

Forum:[Hack Forums](#)

Thread: [Single product store vs Niche Store](#)

tobeornottobe - June 9, 2020, 11:09 am

Hey I just recently joined this forum in hopes of learning more about Ecom since I want to be opening my own store. I was wondering do you guys think it's better to have a single product store and focus all your attention on that or have a niche store ?

Thank you

Acetrap - June 9, 2020, 12:53 pm

If you are starting out i would recommend niche store so you can test more products faster. If you don't know you have a winner you will be spending too much time on building stores instead of marketing which brings in the money.

tobeornottobe - June 9, 2020, 1:17 pm

(Jun 9, 2020 12:53 PM)Acetrap Wrote: [\[CITE\]](#) If you are starting out i would recommend niche store so you can test more products faster. If you don't know you have a winner you will be spending too much time on building stores instead of marketing which brings in the money.

That makes a lot of sense. Thank you very much!

Meow - June 9, 2020, 1:19 pm

Niche store unless you're 100% certain you have a winning product.

Ivex - June 10, 2020, 6:58 am

(Jun 9, 2020 01:19 PM)Meow Wrote: [\[CITE\]](#) Niche store unless you're 100% certain you have a winning product.I've seen all the advice being the other way round. Have a single product store as niche stores require HUGE budgets in order to break into the market and single products have a focus, people are going on your store to get that specific product.

Meow - June 10, 2020, 7:25 am

(Jun 10, 2020 06:58 AM)Ivex Wrote: [\[CITE\]](#) I've seen all the advice being the other way round. Have a single product store as niche stores require HUGE budgets in order to break into the market and single products have a focus, people are going on your store to get that specific product.You can have a niche store where you'll advertise a single product.

If that product becomes a winner, then make a one product store around it and advertise it.

If that product doesn't end up working, test another one.

You can't test products on a one product store.

Creating a one product store (as a beginner), without doing prior extensive research, is a recipe for disaster.

You'll end up wasting time and money for something that might or might not work.

tobeornottobe - June 10, 2020, 11:27 am

(Jun 10, 2020 06:58 AM)Ivex Wrote: [\[CITE\]](#) I've seen all the advice being the other way round. Have a single product store as niche stores require HUGE budgets in order to break into the market and

single products have a focus, people are going on your store to get that specific product.

It's funny that you say that because from all the research I've done it has been recommended to do a one product store but having a niche store does make sense in regards to not having to make multiple stores and all that stuff.

Ivex - June 10, 2020, 11:52 am

(Jun 10, 2020 07:25 AM)Meow Wrote: [\[CITE\]](#) You can have a niche store where you'll advertise a single product.

If that product becomes a winner, then make a one product store around it and advertise it.

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Creating a one product store (as a beginner), without doing prior extensive research, is a recipe for disaster.

You'll end up wasting time and money for something that might or might not work. So you mean having a niche domain to test single products?

diablospartan - June 10, 2020, 1:09 pm

In the beginning you need to test a lot of products until you find the lucky products and after than you can be more focused