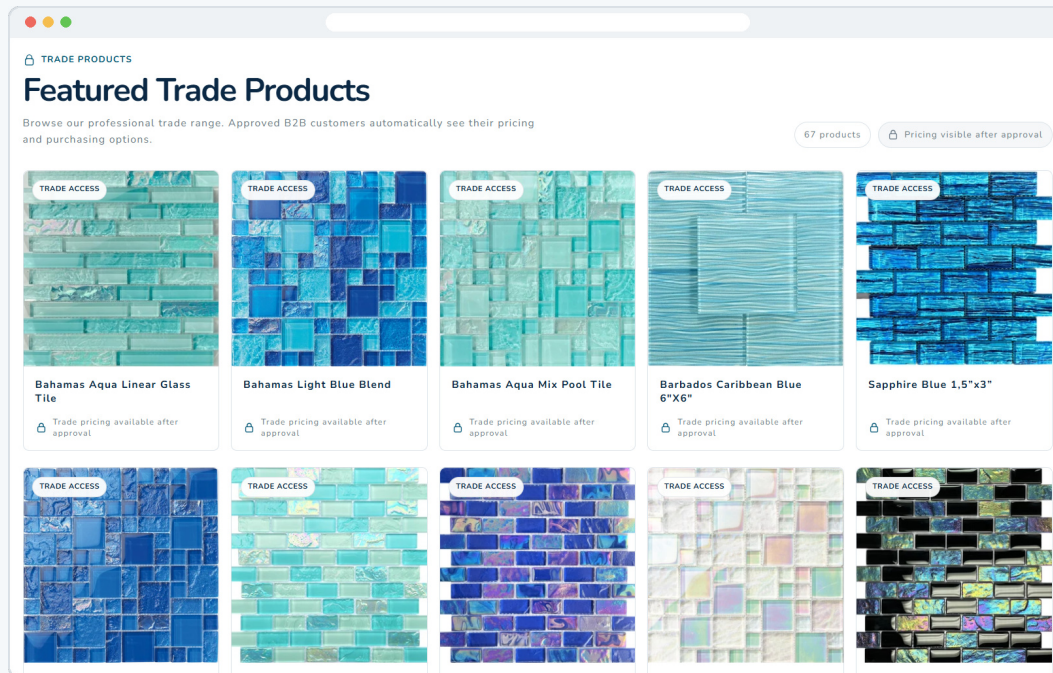
"View options" buttons appear only for approved buyers, so nobody hits a dead end.

Unlocked cards

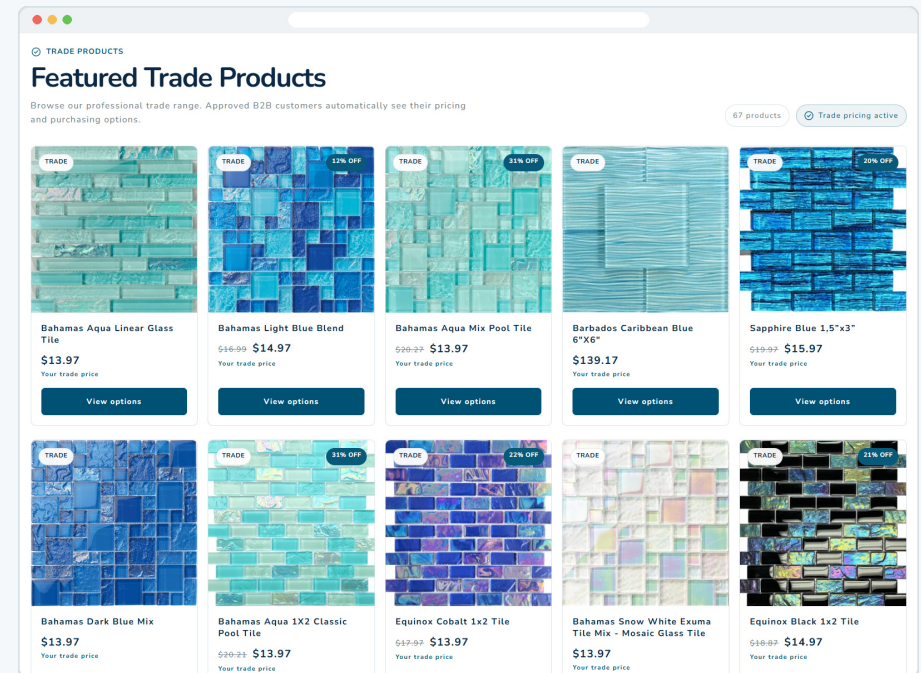
Trade price, retail price struck through, "Your trade price" label and % off badge.

Catalog status

A "67 products" count and a "Pricing visible after approval" / "Trade pricing active" chip.



Before approval



After approval



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B2B market & company accounts

Behind the storefront, the portal runs on native Shopify B2B. I set up the market, the catalog and the company records, so the team approves buyers from the admin they already use.

Dedicated B2B market

"B2B Trade - ALL USA" is active and holds the trade catalog for all US trade buyers.

Approval control

Ordering status is set per company. Only approved companies can buy at trade prices.

Companies, not just customers

Each trade buyer is a company with a location and a main contact, so orders are attributed correctly.

Real trade buyers

Pool builders, landscapers, home builders, architects and distributors are already ordering.

Companies

Add company

App behavior with B2B orders

Some apps may not attribute B2B orders correctly on your current plan. Check that B2B orders are assigned to a company, not just an individual customer. If you notice orders are not assigned to a company, contact the app developer.

All

Search and filter

Company	Ordering	Locations	Main contact	Total orders	Total sales
	Approved	1 location		0 orders	\$0.00
	Approved	1 location		0 orders	\$0.00
	Approved	1 location		0 orders	\$0.00
	Approved	1 location		4 orders	\$2,044.49
	Approved	1 location		1 order	\$756.00
	Approved	1 location		3 orders	\$2,747.07
	Approved	1 location		2 orders	\$1,472.91
	Approved	1 location		0 orders	\$0.00
	Approved	1 location		1 order	\$9.00
	Approved	1 location		0 orders	\$0.00
	Approved	1 location		1 order	\$10.23
	Approved	1 location		3 orders	\$6,821.63
	Approved	1 location		1 order	\$3,507.44
	Approved	1 location		2 orders	\$2,288.25
	Approved	1 location		2 orders	\$3,731.61
	Approved	1 location		1 order	\$0.00

Approved trade companies (company names and main contacts blurred for privacy)

B2B Trade - ALL USA

Active

Markets

B2B Trade - ALL USA

The B2B market

"B2B Trade - ALL USA" is the market every approved company location belongs to. Its catalog sets the trade prices those buyers see.



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RESULTS

Trade buyers ordering through the portal

Approved companies are placing real orders at trade prices. Numbers below come from the companies list in the Shopify admin snapshot shown on the previous page.

16

approved trade companies in the snapshot

21

B2B orders placed by those companies

\$23.4K

in total B2B sales from them

\$6.8K

largest single company total

Customers					Export	Import
☐ Customer name	Email subscription	Location	Orders	Amount spent		
☐	Subscribed	United States	0	\$0.00		
☐	Subscribed	Ventura CA, United States	1	\$12.03		
☐	Not subscribed	Phoenix AZ, United States	1	\$450.00		
☐	Subscribed	New York NY, United States	1	\$10.72		
☐	Not subscribed	Miami FL, United States	0	\$0.00		
☐	Subscribed	Atlanta GA, United States	2	\$24.65		
☐	Not subscribed	West Palm Beach FL, United States	1	\$16.25		
☐	Subscribed	Vienna WV, United States	1	\$2,783.40		
☐	Subscribed		0	\$0.00		
☐	Subscribed		0	\$0.00		
☐	Subscribed		0	\$0.00		
☐	Not subscribed		0	\$0.00		
☐	Subscribed	Weston FL, United States	4	\$2,775.93		
☐	Subscribed	Naples FL, United States	2	\$182.57		
☐	Subscribed	Kihei HI, United States	4	\$388.60		
☐	Subscribed		0	\$0.00		
☐	Subscribed	Albuquerque NM, United States	1	\$20.87		
☐	Subscribed		0	\$0.00		
☐	Not subscribed	North Stonington CT, United States	1	\$12.04		

Customer accounts across the US (customer names blurred for privacy)



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Case Study · Tiles & Deco B2B

08 / 09

A wholesale channel the team runs from Shopify

Shopify B2B setup

- B2B market "B2B Trade - ALL USA"
- Wholesale catalog and trade price list
- Company and location structure
- Approval-based ordering per company
- Retail and trade kept in one store

Storefront development

- Custom trade landing page with two states
- Trade application form with reCAPTCHA
- Price-gated product cards and templates
- Trade badges, % off and compare-at pricing
- Responsive layouts for desktop and mobile

Workflow & handover

- Application to approval process for the team
- Orders attributed to companies, not just people
- Testing with a dedicated test company
- Clear status messaging for buyers
- Guidance for approving new trade accounts

Built with

Shopify B2B · Shopify Markets & catalogs · Companies · Liquid · HTML · CSS · JavaScript



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