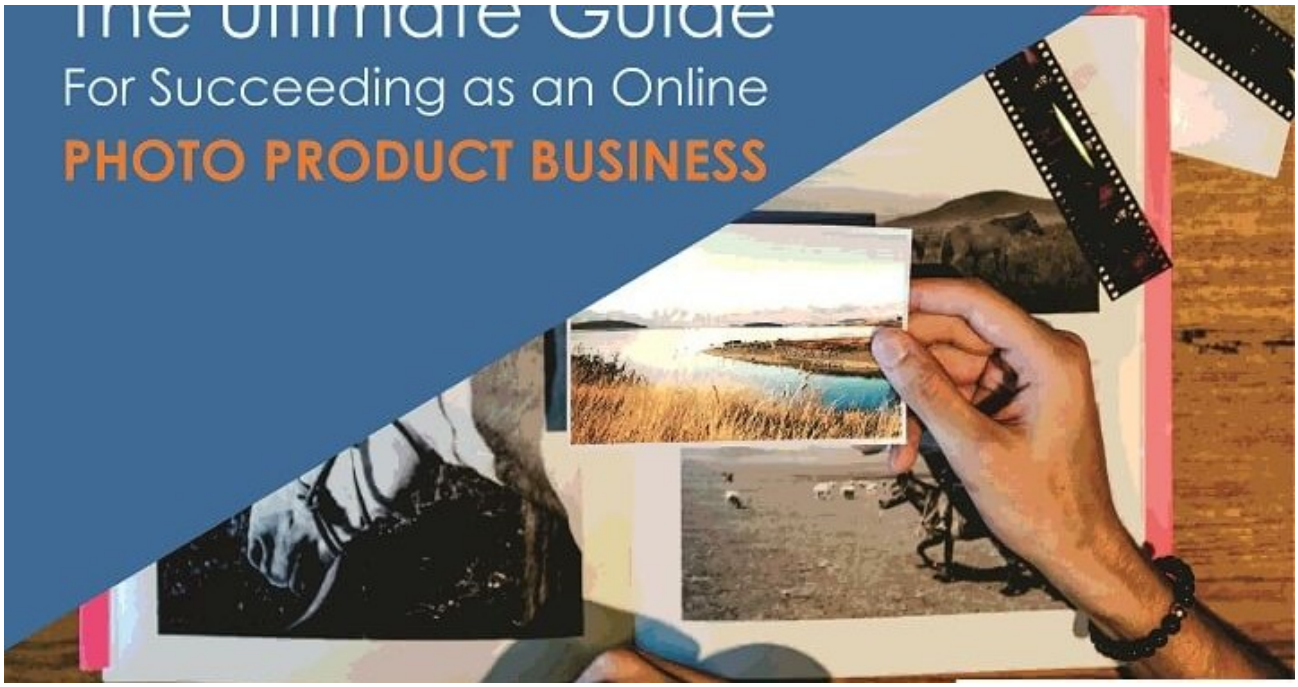
# Start Photo Products and Photo Book Business Online : The Ultimate Guide

In this time and age, personalized photo books are an increasingly popular product. Major eCommerce stores that are currently doing a fabulous job offering the service include Shutterfly, Snapfish, Target Photo, and printique among others.




- [ ] Acquiring the right technology
  - [ ] Ecommerce store :- The most crucial tech investment you need to make is in setting up an eCommerce store. That is the online face of your business and allows potential customers to discover you online, browse through your suite of offerings, and place orders with you.
  - [ ] Online editor : - That is a vital component of any photo product business, as an online editor allows your customers to test what the final image will look like before it gets printed. Choose a modern editor that allows for advanced image editing options.
  - [ ] Infrastructure : - You'll need secure, high-capacity online infrastructure where you can host your website, your templates, and your designs. There are several quality website builders available at affordable rates that you can choose from.

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