

Title:

Bliss Bazaar: Turning Passion into Profits with Dropshipping

Building a Profitable E-commerce Business



Table of Contents

1. Objectives

2. Introduction to the Dropshipping

3. Starting our own Dropshipping Buisness

4. Marketing Strategies

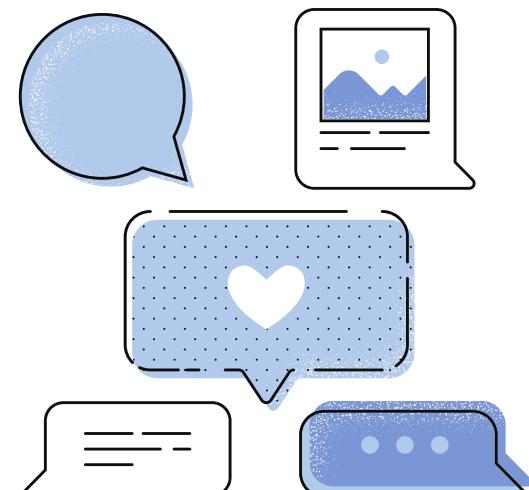
5. Future Goals



Objectives



1. To enhance product quality, reduce costs, and negotiate better deals with suppliers.
2. To provide excellent customer service that increases happiness and loyalty.
3. To use targeted ads and analytics for more effective marketing.
4. To follow trends and gather feedback for better product choices and stronger brand credibility.

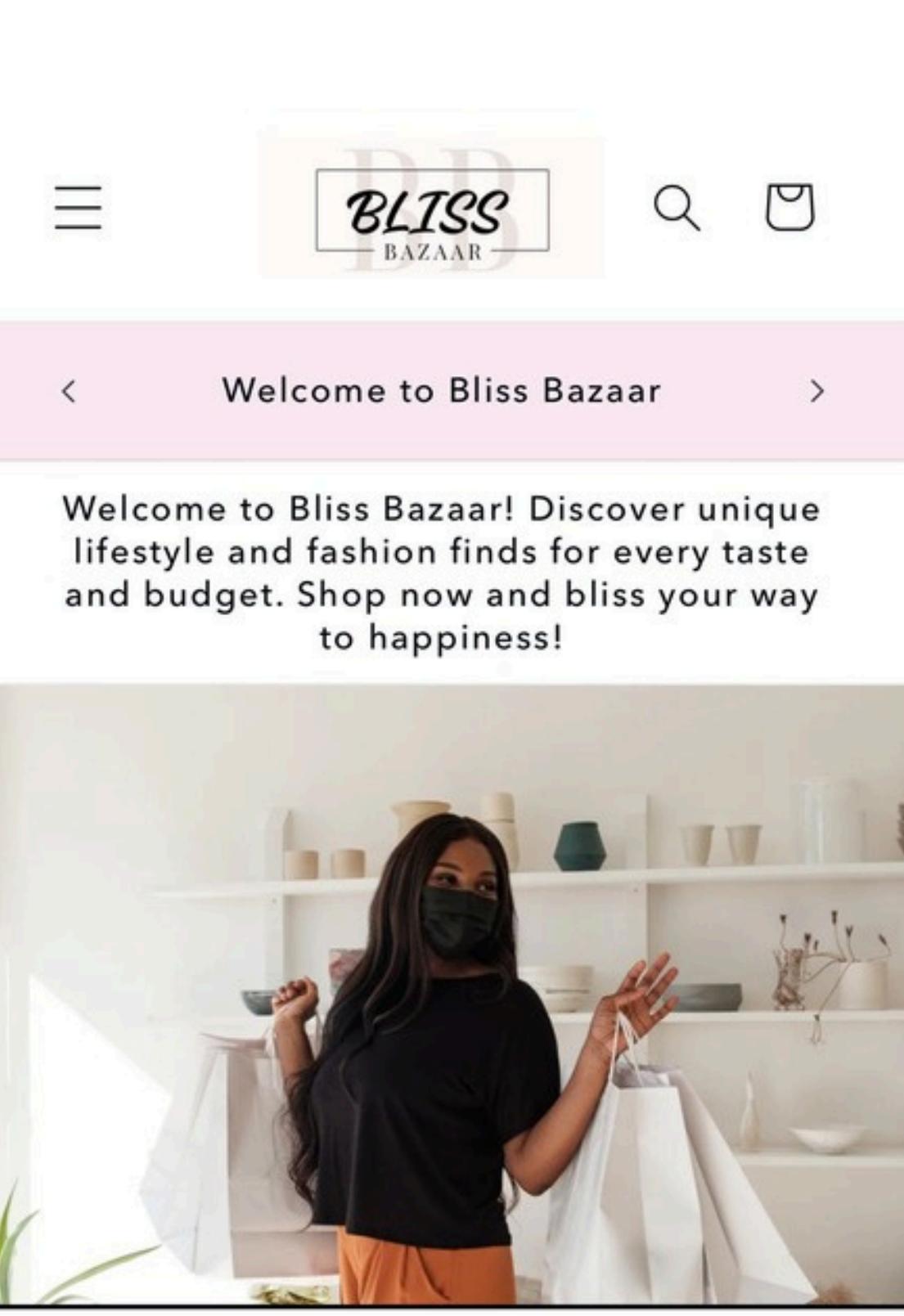


Introduction to Bliss Bazaar

Bliss Bazaar—Your One-Stop Shop for All Special Things

Bliss Bazaar isn't just any store; it's a place where you can find everything you need to make your life a little more special. We've carefully chosen every product to ensure you get the best quality, whether you're looking for beautiful home décor, useful household items, or stylish accessories for yourself or your family.

Shopping at Bliss Bazaar is easy and enjoyable. We've designed our store to be a place where luxury meets convenience, so you can find what you need without any hassle. Whether you want to add a touch of elegance to your home or find the perfect accessory, Bliss Bazaar is here to make your life better.



Exclusive Collections!!!

Discover our Exclusive Collection:
Curated for elegance, crafted for

- **Products Offered:** "Bliss Bazaar offer products across several categories, such as home decor, electronics, kitchen gadgets, and fashion items. By having a broad selection, we can reach a larger audience and attract more diverse customer segments."
- **Vision/Mission:** "Our vision for Bliss Bazar is simple: 'Bringing joy and convenience to online shoppers.' We aim to provide high-quality products and a seamless shopping experience to make online shopping fun and easy for our customers.



Don't Delay Bliss Your Way!

Dropshipping

- Dropshipping is an e-commerce business model where you don't need to hold any inventory. Instead, when a customer places an order, we forward that order to our supplier, who directly ships the product to the customer. This way, we avoid the need for large investments in stock, storage, or warehousing.

- **There are four important things in Dropshipping**

1. Product
2. Website(Store)
3. Advertisement
4. Profit



How dropshipping works.

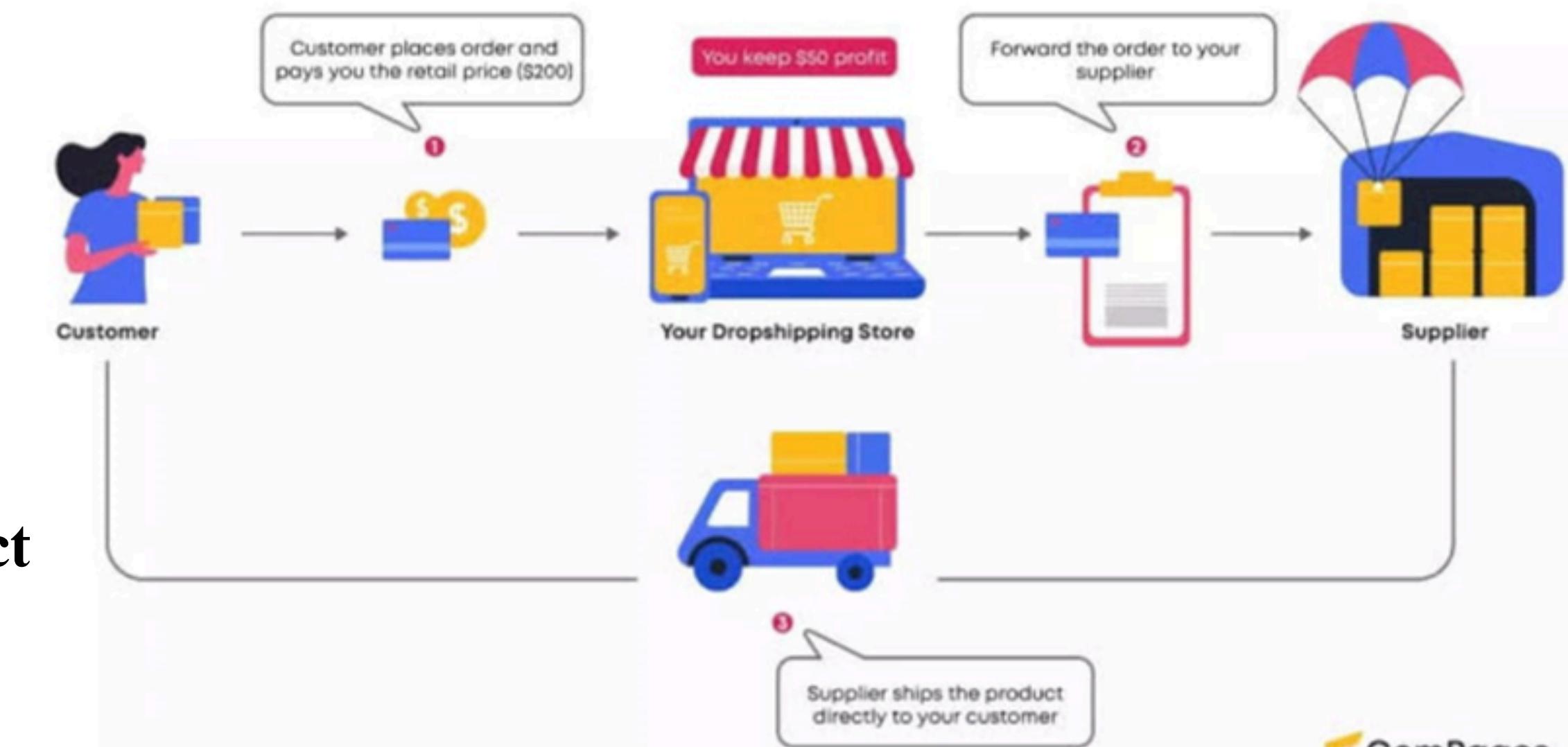
Step - 1 Customer Places an Order

Step - 2 Order is Sent to the Supplier

Step -3 Supplier Ships the Product

Step -4 Customer Receives the Product

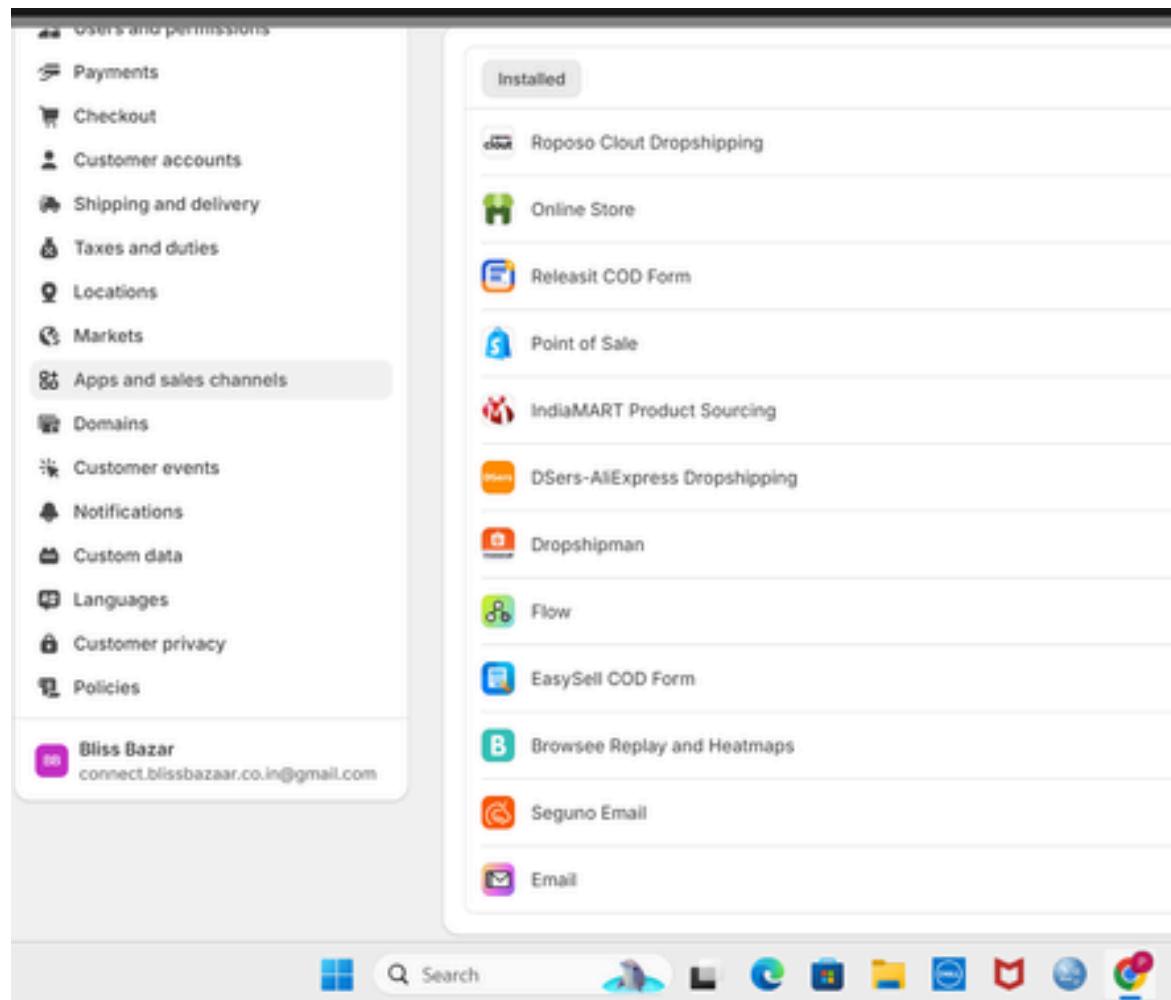
The Dropshipping Model



Shopify



- **User-Friendly Interface:** Easy for beginners to set up an online store without technical skills.
- **Pre-Built Templates:** Customize professional-looking stores quickly using Shopify's templates.
- **Dropshipping Integration:** Seamless connection with apps like Flow for automatic order forwarding, inventory management, and fulfillment.
- **Hosting & Security:** Shopify handles hosting and security, so you don't need to worry about website crashes or hackers.
- **Free Trial:** Shopify offers a free trial, allowing you to test the platform before committing to a paid plan, unlike many other platforms



Comparison of Shopify with other apps

Feature	Shopify	WooCommerce	Wix	BigCommerce
Ease of Use	Very easy to use, no coding needed	More complex, requires some coding	Very simple but less powerful	Easy, but a bit harder than Shopify
Cost	Starts at \$39/month, all-in-one pricing	Free, but you pay for hosting & plugins	Starts at \$23/month, fewer features	Similar to Shopify, but fewer apps
Customization	Many themes and apps available	Highly customizable but more complex	Limited customization	Decent customization options
Security & Hosting	Fully hosted with security built-in	You handle hosting and security	Fully hosted but fewer security features	Fully hosted with strong security
Customer Support	24/7 support available	Community support, no live help	Limited support	24/7 support like Shopify

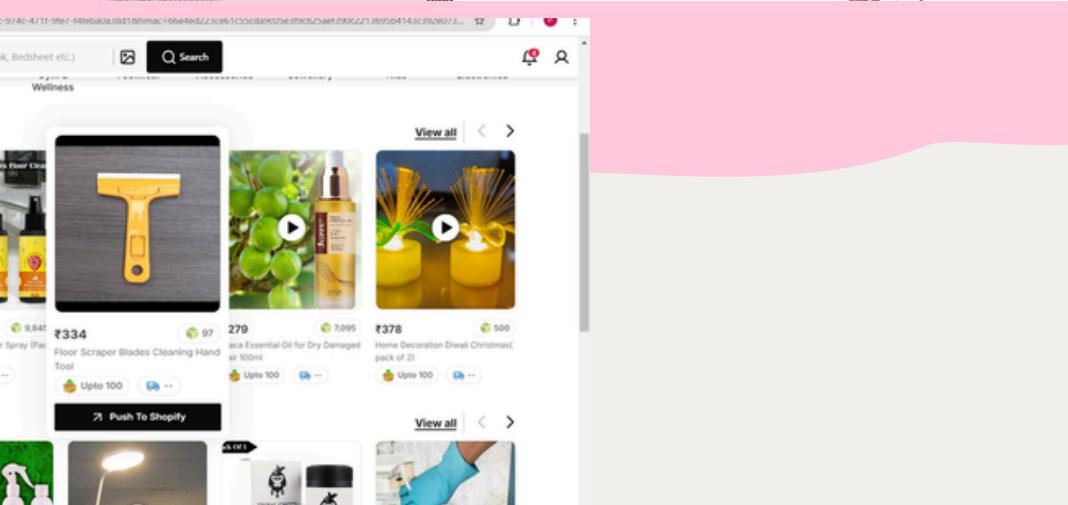
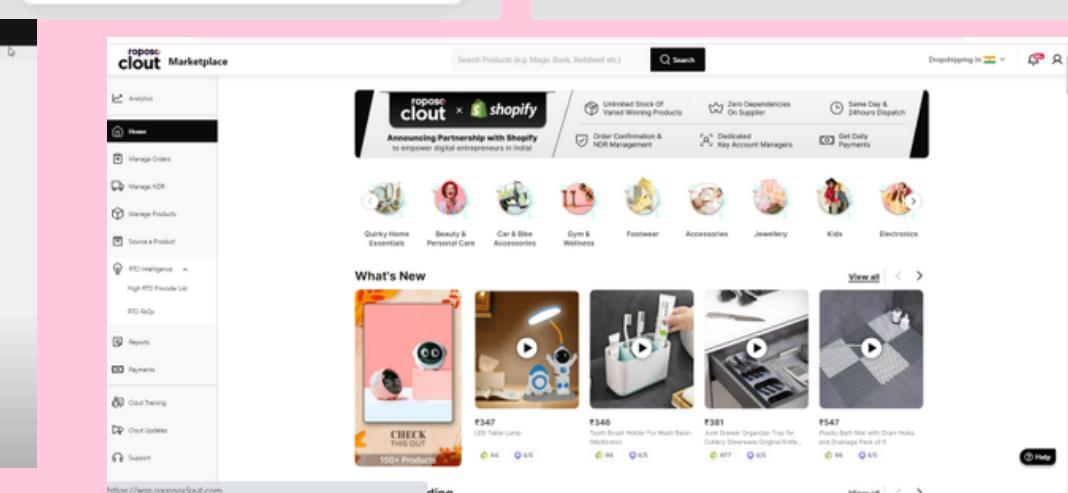
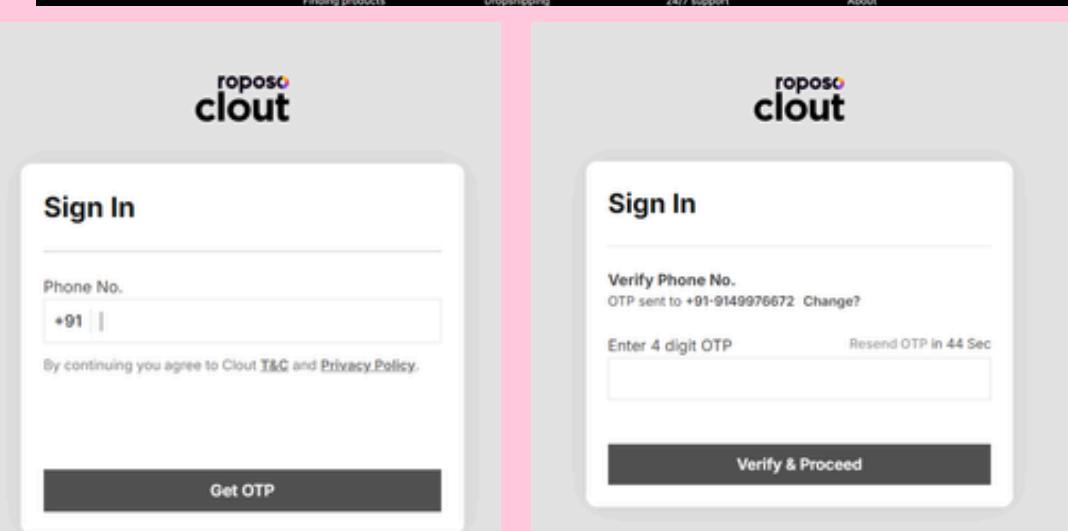
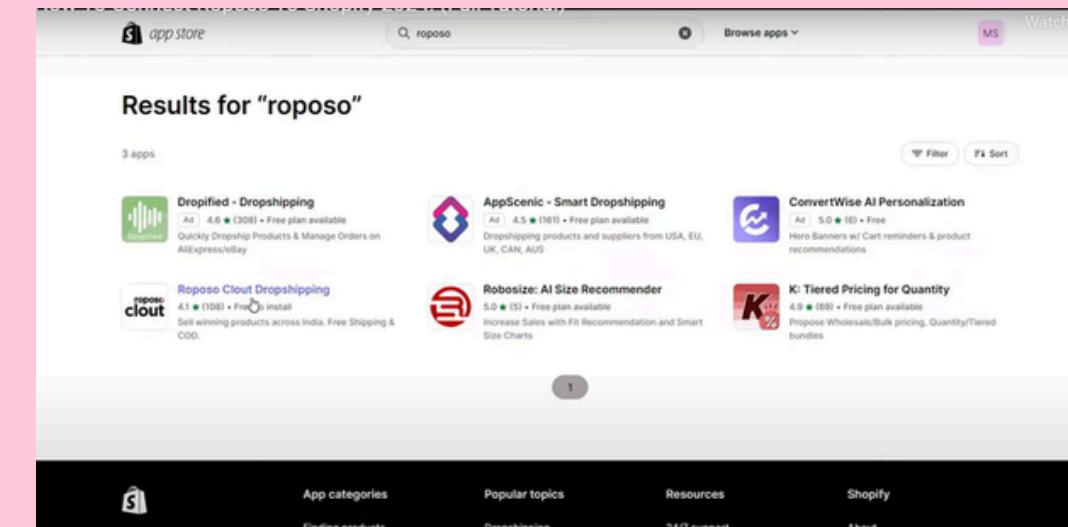
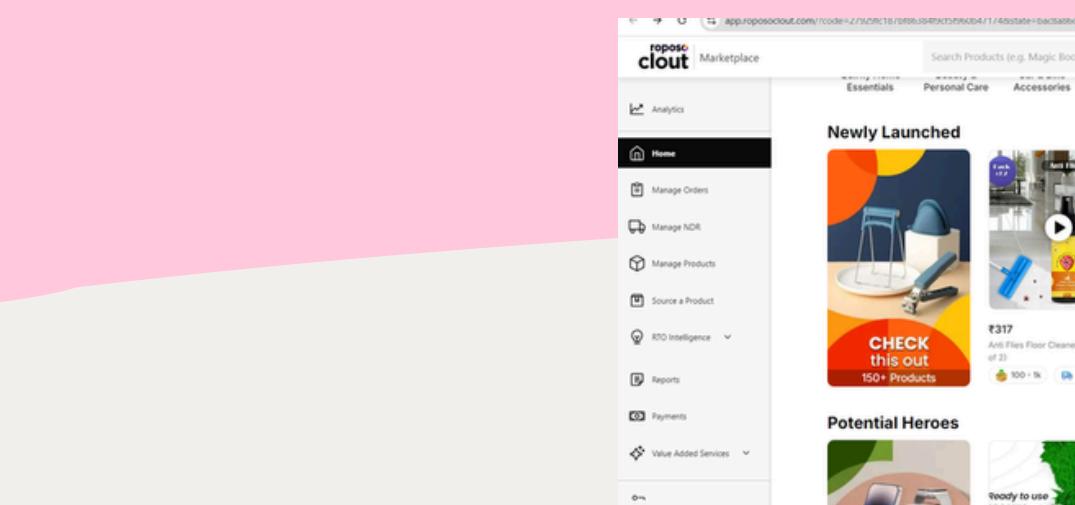
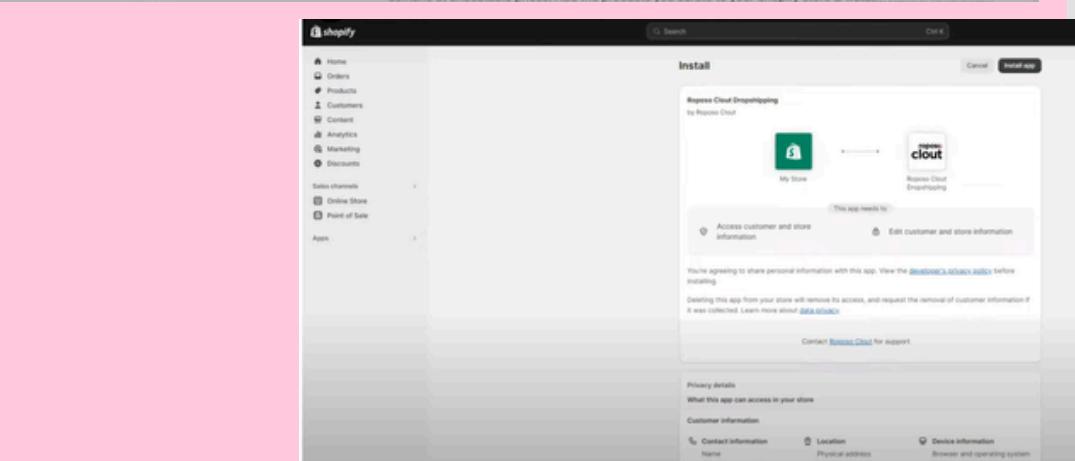
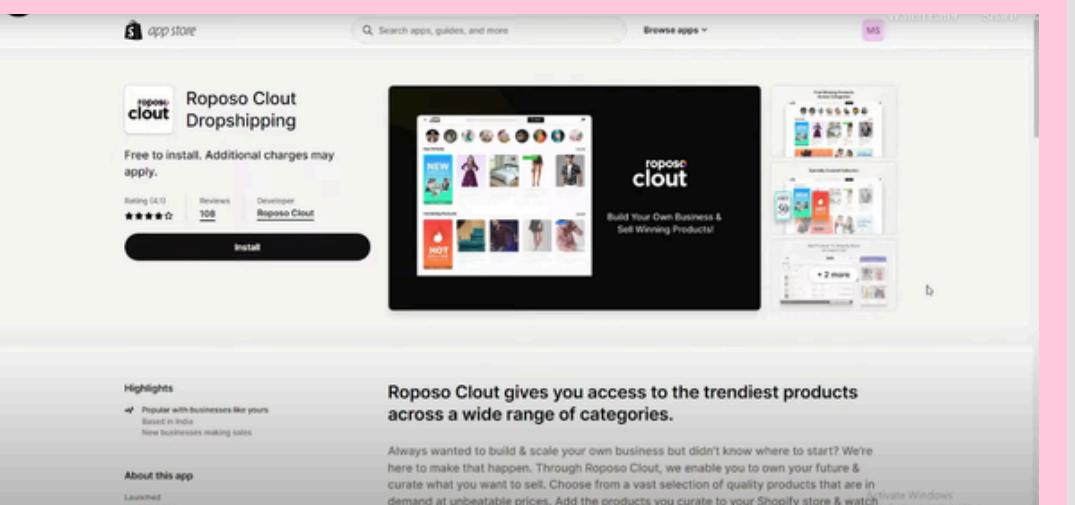
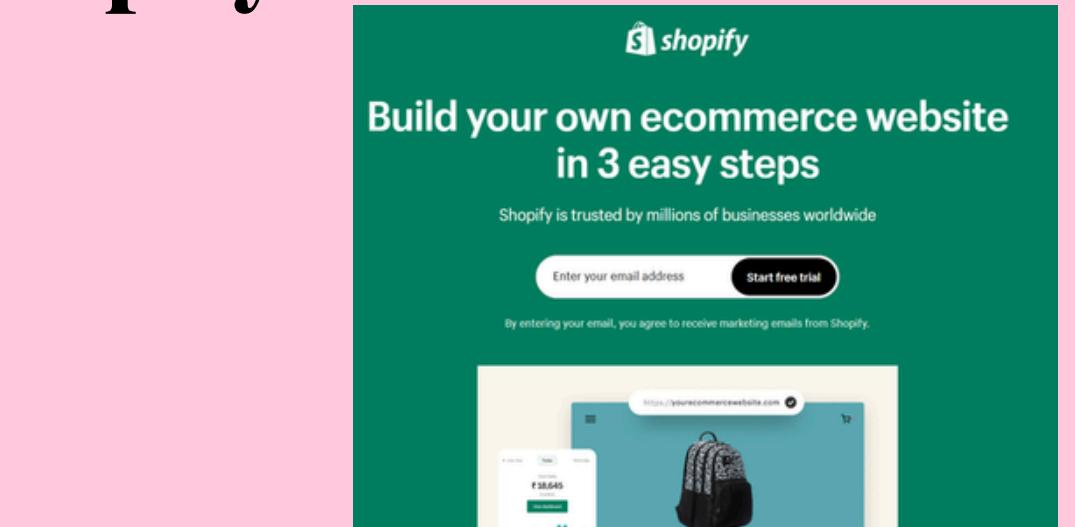


Starting our own dropshipping business



How to see or add products in the shopify store ?

To start adding products to the Shopify store integrate it with Roposo Clout . In this we need to first create a Shopify account on their official website. Click on "Start free trial" or "Get Started," then enter your email address, a secure password, and your store's name. Follow the prompts to complete the registration and set up the store. Once the Shopify store is established, download the Roposo Cloud app from the App Store or Google Play Store and install it on the device. Open the app and log in using the credentials of the newly created Shopify store. Follow any additional instructions provided in the app to link your Shopify account with Roposo. This integration will facilitate seamless management and synchronization of products and inventory between Shopify and Roposo.



Product Selection

While selecting products for our store, we focused on items that are portable, compact in size, and easy to carry.

Portable Car Back Seat Cup Table Tray
Rs. 632.00

Portable Air Duster Wireless Vacuum Cleaner
Rs. 679.00

Mini Metal Folding Portable Laptop Stand Non-Slip Base
Rs. 605.00

Mini Massager with 8 Modes and 19 Strength Levels, Rechargeable Electric Massager for Shoulder, Arms, Legs, Back Pain for Men and Women
Rs. 521.00

Portable Mini Mop Tools
Rs. 601.00

Home Contact [Products](#)

BLISS BAZAAR

- [Style Statements](#)
- [Lifestyle and Spectrum](#)
- [Tiny Treasure](#)
- [Homestyle Elegance](#)

Homestyle Elegance

Crystal Table Lamp
Rs. 950.00

Crystal Table Lamp
Rs. 950.00

Welcome to Bliss Bazaar Discover unique lifestyle and fashion finds for every taste and budget. Shop now and bliss your way to happiness!

Lifestyle and Spectrum

Filter: Availability ▾ Price ▾ Sort by: Best selling ▾ 14 products

Travel Portable Mini Juice Blender
Rs. 790.00

Portable Small Heat Sealer Mini Sealing Machine for Food Storage
Vacuum Bag, Chip, Plastic, Snack Bags, Package Home Closer

All Surface Writing Engrave Pen
Rs. 572.00

Portable Mini Mop Tools
Rs. 601.00

Tiny Treasure

Filter: Availability ▾ Price ▾ Sort by: Best selling ▾ 9 products

Slide Flashlight Torch Education Learning Kids Toy
Rs. 602.00

Sank Magic Practice Copybook (4 BOOKS, 1 PEN, 1 GRIP, 10 REFILL)
Rs. 515.00

Beetle Baby Straw Sipper Water Bottle With Adjustable Straps
Rs. 845.00

Kidology Plush Toy Pillow
Rs. 865.00

To address a variety of needs, we included a diverse range of products, such as essential home decor, apparel, lifestyle goods, and baby products.

Style Statements

Filter: Availability ▾ Price ▾ Sort by: Best selling ▾ 52 products

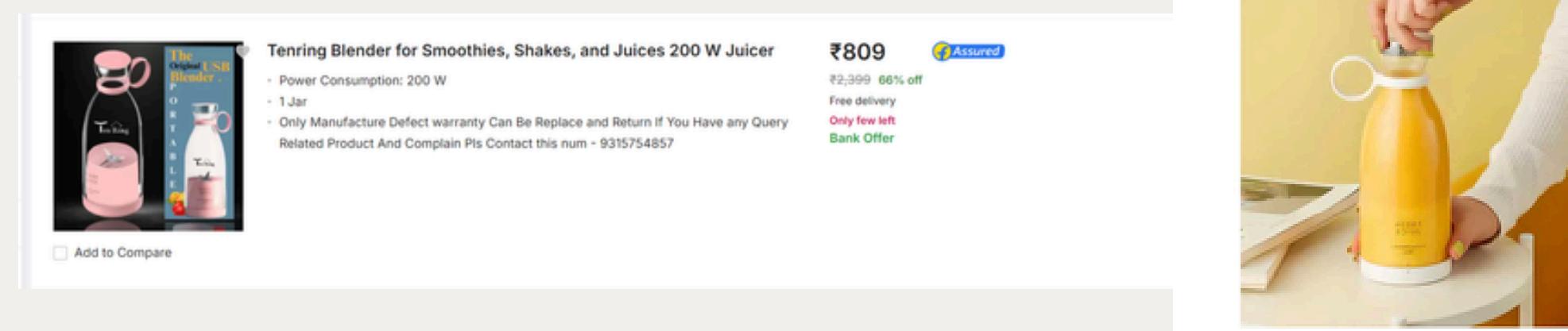
Modern Pearl Necklace, Mother of the Bride or Groom Gift, Double Circle, Pearl
Rs. 598.00

Wish Pearl in Oyster Pendant Necklace with Earrings - Valentine Gift
Rs. 625.00

New Glowing Moon Necklace
Rs. 599.00

Pricing of the products

After selecting the products from Roposo Clout, we compared their original prices with those on online platforms like Amazon and Flipkart. This allowed us to assess how our product prices align with the market. By analyzing these comparisons, we adjusted our pricing strategy to ensure our products are affordable for customers. This approach helps us attract more buyers by being budget-friendly.

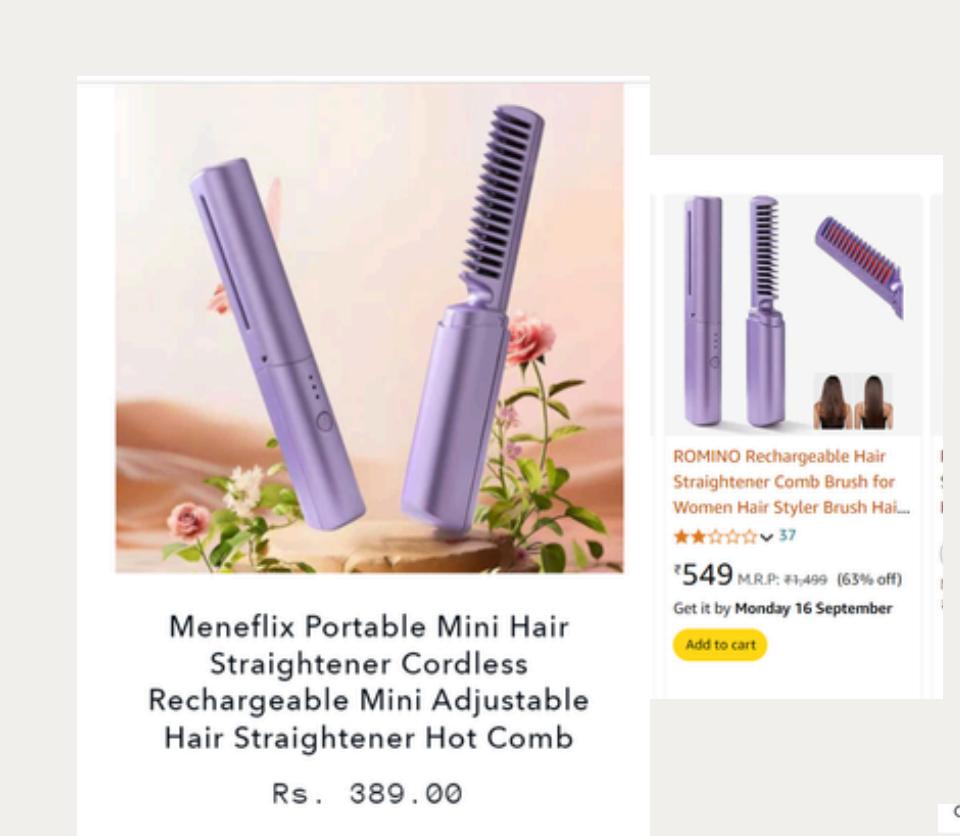


Tenring Blender for Smoothies, Shakes, and Juices 200 W Juicer

- Power Consumption: 200 W
- 1 Jar
- Only Manufacture Defect warranty Can Be Replace and Return If You Have any Query Related Product And Complain Pls Contact this num - 9315754857

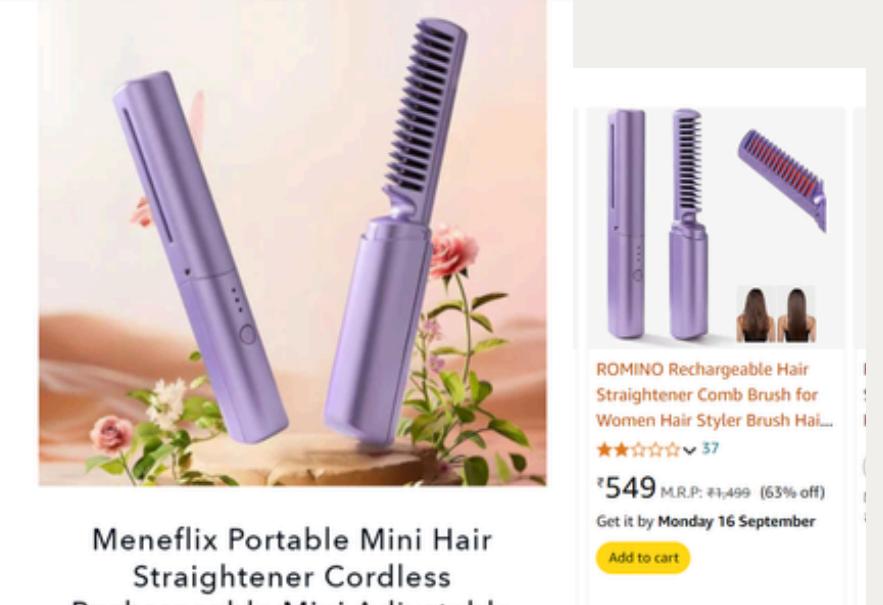
₹809 
₹2,399 66% off
Free delivery
Only few left
Bank Offer

Traveri Portable Mini Juice Blender
Rs. 799.00



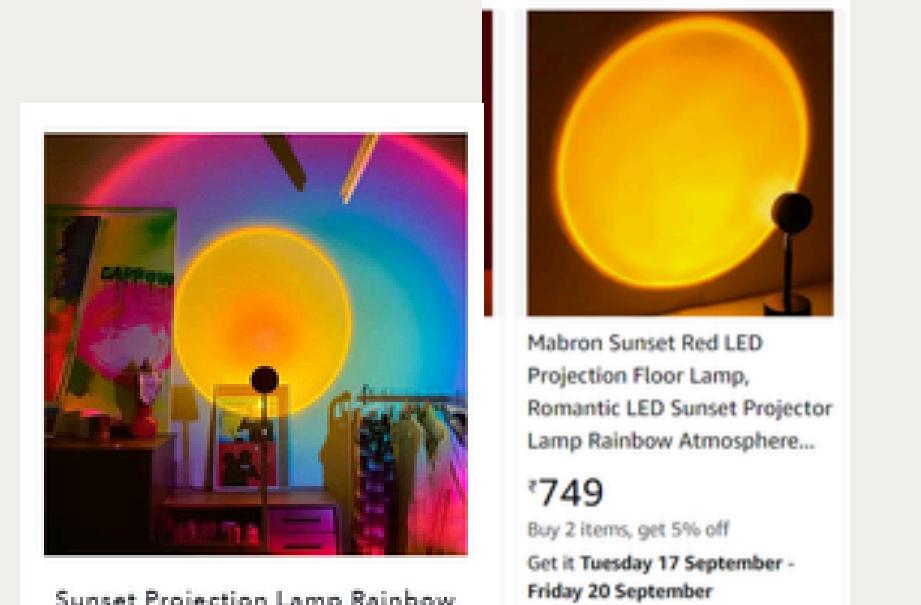
Meneflix Portable Mini Hair Straightener Cordless Rechargeable Mini Adjustable Hair Straightener Hot Comb

Rs. 389.00



ROMINO Rechargeable Hair Straightener Comb Brush for Women Hair Styler Brush Hair...

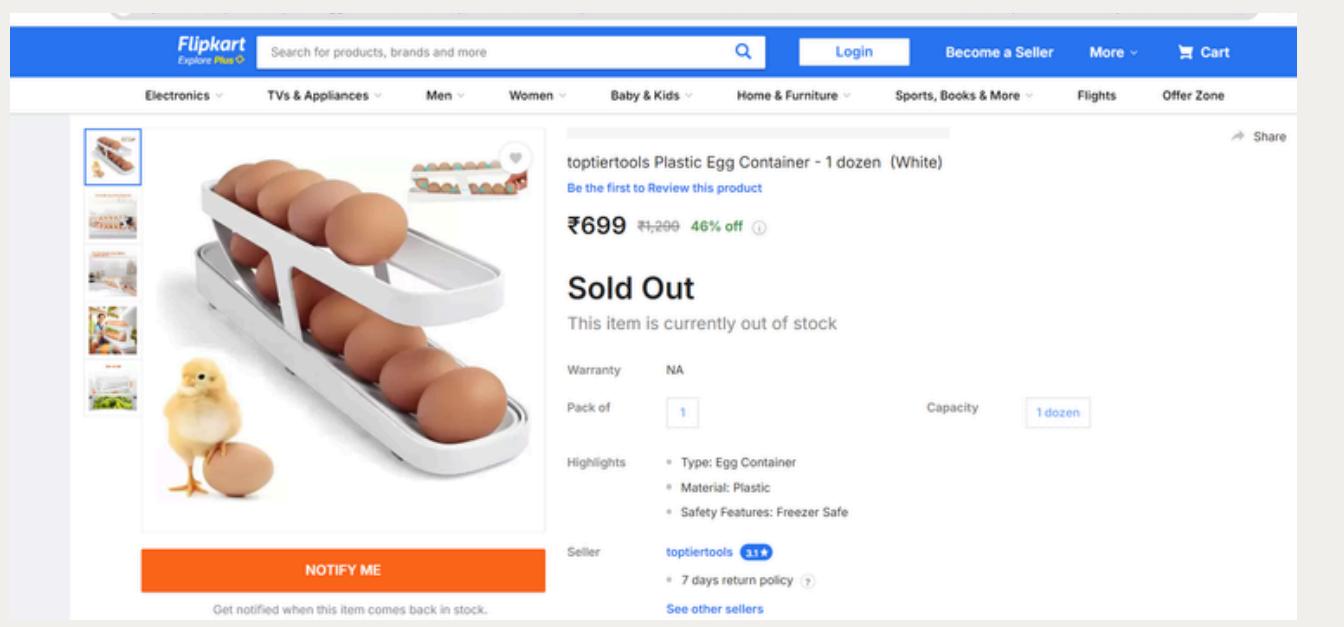
★☆☆☆☆ 37
₹549 M.R.P: ₹1,499 (63% off)
Get it by Monday 16 September
[Add to cart](#)



Mabron Sunset Red LED Projection Floor Lamp, Romantic LED Sunset Projector Lamp Rainbow Atmosphere...

₹749
Buy 2 items, get 5% off
Get it Tuesday 17 September - Friday 20 September
Only 2 left in stock.
[Add to cart](#)

Sunset Projection Lamp Rainbow Night Light
Rs. 625.00



Flipkart Explore Plus Search for products, brands and more Login Become a Seller More Cart

Electronics TVs & Appliances Men Women Baby & Kids Home & Furniture Sports, Books & More Flights Offer Zone

Share

toptiertools Plastic Egg Container - 1 dozen (White)

Be the first to Review this product

₹699 ₹7,299 46% off

Sold Out

This item is currently out of stock

Warranty NA

Pack of 1 Capacity 1 dozen

Highlights

- Type: Egg Container
- Material: Plastic
- Safety Features: Freezer Safe

Seller toptiertools 3.5+
7 days return policy See other sellers

NOTIFY ME Get notified when this item comes back in stock.

4588ff-b3

Automatically Roll Egg Holder Container Display Rack

Rs. 622.00
Shipping calculated at checkout.
20% off
Title
Free Size
Quantity - 1 +
[Add to cart](#)
Order Now - Cash on Delivery

Setting Up Bliss Bazaar:

Bliss Bazaar Store Setup:

1. Initiate Account Creation:

- Visit Shopify: Go to [Shopify](#) and start registration.
- Enter Credentials: Provide your email address, set a password, and assign a store name to commence a free trial period.
- Complete Setup: Enter business info, select a plan, and configure shipping and other charges settings.

2. Product Pricing setup:

- GST: Include Goods and Services Tax in product prices.
- RTO: Add Return to Origin charges for undelivered items.
- Include RVP Fees: Apply Reverse Pickup fees for returns.
- Ensure Profit Margins: Confirm all costs are covered to maintain profitability.

The image displays the Shopify platform. The top portion is the desktop version of the website, featuring the Shopify logo, navigation links like 'Solutions', 'Pricing', 'Resources', and 'What's new', a 'Log in' button, and a 'Start free trial' button. The main content area has a dark background with a central banner that reads 'Making Commerce Better for Everyone' and a subtext: 'Shopify is supporting the next generation of entrepreneurs, the world's biggest brands, and everyone in between'. To the right of the banner is a photo of a man sitting on a couch in a living room, looking at a laptop. The bottom portion of the image shows the Shopify mobile application. It includes a sidebar with options like 'Settings', 'General', 'Plan', 'Billing', etc. The main content area has a green header with the text 'Build your own ecommerce website in 3 easy steps' and a subtext: 'Shopify is trusted by millions of businesses worldwide'. It features a large input field for 'Enter your email address' and a 'Start free trial' button. To the right of the main content are several cards: 'Let's get started. would you like to...', 'An online store', 'In person at a store', 'In person at events', 'An existing website', and 'Customize your online store'.

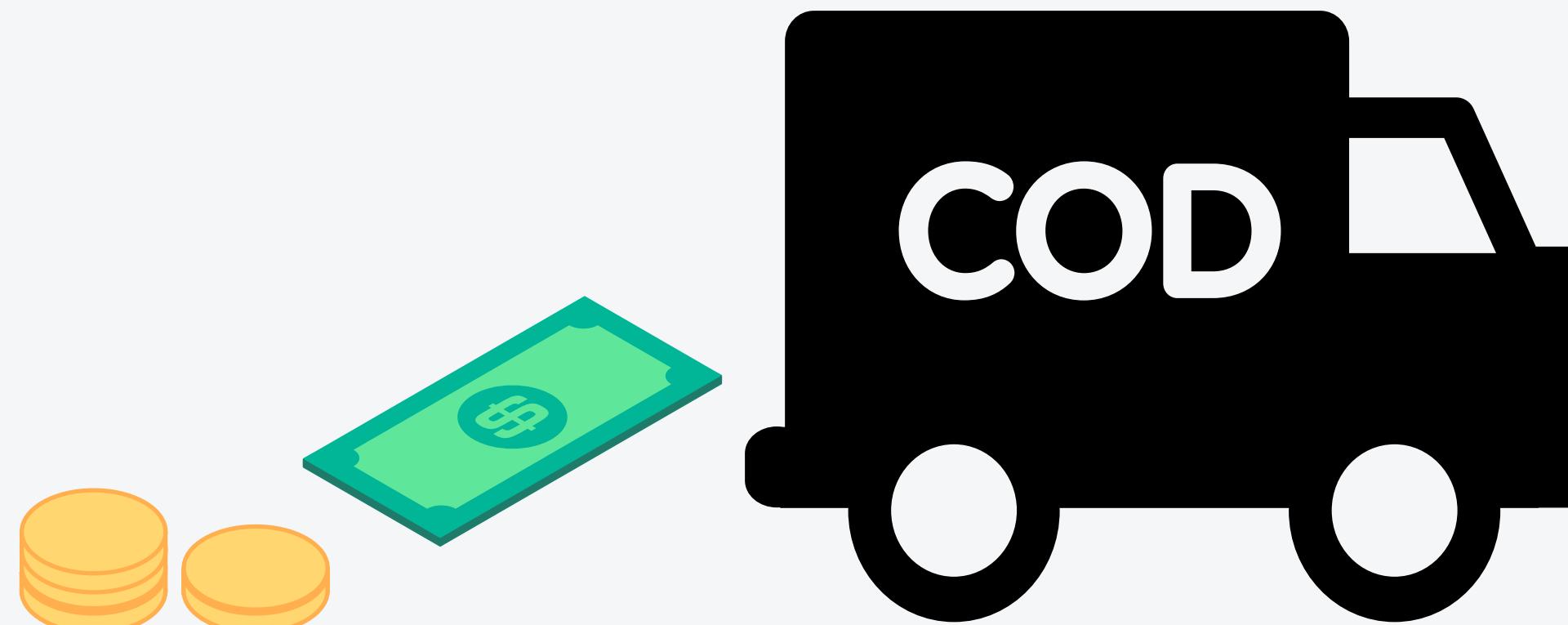
3. Payment Method stepup:

- Navigate to Payment Settings: Go to Settings > Payments in Shopify.
- Set COD as Default: Choose Cash on Delivery (COD) for order processing; no online payment.



4. Check Paytm Integration:

- Check Paytm Integration: Ensure processing of payouts through Paytm.



The screenshot shows the Shopify Payments settings page. At the top, it says "My Store ... in.shopify.com". Below that is a search bar and a "Back" button. A button labeled "+ Add payment method" is visible. The main content area is titled "Payment capture method" and contains the following text: "Payments are authorized when an order is placed. Select how to [capture payments](#):". There are three radio button options:

- Automatically at checkout: "Capture payment when an order is placed"
- Automatically when the entire order is fulfilled: "Authorize payment at checkout and capture once the entire order is fulfilled"
- Manually: "Authorize payment at checkout and capture manually"

At the bottom, there is a section titled "Manual payment methods" with the text: "Payments made outside your online store. Orders paid manually must be approved." A black navigation bar is at the very bottom.

5. Payment Performance Monitoring

- Track Payment Processes: Continuously monitor payment transactions and customer feedback.
- Optimize Payment Systems: Implement improvements to enhance payment processing efficiency and customer satisfaction.

6. Store Page Creation and Customization

- Design Storefront: Customize the Shopify store page with branding elements and optimize the layout for user experience.
- Add Key Pages: Include essential pages such as About Us, Contact Us, and Return Policy for a complete customer experience.



The image shows the Shopify Admin Dashboard. On the left, a sidebar includes links for Products, Customers, Content, Analytics, Marketing, Discounts, Sales channels (Point of Sale, Online Store, Themes selected), Blog posts, Pages, Navigation, Preferences, Apps, and Settings. The main area shows a preview of the "Bliss Bazaar" store front, which features a woman in a kitchen. Below the preview, it says "Bliss Bazaar Current theme" and "Last saved: Aug 2 at 10:59 pm GMT+5:30". A message indicates "Taste version 15.1.0 available". To the right, there's a "Theme library" section with a note: "These themes are only visible to you. You can switch to another theme by publishing it to your store." At the bottom, the "Home page" is being edited, showing a template with sections like Header, Announcement bar, and Slideshow. It lists products: "Travel Portable Mini Juice Blender" and "Portable Small Heat Sealer Mini Sealing Machine for Food Storage Vacuum Bag, Chip, Plastic, Snack Bags, Package Home Closer Storage Tool".

Reflection of our Brand



Our logo was designed with simplicity, elegance and modern appeal in mind, perfectly reflecting the essence of Bliss Bazar.

- "**Bliss**": The bold, cursive font used for the word "Bliss" represents comfort, creativity and a personal touch. It evokes warmth and helps our brand connect with customers on an emotional level.
- "**Bazaar**": The simpler, more structured font for "Bazaar" conveys professionalism and reliability, reinforcing that we are a trusted source for high-quality home decor.



Minimalism in Design

- The clean and minimalistic design embodies simplicity, which is a key value of our brand.
- A minimalist logo also makes our brand appear modern and versatile, suitable for various platforms, whether digital or print.

Subtle Branding Element

- The faded "BB" in the background is a subtle, sophisticated touch.
- This background element strengthens brand recognition while maintaining focus on the main text.



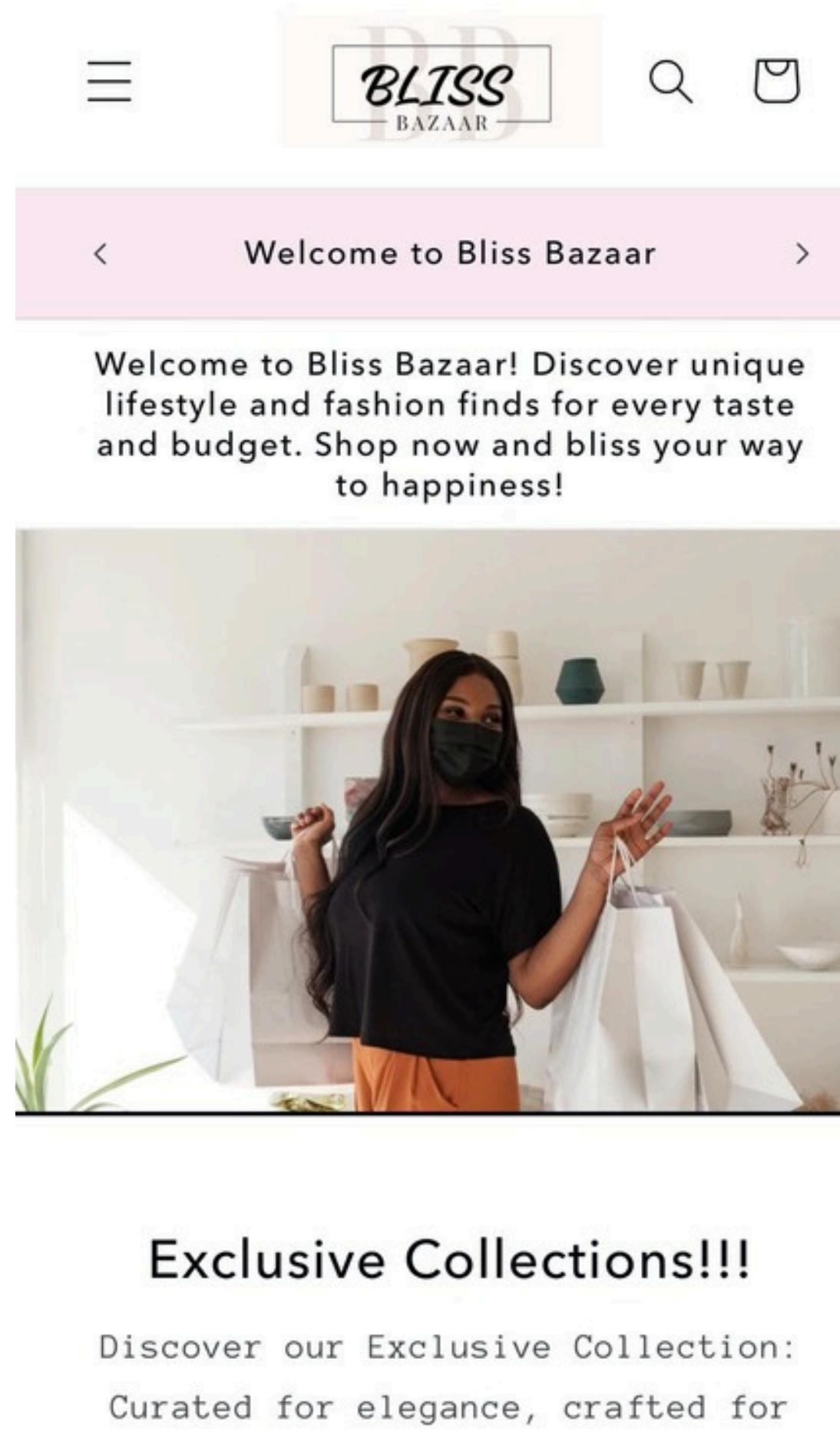
Color Palette

- The black-and-white color scheme represents timelessness and adaptability. It allows the logo to be used across various mediums, from product packaging to social media, without losing its appeal.
- Monochrome also signifies elegance and sophistication, aligning with the type of products we offer—classic yet modern, simple yet impactful.

Balanced Structure

- The rectangular frame around the logo creates a sense of completeness and balance.
- This structure helps the logo stand out in digital and physical spaces, making it easily recognizable.

Bliss Bazaar Website Theme



1. Visual Appeal

The theme follows a minimalist layout with a clean white background, making the products and text stand out.

The welcoming banner ("Welcome to Bliss Bazaar!") creates a friendly and inviting atmosphere, encouraging customers to shop and explore the site.

2. Branding and Logo

The Bliss Bazar logo is prominently displayed at the top, reinforcing brand recognition and reflecting sophistication with its elegant design.

3. Exclusive Collections Section

The "Exclusive Collections!!!" section emphasizes unique, curated products. The tagline "Curated for elegance, crafted for happiness" aligns with Bliss Bazar's message of delivering stylish and high-quality products.



Welcome to Bliss Bazaar

Welcome to Bliss Bazaar! Discover unique lifestyle and fashion finds for every taste and budget. Shop now and bliss your way to happiness!



Exclusive Collections!!!

Discover our Exclusive Collection:

Curated for elegance, crafted for

4. User-Friendly Navigation

A simple menu icon ensures easy navigation without overwhelming visitors, while the search and cart icons provide convenient access to essential features.

5. Overall Vibe

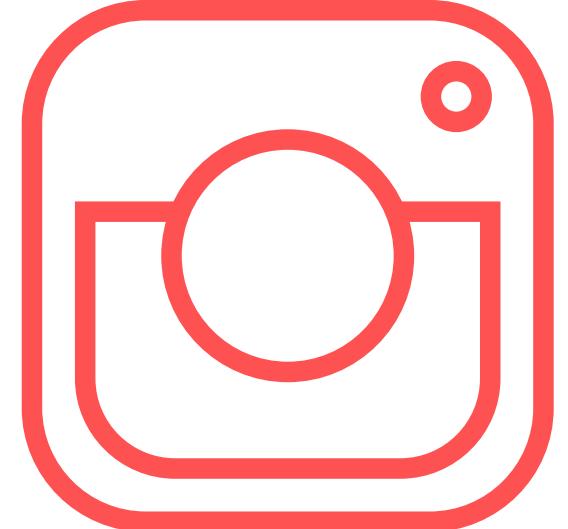
The theme conveys modernity, elegance, and simplicity, offering a seamless and joyful shopping experience that reflects Bliss Bazaar's values.

Marketing Strategies

Platforms Focus

Facebook

Instagram



Instagram Content Strategy

- Focus on visually appealing product images.
- Utilize Stories and Reels for behind-the-scenes, product demos, and promotions.
- Leverage user-generated content by encouraging customers to tag your brand

< Welcome to Bliss Bazaar >

Welcome to Bliss Bazaar! Discover unique lifestyle and fashion finds for every taste and budget. Shop now and bliss your way to happiness!



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< DONT DELAY,BLISS YOUR WAY! >

Welcome to Bliss Bazaar! Discover unique lifestyle and fashion finds for every taste and budget. Shop now and bliss your way to happiness!

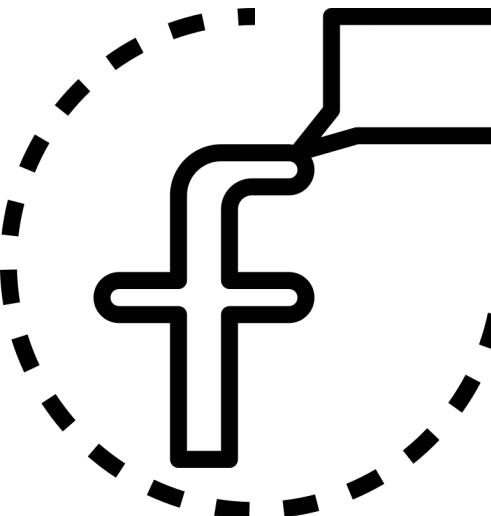


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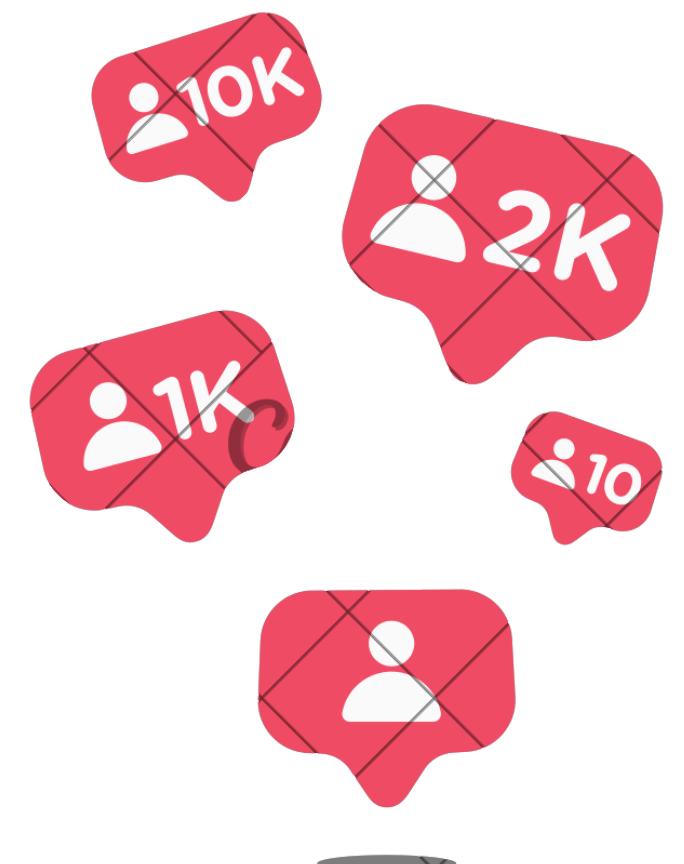
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Portable Air Duster
Wireless Vacuum
Cleaner



Facebook Content Strategy

- Create engaging posts (videos, images, and polls) to interact with the audience.
- Run targeted ads focused on specific demographics and interests.
- Use Facebook Groups to build a community around our products and engage in discussions.



INSTAGRAM PAGE

official_blixbazaar   



7 posts 151 followers 130 following

Bliss Bazaar

Your Ultimate Shopping Destination
DON'T DELAY, BLISS YOUR WAY ~
SHOP NOW 

 connect-blixbazaar.myshopify.com/ and 1 more

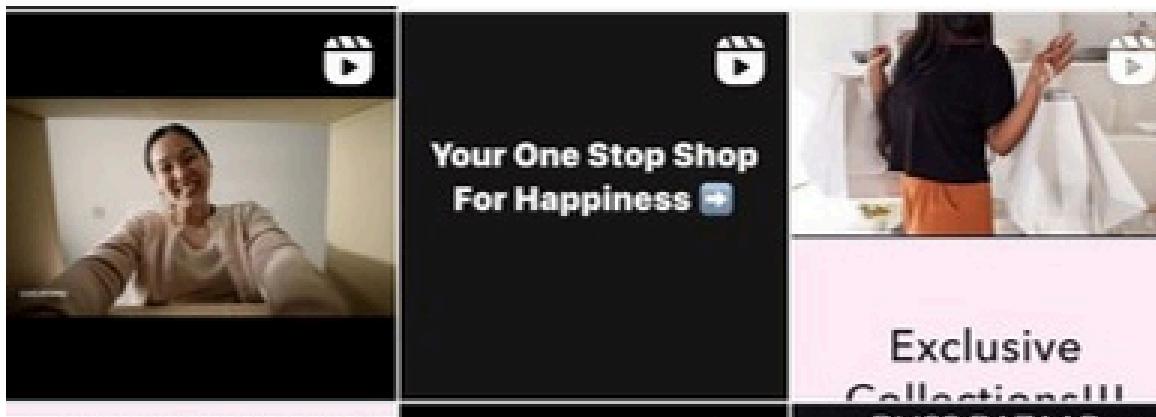
Professional dashboard

55 accounts reached in the last 30 days.

[Edit profile](#)

[Share profile](#)

[Email](#)



- **Posting Content**
- **Engaging With People**
- **Promoting Our Brand**

FACEBOOK PAGE



Bliss Bazaar

3.7K followers • 0 following

Shop Now!! 

<https://connect-blixbazaar.myshopify.com/>

 Friends

 Message

...

[Posts](#)

[About](#)

[Photos](#)

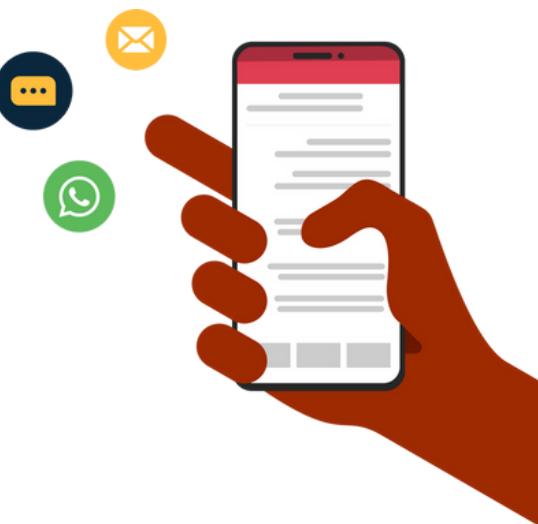
[Videos](#)

Details

 **Profile** · Digital creator

... See Bliss's About Info

Instagram Insights



Top locations

Cities **Countries**

Jammu



Delhi



Ludhiana



Srinagar

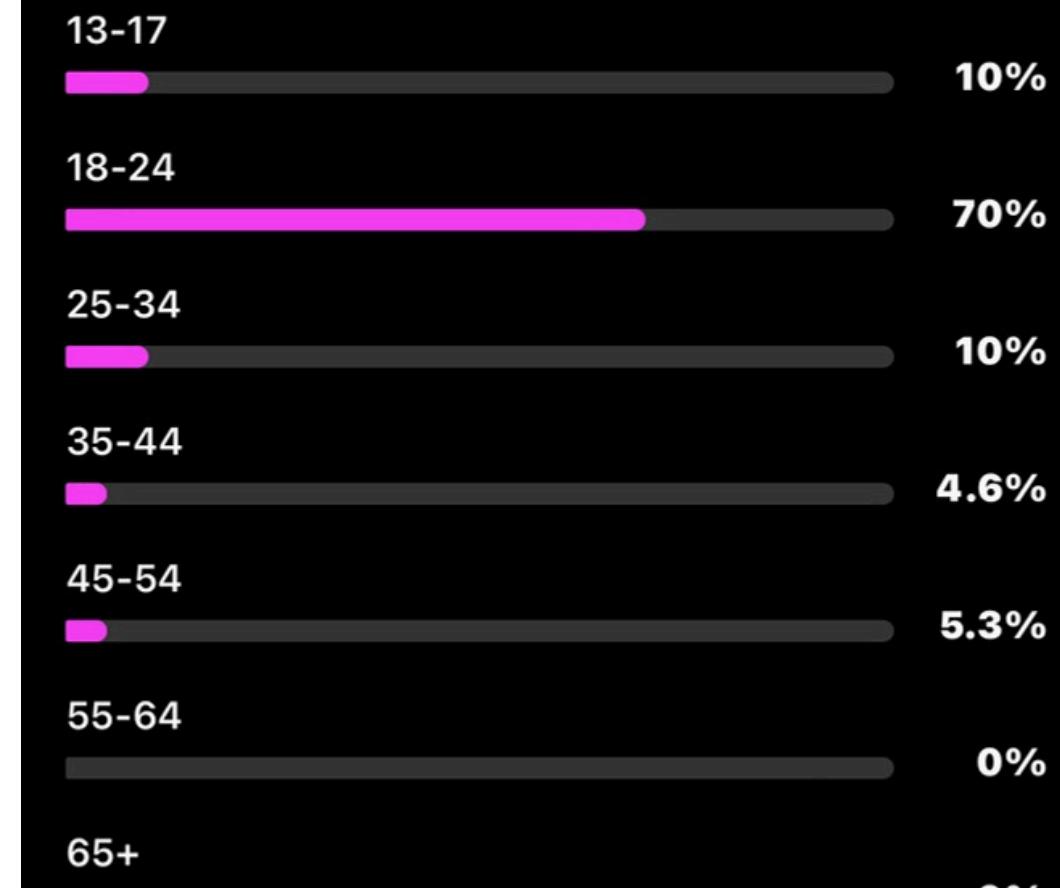


Bangalore



Age range

All **Men** **Women**



Gender

54.3%
• Women

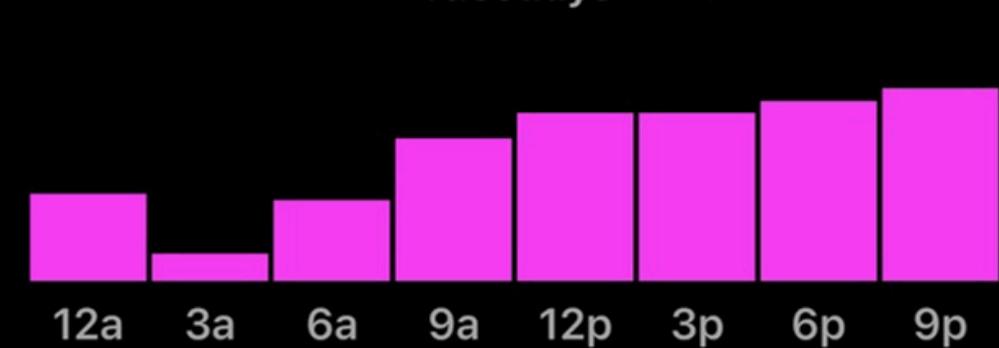


45.6%
• Men

Most active times

Hours **Days**

< Tuesdays >



Facebook Insights



Performance

Last 28 days ▾

Aug 15 - Sep 11

Reach

Engagement

Net followers

3-second vic

Last 28 days ▾

Aug 15 - Sep 11

Reach

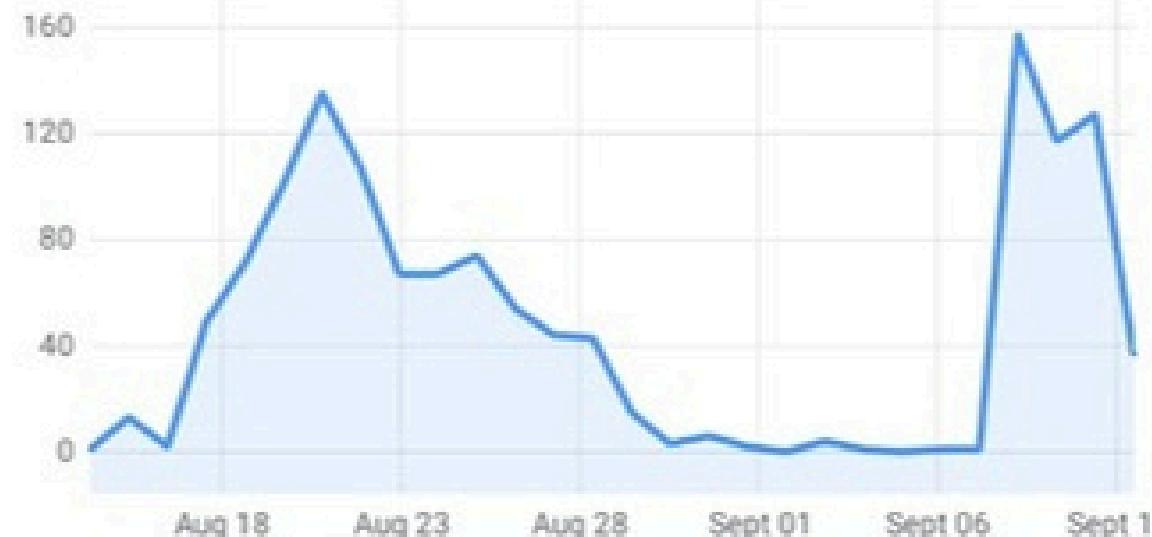
Engagement

Net followers

3-second vic

1,194
Reach ⓘ

+879% from previous 28 days



Reels reach

-->

2,453
Net followers ⓘ

+82K% from previous 28 days



Net followers

2,453

New followers

2,494

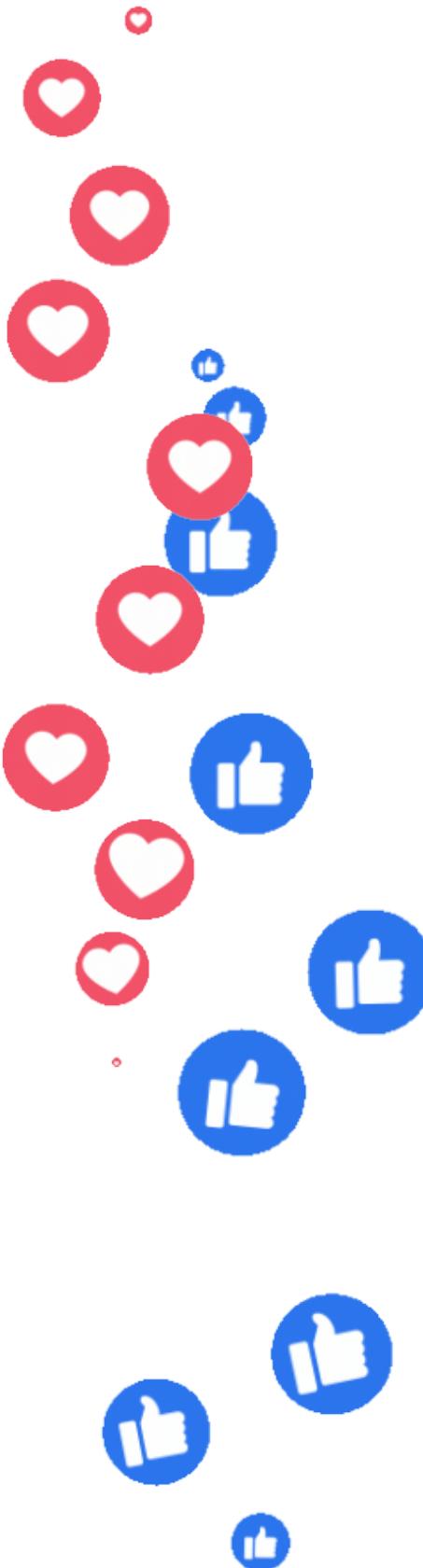
Unfollowers

41

Results : Customer Ordered Product from our Marketing



Future of Marketing



- Paid Instagram Adds
- Paid Facebook Adds
- Retargeting Campaigns
- Influencer Collaboration
- Content Engagement
- Email Marketing



CHALLENGE

Challenge

Content is no longer available



Collection Differentiation

Difficulty in differentiating and organizing collections within the specified categories on the homepage.

Automation Issues

Problems with automating store functions such as delivery processes.

Payment Setup

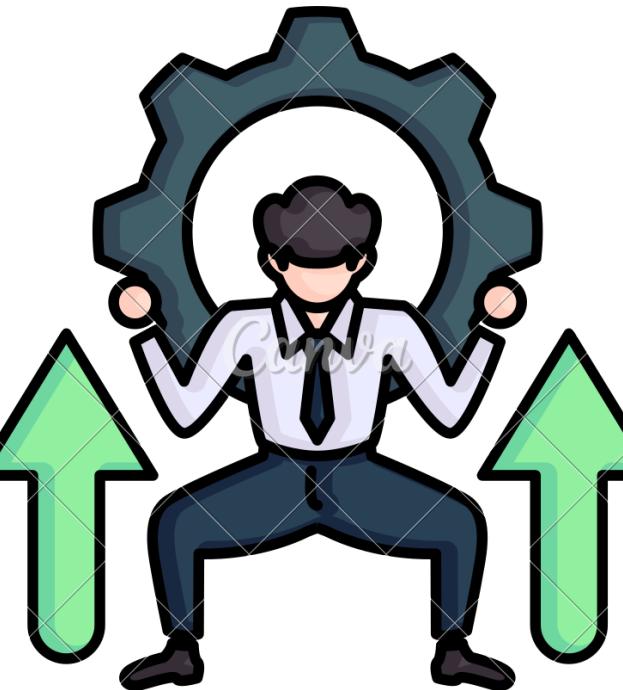
Ongoing issues with setting up payout payments and receiving payments through COD (Cash on Delivery) and online methods from sellers.

Payment Processing

Challenges with processing payments and setting up payment methods effectively.

Theme Confusion

Confusion in selecting or understanding the features of the chosen theme for the store.





1. Supplier Relationships

- **Learning:** Thoroughly vetting suppliers ensures consistent product quality and reliable delivery, which is essential for maintaining customer satisfaction and operational efficiency.

2. Customer Experience

- **Learning:** Clear communication and effective management of delivery expectations can significantly enhance customer satisfaction and loyalty.

3. Marketing Efficiency

- **Learning:** Using targeted ads on social media can lead to more effective marketing by reaching the right audience, which helps in better engagement and growth.

4. Adapting to Trends

- **Learning:** Monitoring market trends and gathering customer feedback are crucial for making informed product decisions, keeping your offerings relevant and appealing to customers.

5. Building Trust

- **Learning:** Customer reviews and influencer collaborations are powerful tools for building brand credibility and trust, which can lead to increased customer loyalty and attract new customers.

Future Goals

- **Expand Product Line:** Introduce new categories of house products and decor items, such as eco-friendly and sustainable products, to attract environmentally conscious customers.
- **Increase Online Presence:** Focus on enhancing digital marketing strategies by leveraging social media platforms (Instagram, Pinterest) and creating engaging content to build brand awareness.
- **Collaborate with Influencers:** Partner with influencers and bloggers in the home decor and lifestyle niches to increase visibility and reach a larger audience.
- **Sustainable Growth:** Focus on sustainable and ethical sourcing of materials to align with the growing demand for environmentally friendly products.

Thank You

so much!