"Prime Essentelle: A Dropshipping Venture"

Empowering Hostellers with Essential Products

Course Title - World of Startups through Real Life Studies

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https://www.primeessentelle.in/collections/all

Agenda

- Understanding Dropshipping
- The Birth of a Concept: Identifying Hostellers Needs
- From Concept to Reality: Store Setup and Design
- Reaching Out Marketing Prime Essentelle
- Milestone Achieved: First Sale and Beyond
- Conclusion
- Future Scope

Understanding Dropshipping

"The Birth of a Concept: Identifying Hostellers Needs"

1. Key Problem found of Hostellers

- Hostellers struggle to find essential products at affordable prices
- Limited access to convenience stores and online shopping options
- High prices and low quality products

2. Solution

- Prime Essentelle - a one-stop online store for hosteller's needs

3. Motivation Behind Prime Essentelle

- To provide quality products at good prices with excellent customer service
- Empower hostellers with easy access to essential products
- Build a trusted and reliable online shopping platform

From Concept to Reality: Store Setup

1. Register Domain
2. Set up Shopify Account
3. Connect Domain to Shopify
4. Customize Store
5. Choose Subscription Plan
6. Set up Payment Gateway (RazorPay)
7. Integrate Supplier (Roposo)
8. Add Products
9. Configure Shipping
10. Launch Store

From Concept to Reality-Store Design

Design

- **Clean and modern:** Dawn has a minimalist design with a focus on clean lines and typography.
- **Responsive:** The theme is designed to look good on all devices, from desktop computers to smartphones.
- **Customizable:** You can customize Dawn to match our brand and style using the theme editor.

Features

- **Product page:** The product page features a large product image, detailed descriptions, and a variety of customization options.
- **Cart and checkout:** The cart and checkout process are simple and straightforward.

Brand Logo

Prime Essentelle Logo Description

1. **Typography-Based Design**
   - The logo prominently features **bold, capitalized initials "PE"**, which stand for **Prime Essentlle**, reinforcing brand recognition and simplicity.
2. **Modern Font Style**
   - The sleek, contemporary font choice reflects the brand's emphasis on being **modern** and **relevant** in the marketplace, particularly in offering essentials to young hostellers.
3. **Text Color**
   - The **black text** on a **brown background** creates a minimalist yet striking contrast, symbolizing **elegance** and **earthiness**, tying back to the brand's focus on providing essential goods in a accessible way.
4. **Structured Layout**
   - The rigid structure of the letters suggests **stability** and **reliability**, key traits the brand wants to convey to its customers.

Social Media Icon Description

Prime Essentelle

1. **Symbolism**
   - The **interconnected lines** suggest a focus on building strong **networks** and **partnerships** with suppliers and customers.
2. **Color Scheme**
   - The **golden-brown gradient** evokes a sense of **trust** and **premium quality**.
3. **PE** Initials
   - The initials **PE** stand for **Prime Essenetelle**

Store Management

1. **Inventory Management**

   Automated Tracking and Updates:

   - Shopify offers automated tracking of inventory, allowing for real-time updates on product availability.
   - Integrates with third-party apps to sync inventory across multiple sales channels (e.g., Roposo, social media platforms)
   - Reduces manual work by updating stock levels automatically after each sale, preventing overselling.

   Low-Stock Alerts and Notifications:

   - Set up automated low-stock alerts to prevent stockouts.
   - Shopify can send notifications to the admin when inventory falls below a set threshold.
   - Helps in reordering items before they run out, improving customer satisfaction by ensuring products are always available.

2.Order Tracking

- **Real-Time Updates and Notifications**:
    - Provides customers with real-time tracking details for their orders.
    - Automatic email notifications sent when an order is placed, processed, shipped, and delivered.
    - Shopify integrates with shipping carriers to offer accurate and timely updates.
- **Order Status and History**:
    - Customers can easily view the status of their orders from their accounts.
    - Historical order data is stored, allowing both the store owner and the customer to reference previous purchases.
    - This feature is beneficial for tracking frequent buyers or managing returns and exchanges.

3. Customer Support

- **Multi-Channel Support (Email, Phone, Chat)**:
    - Offering support across multiple channels (email, phone, live chat) ensures customers can reach you in their preferred way.
    - Shopify integrates with various customer service tools (like Zendesk or Shopify Inbox) to centralize communication.
    - Allows for real-time interaction with customers, improving their shopping experience and ensuring their issues are resolved quickly.

Razorpay is an Indian fintech company that provides a comprehensive payment gateway solution, enabling businesses to accept, process, and disburse payments through various methods such as:

- Credit and debit cards
- Net banking
- UPI (Unified Payments Interface)
- Wallets (like Paytm, PhonePe, etc.)
- EMI options

It's popular among online businesses for its easy integration, smooth transactions, and various payment options, making it easier to manage and process payments efficiently.

Digital Engagement Strategy

- **Instagram:**
  - **Engagement Tactics:** Frequent posts, interactive stories, and strategic posting of reels to engage users.
  - **Objective:** Build brand awareness and foster authentic engagement, driving organic growth and customer loyalty.
- **Facebook:**
  - **Community Building:** Actively engaged with the audience through posts and videos to foster a strong community presence.

INSTAGRAM
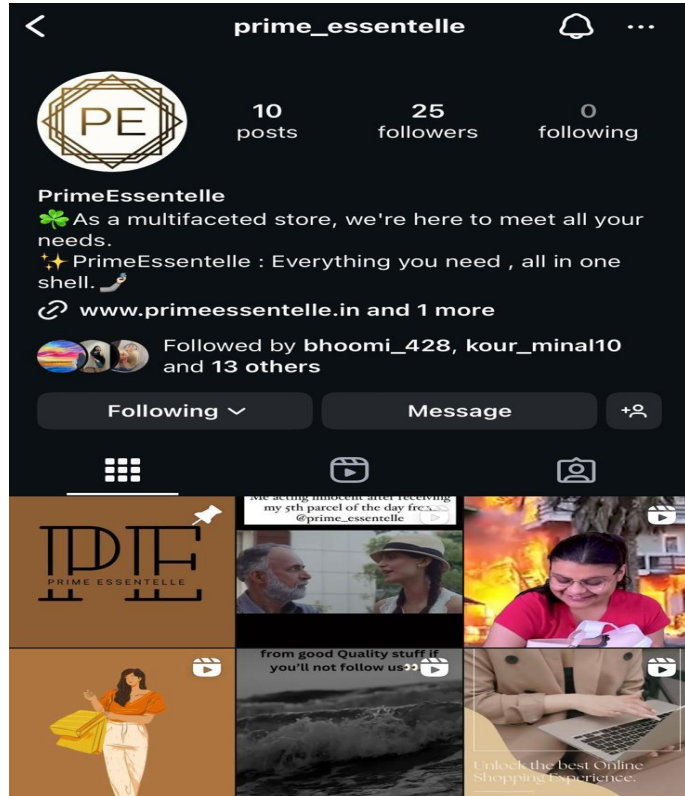
FACEBOOK
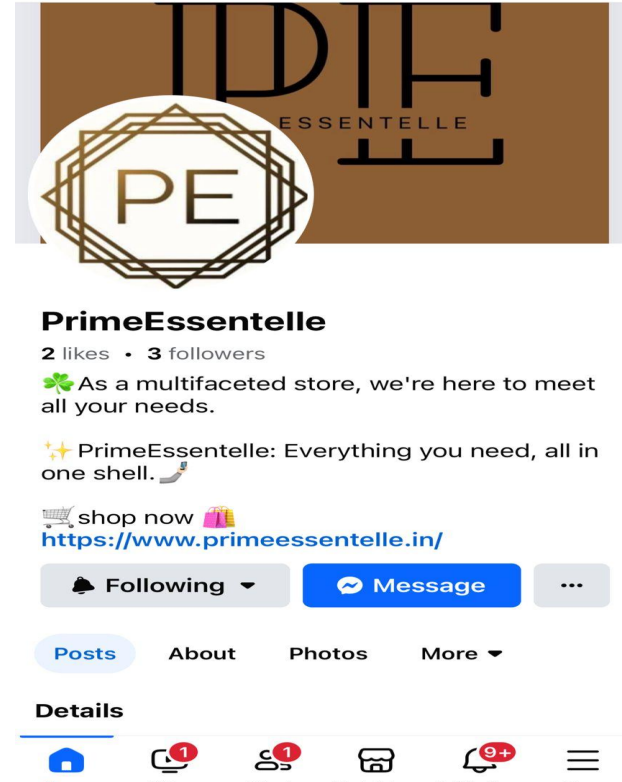
GROWTH

Links

🔗 primeessentelle.in

🔗 facebook.com/share/B6GFTMGMyfMFJaV...

1,569
Accounts reached

1.8%
Followers ●

98.2%
● Non-followers

Impressions	2,867

By content type

All | Followers | Non-followers

Reels   1,584

Posts   38

Stories   34

● Followers   ● Non-Followers

PRE-BUZZ

My Bank Balance

LeMe: Shopping from @prime_essentelle

You will get LAMBIYAN -JUDAAIYAN from good Quality stuff if you'll not follow us👀...

@prime_essentelle

acting innocent after receiving ny 5th parcel of the day from @prime_essentelle

Reel insights

▶ 1.9K ♥ 13 💬 2 ➤ 6 🔖 4

Overview ⓘ

📊 This reel reached 844% more accounts than the average of your recent reels.
Create more reels like this.

Accounts reached	1,107
Reels interactions	25
Profile activity	0

Reach ⓘ

1,107
Accounts reached

2.2%
Followers ●

97.8%
Non-followers ●

Plays	1,862

- **Plays**: 1.9K (Reel was played more than 1,900 times).
- **Likes**: 13.
- **Comments**: 2.
- **Shares**: 6.
- **Saves**: 4.
- **Reach**: 1,107 unique accounts saw the reel.
- **Performance**: Reel reached 844% more accounts than your average.
- **Reel Interactions**: 25 total interactions (likes,comments, shares, saves).
- **Profile Activity**: 0 (No profile visits from the reel).
- **Reach Breakdown**:
  - 2.2% were followers.
  - 97.8% were non-followers.

Response Strategy

- Engage regularly with customers on social media
- Respond to comments and messages

Content Calendar

- 3 posts per week (Instagram)
- Bi-weekly social media posts

Challenges Faced

- Less reach on posts
- Targeting specific audiences organically
- Algorithm changes impacting visibility
- Difficulty regarding engagement in Facebook.

Prime Essentelle - Unique Selling Proposition (USP)

- **For Hostel Students**: Products made for student life in hostels.
- **Affordable & Convenient**: Budget-friendly and easy to use.
- **Premium Quality**: High-quality products that last.
- **Essential Items**: Everyday necessities for students.
- **Fast Delivery**: Quick delivery to hostel doors.

Product Selection Criteria: -

Target Audience: <u>Hostel Students</u>

Key Considerations:

- **Understanding Student Needs:**
    - Focused on the challenges hostelers face daily, including convenience, affordability, and accessibility.
- **Product Selection:**
    - Focused to make student life easier by offering solutions like quick meals, portable accessories, study aids, and personal care items.
- **Convenience & Affordability:**
    - Our products are easy to use and designed to save time, helping students balance academics and personal life efficiently.
    - Price points are set to be budget-friendly, recognizing that hostelers often have limited financial resources.

PRODUCTS SELECTED: -

1. **9 in 1 multifunction plastic magic rotate vegetable cutter (with a drain basket): -**
- Time Efficiency
- Healthy Eating
- Cost

2. **Adjustable Height Telescopic Rechargeable Standing Fan Rechargeable Pedestal Fan: -**

- Portability
- Space-Saving
- Energy Efficiency

3. Desktop mat with special shortcut sheet of Word, Excel and all: -
- Increased Productivity
- Convenience
- Improved Learning

4. Fitbeast 2.0 (Push Up Board): -
- Targeted Muscle Engagement
- Versatility
- Improved Form and Reduced Injury Risk

5. LED PIR Motion Sensor Cabinet With USB Rechargeable : -

- Hands-Free Operation
- Energy-Efficient
- USB Rechargeable

6. Mini Metal Folding Portable Laptop Stand Non-Slip Base Tabletop Risers for 10-17 Inch Laptop & Keyboard & Tablet: -
- Ergonomic Benefits
- Portability
- Space Efficiency

7. Mobile Phone Stand 360 Rotation Height and Angle: -
- Customizable Viewing
- Hands-Free Use
- Reduces Strain

8. **Portable ,Travel Steam Iron**
- Compact and lightweight
- Wrinkle removal on the go
- Time - saving

9. Portable Blender USB Rechargeable Mini Juicer Blender: -

- Portability
- Easy of use
- Cost effective

10. Portable Heat Sealer Mini Sealing Machine: -
- Preserves food freshness
- Saves space
- Durable and safe

11. Stitch Handheld Cordless Portable White Sewing Machine

- Quick repair on-the-go
- Easy to use
- Suitable for variety of fabrics

Becoming a Supplier at Roposo

1. Research Requirements
2. Prepare Your Business
3. Contact Roposo
4. Application Process
5. Review and Approval
6. Onboarding
7. Start Supplying

Alternatives to Roposo

Oberlo: A popular alternative, Oberlo is known for its vast supplier network and ease of use with Shopify. It is ideal for beginners but may have higher shipping times depending on suppliers.

AliExpress Dropshipping: Offers a wide range of products, but shipping times can be a challenge. However, it offers low-cost products and better supplier diversity.

Printful: A great option for custom-designed products but may not be as versatile for the kind of products we are selling (home appliances, gadgets, etc.).

Which One is Better?

- Roposo fits our needs due to its focus on quick delivery, quality control, and an easy-to-use interface.

- Oberlo could be a good option for expanding into international markets, but for now, Roposo's logistics are more aligned with our store's goals.

Why We Chose Roposo

Why Roposo: We selected Roposo as our fulfillment partner because it integrates easily with Shopify, handles sourcing, packaging, and shipping efficiently, and allows us to focus on other aspects like marketing and customer engagement. Roposo also has a reputation for reliable logistics, making it suitable for our target market of hostel students.

Milestone Achieved: First Sale and Beyond Profit

- Successful first sale, but with challenges
- Identified areas for improvement in drop shipping process
- Opportunities for growth and more positive Experience

Challenges Faced
1. Pay Out Issues
2. Extra Delivery Time
3. No Contact with Supplier
4. Product Reliability
5. Issues with Filing Return

FUTURE SCOPE

- **Adding More Hosteller -Friendly Products**: Based on customer feedback, we plan to expand our offerings by introducing more affordable, practical, and compact products tailored to hosteller' daily needs.

- **Taking Feedback**: By regularly engaging with students and conducting surveys, we can better understand their needs and introduce new products that align with their preferences.

- **Targeting hostellers** : We will also explore the potential of reaching students living far from home . Their needs might differ slightly, so we will tailor specific products and marketing campaigns.

- **Registering as a Supplier on Roposo or Any other supplying Channel**

- **Trying to find supplier out of Supplying Channel**

Key Learnings from Prime Essentelle

➔ **Understanding the Problem**
  ◆ Hostellers face challenges in finding affordable, quality products.
  ◆ Limited access to convenience stores and online shopping.

➔ **Solution Development**
  ◆ Prime Essentelle created a one-stop online store for essential hosteller products.
  ◆ Focus on affordability, quality, and convenience.

➔ **Store Setup and Management**
  ◆ Steps involved: domain registration, Shopify setup, supplier integration, and product addition.
  ◆ Automated inventory and order management via Roposo and Shopify integration.

➔ **Marketing Strategy**
  ◆ Focus on Instagram and Facebook for customer engagement and brand awareness.
  ◆ Challenges faced: post visibility and organic reach.

➔ **First Sale Milestone**
  ◆ Achieved the first sale but identified key areas for improvement, including payout issues, delivery delays, and supplier communication.

➔ **Future Growth Plans**
  ◆ Expand product range based on customer feedback.
  ◆ Target off-campus students and explore alternative supplier channels.

Thankyou