

STARTING A DROPSHIPPING BUSINESS IN INDIA



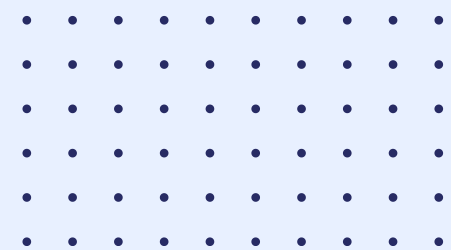
Major Project Semester-2

World of Start Ups through Real Life studies

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INTRODUCTION TO DROPSHIPPING

Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, it purchases the product from a third-party supplier and ships it directly to the customer.



HOW DROPSHIPPING WORKS

1. **Customer Orders:** A customer visits the dropshipper's online store and places an order for a product.
2. **Retailer Buys:** The retailer (dropshipper) then purchases the item from a third-party supplier.
3. **Supplier Ships:** The supplier ships the product directly to the customer.

The Dropshipping Process



BENEFITS

1. **Low Startup Costs:** No upfront inventory purchase.
2. **Reduced Risk:** Only buy products when sold.
3. **Wide Product Variety:** Offer many products without storage.
4. **Flexible Location:** Run business from anywhere.
5. **Scalability:** Suppliers handle shipping as you grow.
6. **Time Savings:** Focus on marketing, not logistics.
7. **Easy Expansion:** Test new products with minimal risk



CHALLENGES

1. **Low Profits:** Small margins due to lack of bulk buying.
2. **Stock Issues:** Risk of stockouts from suppliers.
3. **Shipping Problems:** Inconsistent shipping times and costs.
4. **Customer Support:** Retailer handles issues despite no direct control over products.



REQUIREMENTS FOR DROPSHIPPING

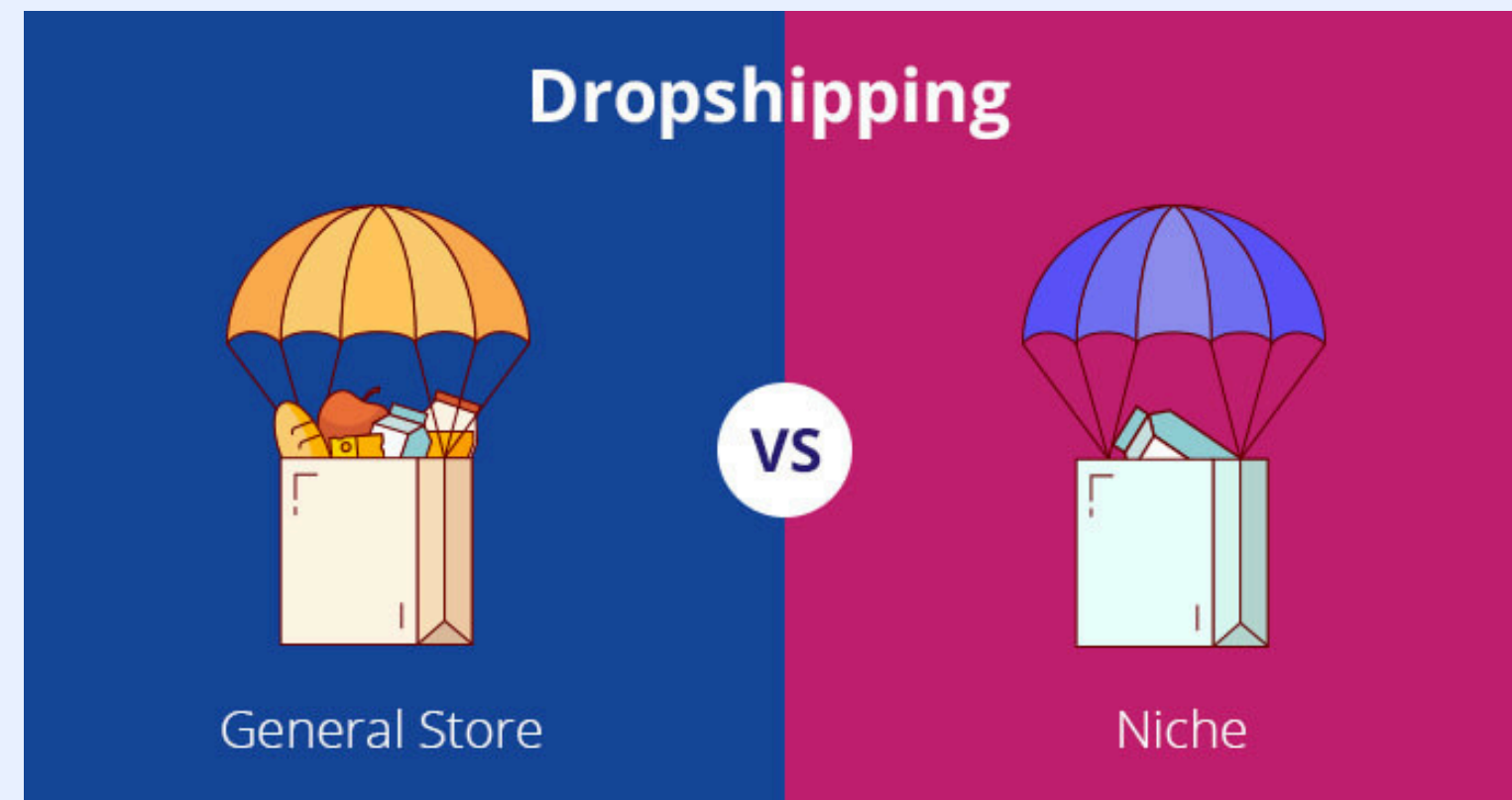
1. **Niche Selection:** Choose a profitable, low-competition niche.
2. **Supplier Partnerships:** Find reliable suppliers.
3. **E-commerce Platform:** Build your store on Shopify, WooCommerce, etc.
4. **Payment Gateway:** Set up secure payment methods (e.g., PayPal, Stripe).
5. **Marketing Strategy:** Plan advertising through social media and SEO.
6. **Customer Service:** Manage inquiries, returns, and support.
7. **Legal Setup:** Register your business and follow tax laws.
8. **Shipping & Return Policies:** Define clear terms for shipping and returns.

DROPSHIPPING BUSINESS MODEL

There are two main models:

Niche Store: Focus on one product type to build a strong brand.

General Store: Sell many products, but branding is weaker.



DROPSHIPPING PLATFORMS

Shopify: Popular for dropshipping with easy automation via apps like Oberlo.

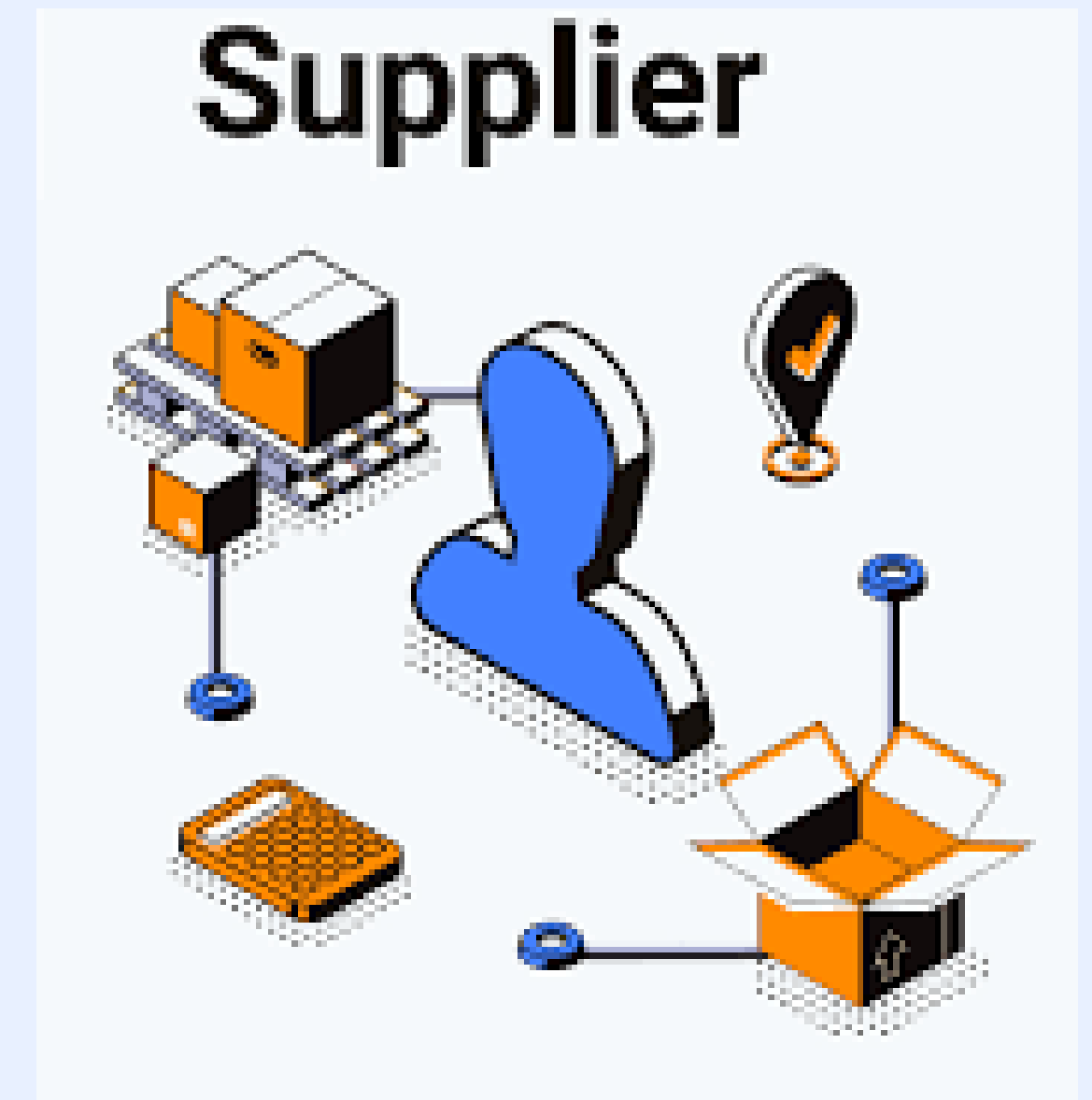
WooCommerce: WordPress plugin with lots of customization, but harder to learn.

BigCommerce: Offers strong e-commerce tools and lower transaction fees.



POPULAR DROPSHIPPING SUPPLIERS IN INDIA

1. **Meesho:** Resell without inventory. Meesho handles orders.
2. **GlowRoad:** Add products, manage via app.
3. **IndiaMART:** Connect with suppliers, list products.
4. **Dropshipzone India:** Register, add products, they manage logistics.
5. **Roposo Clout:** Partner with suppliers, list trendy products.
6. **Dropshipera:** Sign up, select products, they fulfill orders.



HOW TO FIND WINNING PRODUCTS

Market Research: Use tools like Google Trends, Facebook ads library and Amazon Best Sellers to find popular products.

Competitor Analysis: See what successful dropshipping stores are selling.

Product Criteria: Choose products with good profits, low competition, and high value.

MARKETING AND CUSTOMER ACQUISITION

1. **Social Media Marketing:** Use Facebook Ads and Instagram to reach people. Instagram is great for showing products.
2. **SEO:** Use keywords to make your site show up in searches.
3. **Influencer Marketing:** Work with social media influencers to promote your products.
4. **Email Marketing:** Send emails to reconnect with customers and promote new products.

REAL-LIFE SUCCESS STORIES

DSLR Camera Gear is a great example of a successful niche dropshipping store. Here's their story in short:

- **Founding:** Started by photographers who saw a need for affordable camera accessories.
- **Niche:** Focused on DSLR camera accessories to target photography enthusiasts.
- **Market Gap:** Offered quality gear at lower prices than big retailers.
- **Marketing:** Used Facebook and Instagram ads, created helpful content, and partnered with influencers.

- **Trust:** Built a professional website, used customer reviews, and provided excellent service.
- **Growth:** Expanded product range and improved marketing and supplier quality.
- **Challenges:** Managed long shipping times and competition by being transparent and building a loyal customer base.
- **Success:** Achieved significant revenue growth and became a trusted brand in the photography community.

OUR FIRST STORE : BHAKTI MART

Business Concept: Focused on religious items (idols, prayer books, ritual supplies)

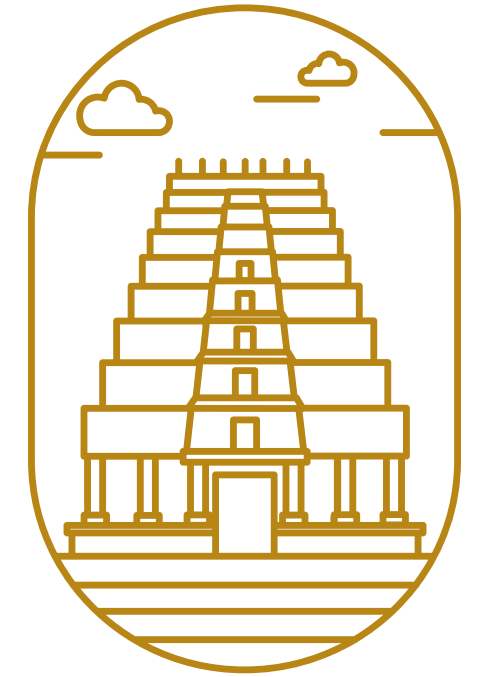
Target market: Indian customers looking for spiritual and religious products.

Challenges Faced:

- High Prices from Roposo Clout, leading to low profit margins
- Low Customer Queries due to limited interest and high competition in the religious items market
- No Differentiation in the niche, making it hard to stand out.

Outcome:

- Insufficient engagement and sales
- Realized the need to pivot to a different, more profitable niche.



**BHAKTI
MART**

OUR FIRST STORE : YOUR TOY STORY

Business Concept:

- Shifted focus to educational and fun toys for kids.
- Reselling via Meesho with better pricing and product variety.



Competitors include FirstCry, Amazon India, and Flipkart.

SAM (Serviceable Available Market); ₹16,426 crore (2023)
[source: [grandviewresearch.com](https://www.grandviewresearch.com)]

Integrated Tools & Apps: PopTin , Shopify Inbox, Klaviyo

Marketing and Conversion Strategy: Meta Ads, Automated Q&A, Follow-Up Messages

OUR FIRST STORE : YOUR TOY STORY



Improvements Over BHAKTI MART:

- **Lower Product Costs:** Meesho offered more affordable prices, leading to better profit margins
- **Increased Customer Interest:** Higher demand for educational and fun toys, resulting in more queries.
- **Effective Marketing:** Facebook and Instagram ads generated more engagement.
- **Follow-Up Discounts:** Automated messages offering discounts helped convert queries into sales.

Outcome:

- Significant improvement in customer engagement and sales
- Created a scalable and profitable business model

OUR LEARNING

Key Learnings & Insights:

- Market research and niche selection are critical
- Pivoting from BHAKTI MART to YOUR TOY STORY boosted engagement
- Automation with email and chat tools improved efficiency and sales

Future Plans:

- Expand product categories in our store
- Scale ad campaigns and explore new social media channels
- Use advanced tools like Google Analytics for tracking performance



THANK YOU

