Selling on a marketplace means renting your storefront from someone else. Every transaction pays a platform fee, every customer belongs to the marketplace first, and one policy change can delist your products overnight. A self-hosted store flips that equation—you own the catalog, the checkout, the customer data, and the margin.

Why Your Store Belongs on Your Own Domain

Third-party marketplaces handle discovery, but they extract a price for it: listing fees, referral percentages, advertising surcharges, and the ever-present risk that an algorithm change buries your products. A self-hosted store eliminates the middleman. Product pages live on your domain, accumulating search-engine authority under your brand. Customer accounts, purchase history, and email opt-ins belong to you—not to a platform that sells competing products in the same sidebar. And because the store runs inside your CMS, articles, landing pages, and product listings share the same template, the same navigation, and the same analytics pipeline.

The top tier of a mature e-commerce extension delivers everything a mid-market SaaS cart does—variant management, multi-currency pricing, 60+ payment gateways, affiliate tracking, and a drag-and-drop view builder—without the monthly seat fee. Scale it further with a marketplace add-on and you become the platform instead of renting one.

How the Store Runs Day to Day

Products are organized in an unlimited category tree. Each listing can carry multiple images, a full description, downloadable files, variants with independent pricing and stock, custom fields, and manufacturer tags. A drag-and-drop view builder lets you rearrange product pages, category listings, and the checkout flow visually—no template code required. Mass actions automate repetitive work: raise all prices in a category by a percentage, set stock levels in bulk, or trigger an email notification whenever an order status changes.

On the front end, shoppers browse by category, filter by custom attributes, compare products side by side, and check out through a fully customizable workflow. Guest checkout, wishlists, multi-cart support, and a contact form per product are all available out of the box. Behind the scenes, a dashboard with draggable widgets, sales charts, and exportable reports gives you a real-time pulse on revenue, conversion, and inventory.

Feature Highlights

- Unlimited products, categories, and orders with no transaction caps
- Variants, product options, custom fields, and downloadable files
- 60+ payment gateways including card processors and digital wallets
- Multi-currency with automatic exchange-rate updates
- Tiered pricing by user group, zone, time period, and quantity break
- Advanced tax management with zone-based rules
- Drag-and-drop view builder for product pages, listings, and checkout
- Shipping plugins for major carriers plus custom weight/zone rules
- Coupons, discounts, and a built-in affiliate program with click/lead/sale tracking

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- Product comparison, filters, carousel effects, and badges
- Guest checkout, wishlists, multi-cart, and waiting lists for out-of-stock items
- SEO: meta tags, canonical URLs, microdata, and RSS/Atom feeds
- Mass actions and automation rules triggered by events or schedules
- Full CMS-level ACL, geolocation, and integrated multilingual editing

From Single Store to Multi-Vendor Marketplace

A marketplace add-on transforms the store from a single-owner catalog into a platform where independent vendors sell alongside you. Each vendor gets a front-end dashboard to manage their own products, categories, and characteristics. Vendor groups let you segment sellers—hobbyist, professional, premium—with different product limits, custom-field access, and commission structures per group.

Commissions are configurable at the store, vendor-group, and individual-product level. When a customer places an order, adaptive payment plugins split the funds automatically: your platform fee goes to your account and the vendor's share goes directly to theirs—no manual reconciliation. Vendor order notifications keep sellers informed in real time, and each vendor page can carry its own branding, operating details, and terms and conditions.

For businesses with regional distribution, a sales-representative mode lets the customer choose their preferred vendor at checkout, or the system can auto-select the nearest vendor based on the customer's geolocation. The result is an end-to-end marketplace engine: product submission, approval workflow, commission accounting, split payment, and vendor reporting—all running on your domain under your brand.

Who Uses This and How

Independent retailers sell physical goods—clothing, electronics, handmade crafts—with variant management, shipping integration, and inventory tracking, all without sharing margin with a marketplace host. **Digital sellers** distribute software, templates, ebooks, and course materials through downloadable-file support, license-key delivery, and gated access by subscription tier.

Marketplace operators recruit vendors, set commission tiers, and let the payment layer handle the split—building a niche vertical marketplace for artisan goods, regional produce, or industry-specific B2B supplies. **Membership organizations** pair the store with subscription billing to gate exclusive products behind paid tiers, using the affiliate program to turn existing members into referral partners.

The Trade-Off

Self-hosting a store means owning PCI-awareness, SSL certificates, payment-gateway contracts, and checkout-flow testing. The platform provides 60+ gateway integrations, structured-data markup, and event-driven automation, but security patches, performance tuning, and tax-rule updates are your responsibility. The return is a storefront with zero transaction fees

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beyond the gateway's own rate, a customer database that belongs entirely to you, and a margin structure that no third party can revise on their next quarterly earnings call.

Extension referenced in this article:

HikaShop Business by Hikari Software?•?hikashop.com

Complete e-commerce solution. Unlimited products, 60+ payment gateways, multi-currency with auto-conversion, drag-and-drop view builder, affiliate program, mass actions, SEO microdata, and full ACL. Three editions: Starter (free), Essential, and Business. The **HikaMarket Multi-vendor** add-on extends HikaShop into a multi-vendor marketplace with vendor storefronts, configurable commissions, automatic payment splitting, and geo-based vendor selection. 299 reviews on the JED.

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