

Dropshipping

eCommerce

Steven Zhao

What is Drop Shipping?

- Drop shipping is a business model whereby you run a store and sell products without holding any inventory.
- Your supplier ships the product directly from their warehouse to your customer's address.
- You only pay when an order comes in.



Why Dropship? Pros:



EASY TO START AND SETUP

- ✓ Hold no inventory
- ✓ Ecommerce POS platforms exist
- ✓ Automated sales system



INCREASED PRODUCT VARIETY

- ✓ Large online markets of products to choose from
- ✓ No need to meet MOQs/ no hassle in adding more



LOW RISK

- ✓ No worries of overstocking, complex infrastructure, storage



FLEXIBILITY

- ✓ Change your products at any time with the click of a button
- ✓ Run your operation from any location



SCALABILITY

- ✓ No need to manage workers, locations, distribution

Why NOT Dropship? Cons:



RELIANCE ON STOCK

- ✓ Other businesses are ordering from your supplier, your orders may be backlogged



DIFFUCULT TO STAND OUT

- ✓ Easy to start so plenty of people jump on, hard to find an unsaturated niche market
- ✓ Hard to distinguish a product that's identical to other sellers



HIGHER PRODUCT COST

- ✓ No bulk prices
 - ✓ Lots of competitors, lots of price cutting



SHIPPING HASSLES

- ✓ Packages have to cross borders + oceans, generally longer shipping times
- ✓ Packages can get lost more often than traditional shipping within borders

STEP 1) Find your Product

Brainstorm



Product Analysis 1.1: Gauge Interest

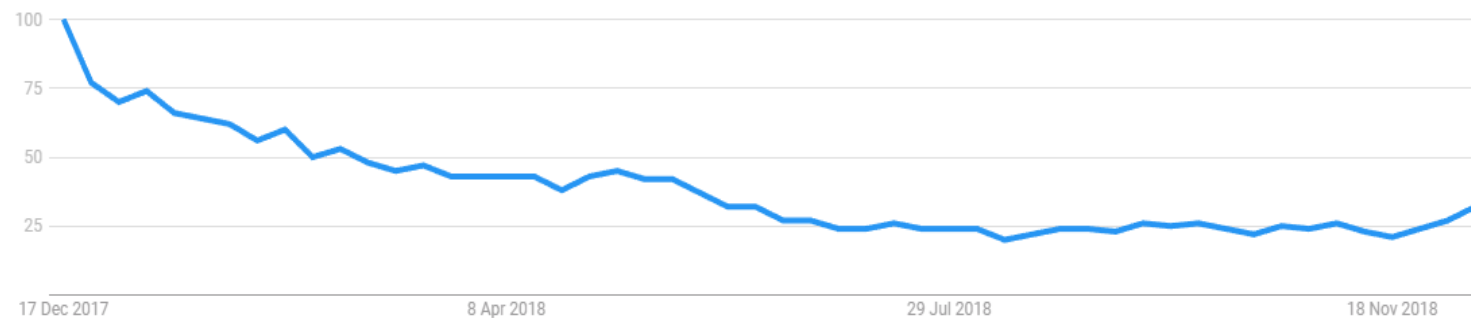
● fidget spinner
Search term

+ Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

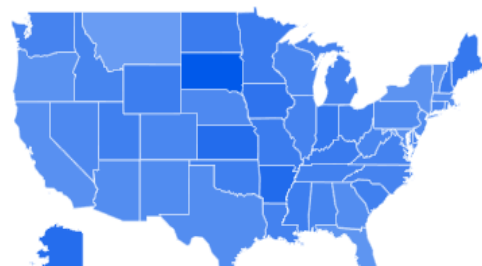
Interest over time ?

Download Compare Share



Interest by sub-region ?

Sub-region ▼ Download Compare Share



1	South Dakota	100	<div></div>
2	Arkansas	84	<div></div>
3	Kansas	83	<div></div>
4	Alaska	82	<div></div>

Interest over time ?



● unique watches
Search term

+ Compare

United States ▼ Past 5 years ▼ All categories ▼ Web Search ▼

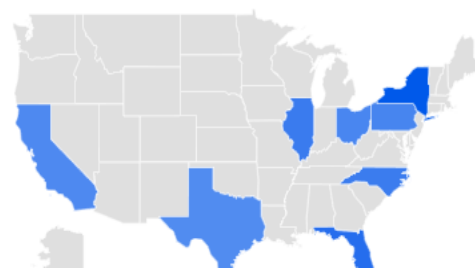
Interest over time ?

Download Expand Share



Interest by sub-region ?

Sub-region ▼ Download Expand Share



1	New York	100	<div></div>
2	Florida	82	<div></div>
3	Illinois	69	<div></div>
4	North Carolina	68	<div></div>

Product Analysis 1.2: Gauge Competition



watches buy



All Shopping Images Maps News More Settings Tools

About 849,000,000 results (0.70 seconds)

Men's Watches - Fossil - fossil.com

www.fossil.com/

★★★★★ Rating for fossil.com: 4.5 - 4,256 reviews

Free Shipping & Returns at Fossil.com.

[FAQs](#) · [Shop Gifts](#) · [Track Your Order](#) · [Store Locator](#)

Depoche | Trench Watches | Clear-cut Nostalgia

www.depochewatch.com/

Modern Trench Watches. Stainless Steel. Free Worldwide Shipping. Secure Payments. 30 Day Return Policy.

[About Us](#) · [Pocket Watches](#) · [Browse Journals](#)

Luxury, Fashion, Casual, Dress, and Sport Watches - Jomashop

www.jomashop.com/

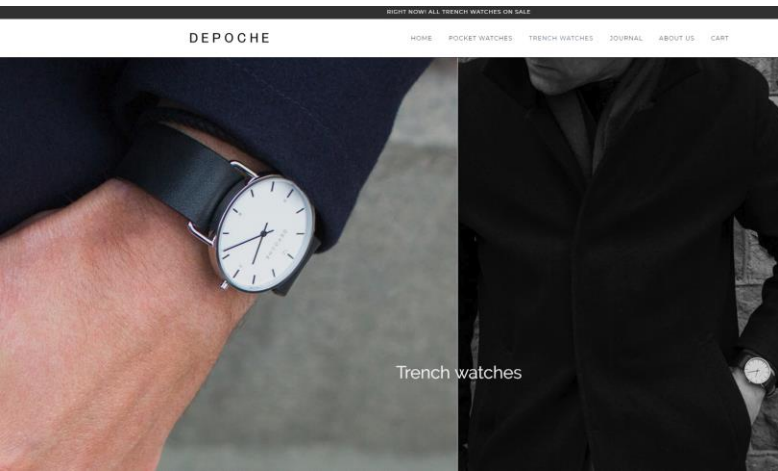
Save \$1000's on Authentic Luxury Watches. Huge Selection, Shop Now! Save Now - Up To 75% Off.

FREE WATCHES | Just Pay Shipping

www.classyhand.com/

Founded by Magnus Vollen, Norways most followed Entrepreneur on LinkedIn.

[Free Necklaces](#) · [Free Watches](#) · [Free Bracelets](#) · [Free Rings](#)



RIGHT NOW! ALL TEENIE WATCHES ON SALE

VERY MERRY DEALS, FOR A LIMITED TIME! (CLICK FOR DETAILS)

SHIP TO: CUSTOMER CARE ORDER STATUS

FOSSIL

WOMEN MEN WATCHES SMARTWATCHES BAGS WALLET JEWELRY GIFTS SALE OUTLET

Men's Watches - View All

DESIGN A WATCH, ONLINE ONLY

MEN'S WATCHES

CATEGORY MATERIAL PRICE BAND WIDTH SIZE MOVEMENT COLOR SORT

181896

The Minimalist Carbon Series Three-Hand Two-Tone Stainless Steel Watch
CAD 188.00 CAD 135.00
ENGRAVE ME | NEW MARKDOVNS

Townsmen 44mm Chronograph Black Stainless Steel Watch
CAD 236.00 CAD 155.00
ENGRAVE ME | NEW MARKDOVNS

Townsmen 44mm Chronograph Brown Leather Watch
CAD 176.00 CAD 135.00
ENGRAVE ME | NEW MARKDOVNS

The Minimalist Three-Hand Brown Leather Watch
CAD 188.00 CAD 135.00
ENGRAVE ME | NEW MARKDOVNS

COMPLIMENTARY

★★★★★ Google Customer Reviews

HOLIDAY SALE | UP TO 75% OFF! SHOP DEALS

LIVE CHAT CALL US BY EMAIL NEW LATEST ARRIVALS

MY ACCOUNT MY SHOPPING BAG

JOMASHOP

Search by brand or model

SHOP BY BRAND WATCHES MEN'S LADIES JEWELRY HANDBAGS SUNGLASSES GIFTS PRE-OWNED HOLIDAY SALE

SHIP TO CANADA from \$9.99 USD Details

Men's

BRAND GENDER COLOR CASE SIZE CASE SHAPE STYLE MOVEMENT FEATURES PRICE BAND TYPE

Most Viewed

OMEGA Seamaster 300 Automatic Black Dial Men's Watch
T53304270001
\$4,166.15 SAVE 37%

TIBOT P15 The Automatic Chronograph Men's Watch
T019427205701
\$249.00 SAVE 66%

TIBOT P15 The Automatic Chronograph Men's Watch
T019427205701
\$299.00 SAVE 60%

FREDERIQUE CONSTANT Swiss Automatic Men's Watch 55MM 456
T017407603300
\$473.00 SAVE 72%

Product Analysis 1.3: Gauge Interest via Ads

How Keyword Planner works

Get help with keyword research and selecting the right terms.

Research keywords

Our keyword research tool gives you insight into how often certain words are searched and how those searches have changed over time. This can help you narrow your keyword list down to the ones you really want.

"Retail clothing" searches



Get bid estimates

Keyword Planner will give you suggested bid estimates for each keyword, so you can determine your advertising budget.

Suggested bid

Clothes shop	\$1.72
--------------	--------



Supplier Features:

	AliExpress*	Oberlo Suppliers	✔ Verified Suppliers
Huge catalogue of products	✔	✔	✔
Operations checked by Oberlo		✔	✔
Warehouses checked by Oberlo		✔	✔
Business documents checked by Oberlo		✔	✔
100% tailored to dropshipping (unbranded parcels)		✔	✔
Worldwide suppliers		✔	✔
Fast support		✔	✔
Successfully processed 1,000+ orders			✔
95% of orders are shipped and delivered on-time			✔
Dispute rate lower than 2%			✔

* Oberlo does not control AliExpress' services, and cannot make any assurances in this regard.

CATEGORIES [See All](#)

Women's Clothing & Accessories

Men's Clothing & Accessories

Phones & Accessories

Computer & Office

Consumer Electronics

Jewelry & Accessories

Home & Garden

Shoes

Mother & Kids

Sports & Entertainment

Beauty & Health

Automobiles & Motorcycles

Home Improvement

[Flash Deals](#) [Kids](#) [Home](#) [Fashion](#) [Beauty](#) [Tech](#)

GET THOSE STEPS IN

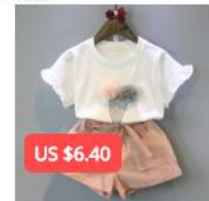
You won't want to stop walking with these comfortable, top-selling sneakers starting from US \$9.90

FINDS
UNDER \$5

Welcome to a buyer's paradise

[SHOP NOW](#)

Kids



Home



Beauty



Fashion



Sports




Tech



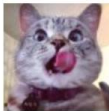
Best Match



- 


Justice

AUTOPS

5/28/17
- 


Gian

Thats great but do you plan to come t...

5/20/17
- 


陈岳桂

Dear friend we just sell in aliexpree

5/20/17
- 


蔡肇聪

We don't have the plan yet

5/20/17
- 


Alber

:)yeah thank you too

5/19/17
- 


或

My question is will you bring your spin...

5/19/17
- 

真.飛鸟


Hello there. Our store (iFidgetOfficial.c...

5/19/17
- 


子君在温哥华

Hello there. Our store (iFidgetOfficial.c...

5/19/17

- 

Add this WeChat contact

Add
- us
- Can you ship the proper item to the address?
- 6/19/17 12:12 AM
- 

Of course.
- 6/19/17 12:23 AM
- Thank you. Please send me the tracking number here when you can ship it out
- 6/26/17 11:31 PM
- Hi have you sent out the package yet?

STEP 2) SETUP YOUR SHOPIFY STORE

eCommerce Channels



shopify



bigcartel



Magento®



BIGCOMMERCE

\$ 29 /month

Choose this plan

Basic Shopify

Start selling your products online with your secure, beautiful store, and in person at events, fairs, or markets.

Transaction fee

2.0% transaction fee ⓘ

Staff accounts

2 ⓘ

Shipping discount

Good ⓘ

Locations

4 ⓘ

Shopify for retail

Shopify POS for markets and events

\$ 79 /month

Choose this plan

Shopify

Add features like gift cards, retail hardware support, and professional reports to sell online or at a retail store.

Transaction fee

1.0% transaction fee ⓘ

Staff accounts

5 ⓘ

Shipping discount

Better ⓘ

Locations

5 ⓘ

Shopify for retail

Shopify POS for retail stores and pop-up shops ⓘ

\$ 299 /month

Choose this plan

Advanced Shopify

Scale your business online and in person with advanced reporting, and third-party calculated shipping rates.

Transaction fee

0.5% transaction fee ⓘ

Staff accounts

15 ⓘ

Shipping discount


Best ⓘ

Locations


8 ⓘ




Shopify for retail




Shopify POS for retail stores and pop-up shops ⓘ




 Debut




SectionsTheme settings


 Header


 Image with text ov...  



 Featured collection  

 Image with text  

 Slideshow  


 [Add section](#)

 Footer

Theme actions  

Home page ▾



 Live [Save](#)

LNLP

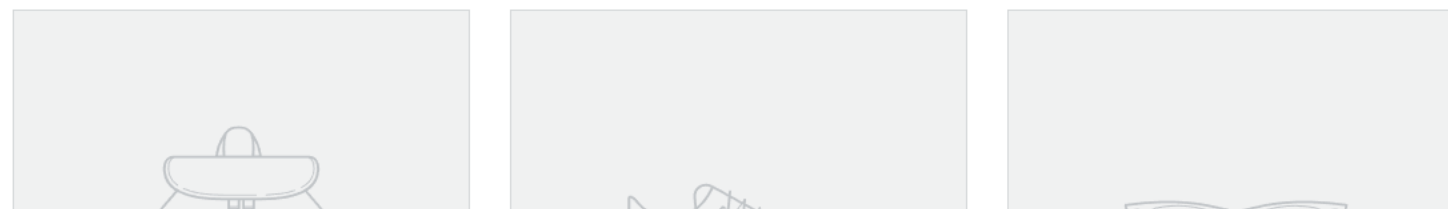
[Home](#) [Catalog](#)




Image with text overlay

Use overlay text to give your customers insight into your brand.
Select imagery and text that relates to your style and story.


FEATURED COLLECTION





 Debut

Sections



Theme settings

 Header

 Collection pages

 Footer

Theme actions ▾



Collection pages ▾



● Live Save

LNLP

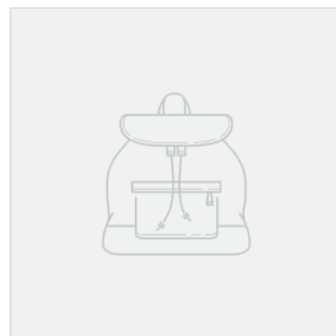
Home Catalog



Products

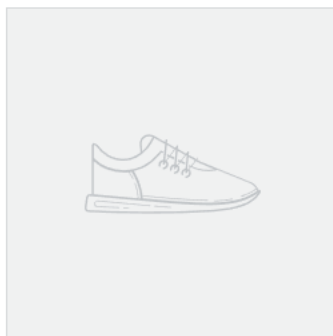
SORT BY Alphabetically, A-Z ▾

0 products



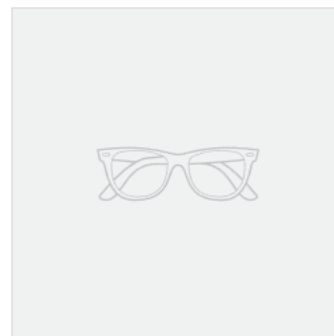
Your product's name

\$19.99



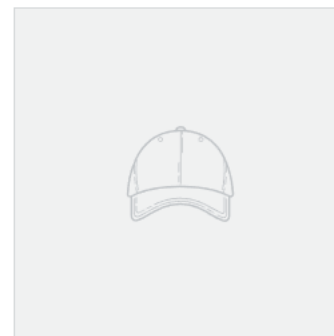
Your product's name

\$19.99



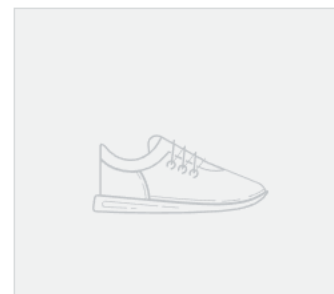
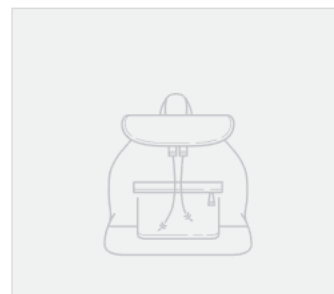
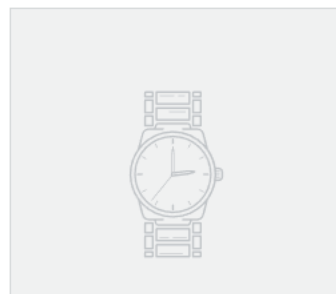
Your product's name

\$19.99



Your product's name

\$19.99



Browse themes

Filtered by: Jewelry & Accessories ×

Price

- ☐ Free 2
- ☐ Paid 26

Number of products

- ☐ Single product 0
- ☐ Small catalogs 9
- ☐ Medium catalogs 23
- ☐ Large catalogs 15

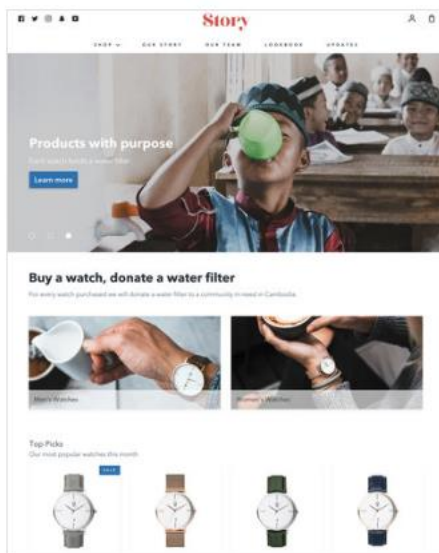
Layout style

- ☐ Wide 19
- ☐ Grid 14
- ☐ Collage 6
- ☐ Editorial 6
- ☐ Row 13

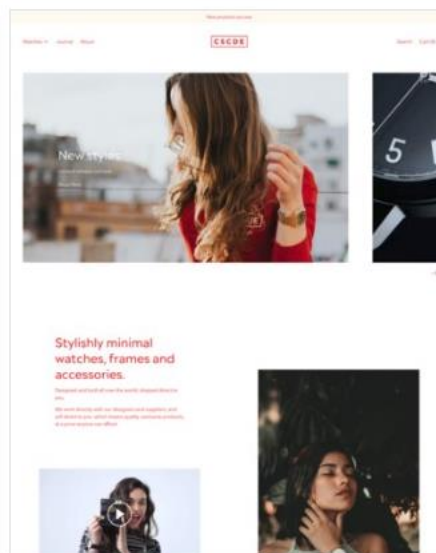
Product page

1-24 of 28 themes

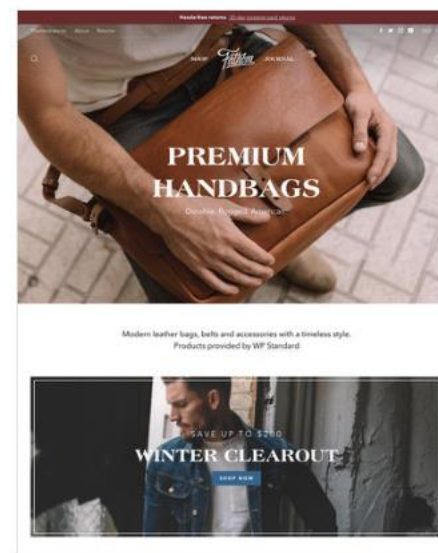
Sort
Most recent ▾



[Story](#) • \$180
3 styles



[Cascade](#) • \$180
3 styles



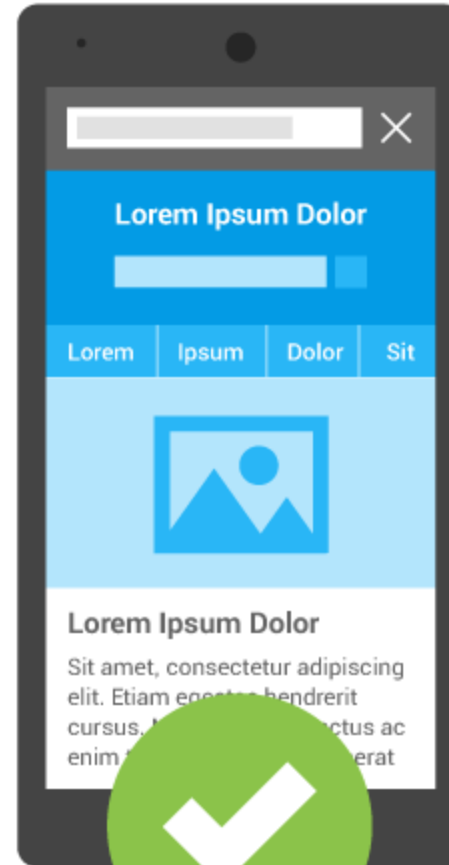
[Impulse](#) • \$180
3 styles



STEP 3) OPTIMIZE YOUR STORE



REGISTER A DOMAIN AND LINK IT TO YOUR STORE



OPTIMIZE FOR DIFFERENT DEVICES



ifidget.official [Follow](#) ...

12 posts 5,419 followers 12 following

IFidget
Visit our site and spin the wheel ⚙️ for a chance to win!
🔥 www.ifidgetofficial.com/ 🗨️
www.ifidgetofficial.com

POSTS TAGGED

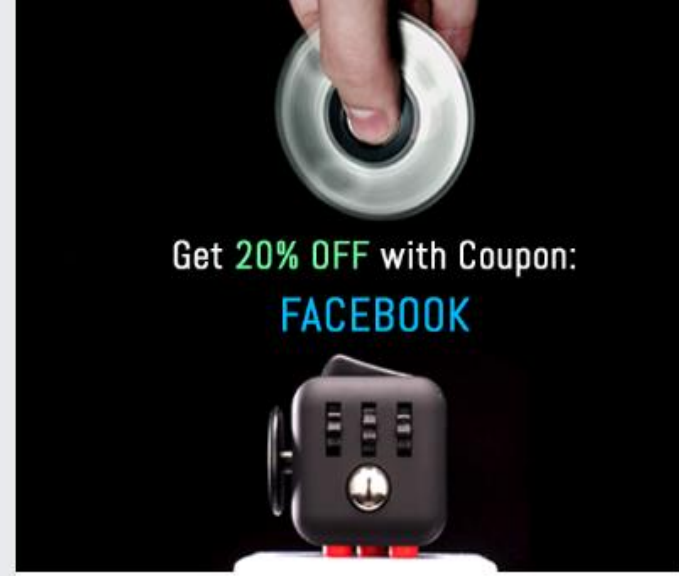


IFidget
@ifidget.official

Home

- Shop
- Posts
- Photos
- About
- Reviews
- Community
- Info and Ads

Create a Page



Like Share Suggest Edits ...

Shop



Glow in the Dark Fidget ...
\$17.99 was \$39.99



Classic Fidget Spinner ...
\$16.99 was \$24.99



NEW Star Wars Darth Vader ...
\$29.99 was \$79.99

See All

Posts



IFidget
July 21, 2017 · 🌐



FIDGETING - RED



Shop Now

Search for posts on

Games/Toys

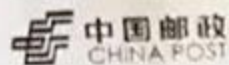
Community

42,727 people like this
42,641 people follow

About

Typically replies within 1 hour
Contact IFidget on Messenger
www.ifidgetofficial.com
Games/Toys

People



IMPORTANT:
The itinerary may be
opened officially.
Please print in English.

US
3F



K0793-2006KZ

FROM Zhengtiegao
Jiuxiangqiao East Road No.10
Chaoyang District qingmaishidai
Innovation Park 102
100015

PHONE: 1300 000 000

Fees(US \$)

Certificate No.

SHIP TO ANDY F

KALAMAZOO MICHIGAN
UNITED STATES OF AMERICA

PHONE 269

Certificate No.		PHONE 209	Kg	Val(US \$)	Goods Orig
No	Qty	Description of Contents			
1	1	Sunglases 太阳镜	0.035	2.27	CN
1		Total Gross Weight (kg)	0.035	2.27	

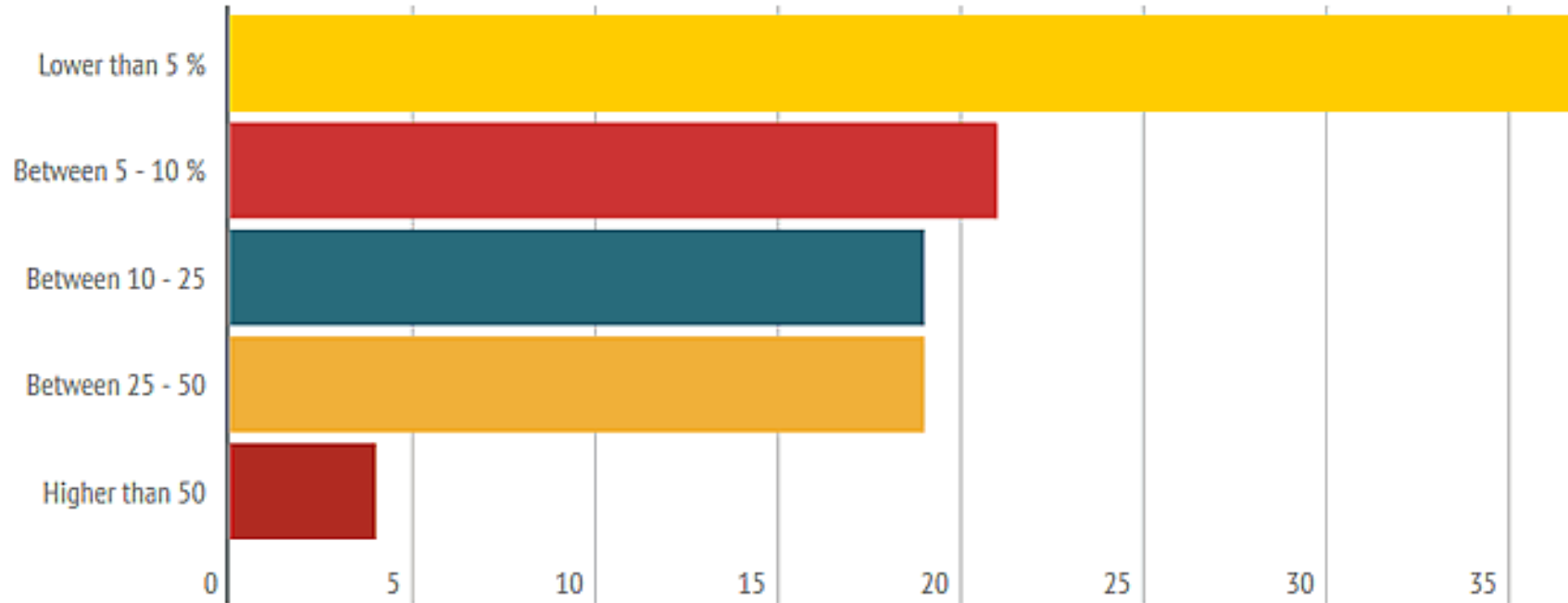
I certify the particulars given in this customs declaration are correct. This form does not constitute any statement in writing, or in any other form, by the declarant or by postal or customs authorities. I have read all applicable customs filing regulations, except the Foreign Trade Regulations.

Sender's Signature & Date Signed

CN2

EPACKET
ALIEXPRESS
太田氏

Average return rates e-commerce



Based on a study by Universität Regensburg

PREVENT RETURNS AT ALL COSTS



What would you like to test?

Select the variable you want to test. We'll generate a campaign for each combination of the variable, up to 3 combinations.

+

Subject Lines

+

From Names

3

Content

-

+

+

Send Times

How would you like to test the combinations?

- ☐ Distribute the combinations across all recipients
- ☒ Test on a percentage of recipients to send a winner



The remaining 60% of your recipients will be sent the winning combination.

What metric should determine the winner?

By Click Rate ▾

after

4

hours ▾

We recommend waiting at least 4 hours to gather all the results.

Summary



Total recipients 37,500

Test segment 40%

Combination size 5,000

We recommend at least 5,000 recipients per combination.

Winning segment 60%

Remaining recipients 22,500



Updates to your tickets



Jason Borden **commented** on #22 Cannot upload my photos!.

We seem to be having trouble with uploads over the past week

Aug 19



Jason Borden **assigned** you #22 Cannot upload my photos!.

Aug 17



Jason Borden **commented** on #22 Cannot upload my photos!.

Hey Andrea – are you seeing any issues with uploading?

Aug 17

Open Tickets (current)

11

YOU

220

GROUPS

Ticket Statistics (this week)

3

GOOD

0

BAD

14

SOLVED

Satisfaction Statistics (60 days)

98%

YOU

94%

HELP DESK

Tickets requiring your attention (11) [What is this?](#)

Start

<input type="checkbox"/>	SUBJECT	REQUESTER	REQUESTER UPDATED	GROUP	ASSIGNEE
Priority Urgent					
<input type="checkbox"/>	Issue with uploading	Jason Borden	Aug 17	-	-
Priority High					
<input type="checkbox"/>	Cannot upload my photos!	Jessie Prestige	Aug 15	Premier	Andrea Helmsport
Priority Normal					
<input type="checkbox"/>	Help with Camera	Cori Hemmah	Jul 24	Support	-
Priority -					
<input type="checkbox"/>	Camera Speed	Andrea Helmbolt	Jul 24	Support	-
<input type="checkbox"/>	The 542.1 DSLR Chip	Amy Ng	Jul 24	Support	-
<input type="checkbox"/>	How Can I Change the Lens on My Camera?	Jacob Meltzer	Jul 24	Support	-
<input type="checkbox"/>	Camera Battery	Andrew Gori	Jul 24	Support	-
<input type="checkbox"/>	I love your store! You always have the latest ...	Andrea Helmsport	Jul 24	Support	-
<input type="checkbox"/>	Help! There's a crack in my lens!	Eric ZDShenZD	Aug 15	-	-
<input type="checkbox"/>	How do I use my new Canon 5d Mark III	Sammy Chang	Aug 17	-	-
<input type="checkbox"/>	View our specs sheet...	Jason Borden	Yesterday 14:39	-	-

Top Rated Virtual Assistants

Upwork is the leading freelancing website where businesses find and work with top freelance marketers, designers, developers, and other professionals.

[Get Started](#)

TRUSTED BY 5M+
BUSINESSES

zendesk

Dropbox

airbnb



UCLA

Microsoft

How it works



FIND

Post a job to tell us about your project. We'll quickly match you with the right freelancers.



HIRE

Browse profiles, reviews, and proposals then interview top candidates. Hire a favorite and begin your project.



WORK

Use the Upwork platform to chat, share files, and collaborate from your desktop or on the go.



PAY

Invoicing and payments happen through Upwork. With Upwork Protection, only pay for work you authorize.

Installed apps



Abandonment Protector Plus



Address Validator by RoboTurk



Better Coupon Box - Free Email Popups



Boost Sales - Upsell & Cross sell



Clever Adwords, Easy Integration



Conversio (previously Receiptful)



Crush.pics - Image Compression and Optimization



Easy Contact Form



EasyTabs - Product Description Tabs



Exit Offers



Facebook Chat by Beeketing



Fomo - Boost Sales with Social Proof



Free Gifts by Secomapp

[View details](#)



Hurry - Countdown Timer

[View details](#)



Oberlo

[View details](#)



Persistent Cart

[View details](#)



Personalized Recommendations

[View details](#)



Product Reviews

[View details](#)



Promotion Popup by Secomapp

[View details](#)



SEO Audit Pro: Free SEO Report

[View details](#)



SEO Image Optimizer by Booster Apps

[View details](#)



SEO Manager

[View details](#)



SMAR7 Scarcity Countdown Timer

[View details](#)



Sticky "Add To Cart" Bar® - Persistent Buy Button

[View details](#)



Swatches

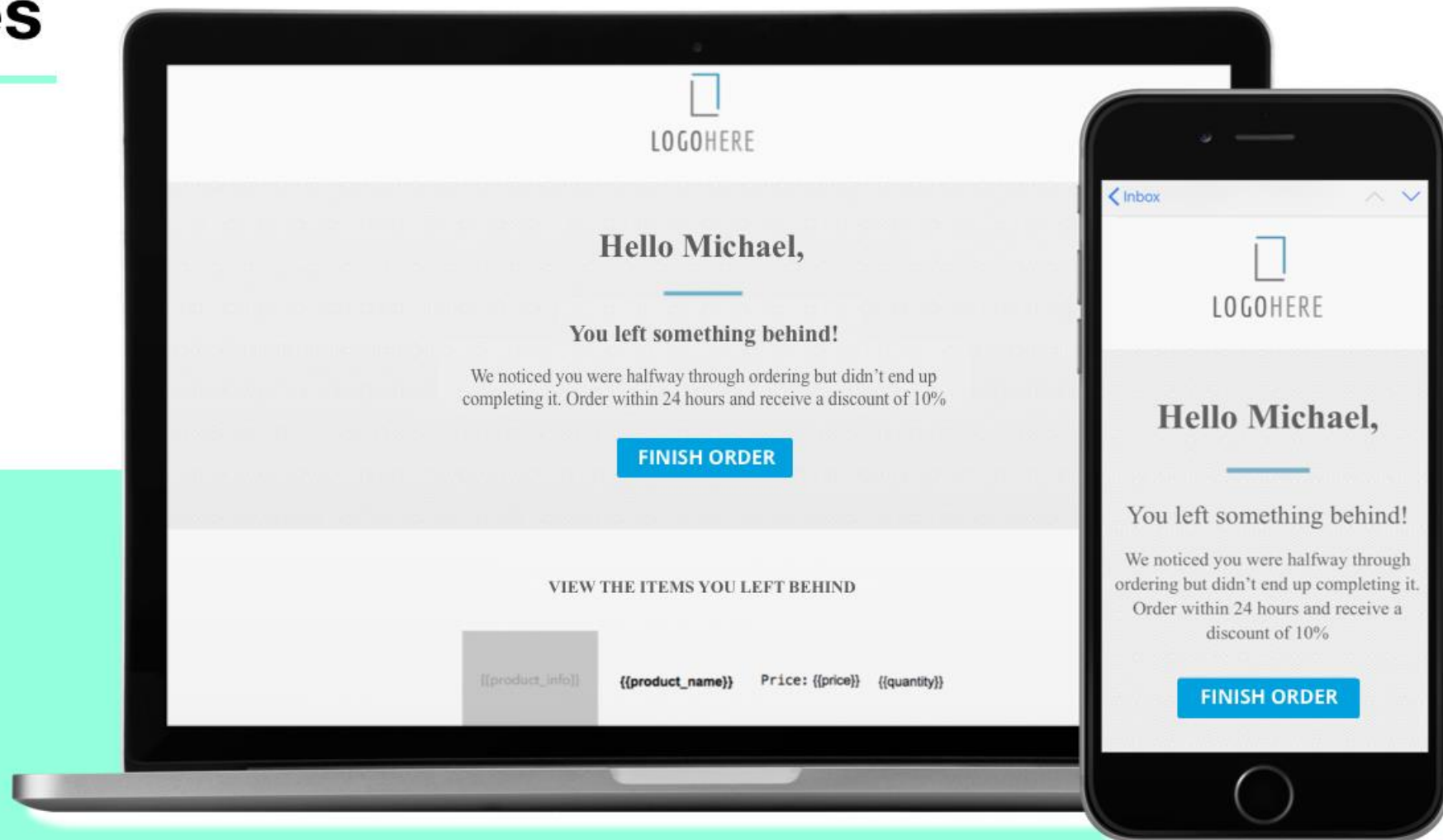
[View details](#)



Proven designs to achieve the highest conversion rates.

Email sequences

- Abandoned carts
- Completed orders
- Newsletters



Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Facebook

Settings

320

Search

SZ Steven Zhao iFidget™

<

>

Products

Settings

★ Product Reviews

Reviews

Import reviews

Export

More actions

All Reviews

Unpublished

Published

Flagged

Spam

Start typing to search for reviews...

<input type="checkbox"/>	Rating	Review	Date	Status
<input type="checkbox"/>	★☆☆☆☆	Not worth it. I bought this spinner and it arrived within like 35 days and then I see a youtube video with a store thats sells the same spinners for less, even though this... – David Regan on Rare Rainbow Deluxe Metal Fidget Spinner	Jun 08	Unpublished
<input type="checkbox"/>	★★★★☆	Ok but is overpriced I ordered the silver one. This spinner is relatively quiet but does not spin smooth like it says in the description and is very wobbly. I expected the outer ... – D Martel on Golden Plated Fidget Spinner	Jun 05	Unpublished
<input type="checkbox"/>	★☆☆☆☆	Very poor quality. China made junk. This spinner is marked for 119.99 on sale for 39.99. The quality of this spinner is laughable, nothing like the pictures and VERY unbalanced. Shakes in your ... – Jason on Exclusive NEW Ultra-Rare Overwatch Genji Ninja Fidget Spinner (Gold)	Jun 02	Unpublished
<input type="checkbox"/>	★☆☆☆☆	False advertising This same exact spinner can be found on other websites for about 25 dollars all you have to do is look up pcc team. Also it does not spin for 5 minutes more ... – Alec on EXTREMELY Rare Ultimate Zelda HERO Stainless Steel Fidget Spinner (Limited Collectors Edition)	May 27	Unpublished
<input type="checkbox"/>	★★★★★	Very pretty pattern and design, both my children say thanks! Bought two of these for my kids. They really like the unique pattern. None of their other spinners have this color and they love showing theme off at school.... – Alicia Saman on NEW Rare Rainbow Metal Fidget Spinner	May 22	Published
<input type="checkbox"/>	★★★★★	Extremely satisfied with the service thanks! Entered in the wrong shipping address and forgot about it. Brought it up a in a couple days and the issue was solved immediately! Thanks for the great respon... – Kerry Gibson on NEW Rare Rainbow Metal Fidget Spinner	May 16	Published
<input type="checkbox"/>	★★★★★	My son LOVES IT! A+++ job on this spinner We were looking for something to get our son for his birthday but couldnt really choose. Hes 13 now so hes in that phase and theres a bit of a disconnect bet... – Isaac Sandoval on Exclusive NEW Ultra-Rare Overwatch Genji Ninja Fidget Spinner (Gold)	May 23	Published
		Perfect design		

Your checks

Check for problems, get advice



SEO problems

Worthwhile to fix



Speed

Nothing worthwhile to fix



Blog

Worthwhile to fix



Broken links

Nothing to fix!



Keywords

Worthwhile to fix



Recommended for you



Fix SEO problems

\$180 - \$480 one-off fee

- ✓ Our team has fixed over 2,000 shops
- ✓ Fixed-price with a 100% money-back guarantee
- ✓ Structure your shop for best SEO, correct issues found

25.00 NIS

QUANTITY

Lithograph - Height: 9" x W ▾

−

1

+

Add to Cart

Hurry! Only 8 left in stock

00

DAYS

11

HOURS

59

MINUTES

27

SECONDS

STEP 4) Ads

All

Shopping

Images

News

Videos

More

Settings

Tools

About 4,220 results (0.47 seconds)

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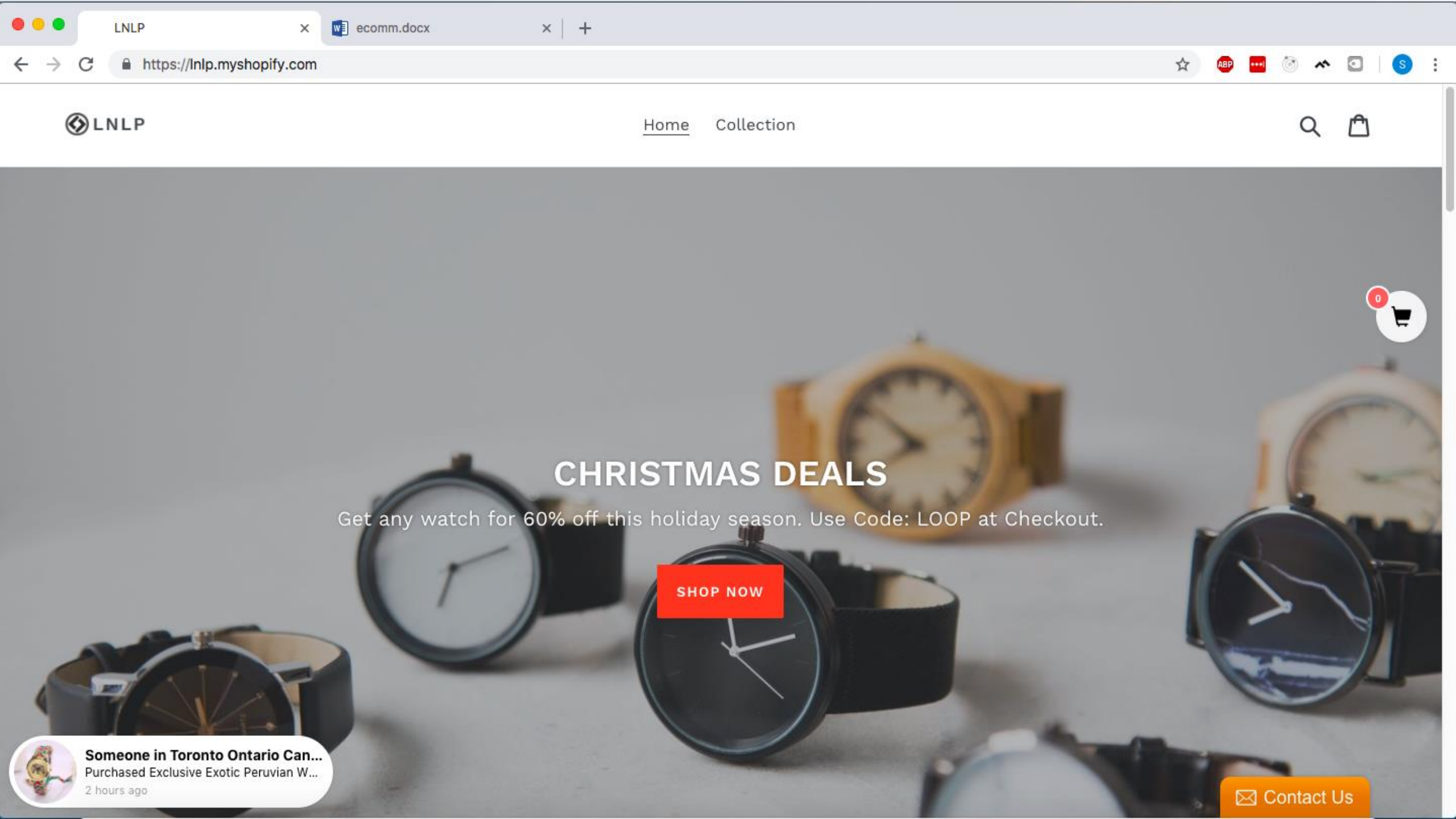
Showing results in Pet Supplies. Show instead



Average Daily Sales		Average Sales Rank		Average Price		Average Reviews				
1,529		1,696		\$7.65		2,351				
#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
1	Kong Classic Dog Toy	KONG	\$6.82	Pet Supplies	#58	4,066	\$27,730	4372	4.5	AMZ
2	KONG Extreme Dog Toy, Black	KONG	\$9.90	Pet Supplies	#366	2,142	\$21,206	5064	4.5	AMZ
3	KONG PUPPY KONG Durable Rubber Che...	KONG	\$4.77	Pet Supplies	#242	2,521	\$12,025	2123	4	AMZ
4	KONG Goodie Bone Dog Toy	KONG	\$6.24	Pet Supplies	#892	1,430	\$8,923	1358	4.5	AMZ
5	KONG Wubba Dog Toy	KONG	\$6.62	Pet Supplies	#563	1,780	\$11,784	2110	4	AMZ
6	Kong Squeezz Stick Dog Toy	KONG	\$7.87	Pet Supplies	#1,339	1,153	\$9,074	1135	3.5	AMZ
7	KONG Wild Knots Bear Dog Toy, Colors ...	KONG	\$5.99	Pet Supplies	#611	1,715	\$10,273	2593	4	AMZ
8	Kong Cuddling Octopus Cuteseas	KONG	\$6.62	Pet Supplies	#1,039	1,323	\$8,758	97	4	AMZ
9	KONG Cozies Dog Squeaky Toy	KONG	\$9.63	Pet Supplies	#3,887	516	\$4,969	10029	4	FBA
10	KONG Jumbler Ball Toy (colors may vary)	KONG	\$10.98	Pet Supplies	#375	2,120	\$23,278	2762	4	AMZ
11	KONG Rubber Ball Extreme	KONG	\$7.79	Pet Supplies	#500	1,876	\$14,614	2853	4.5	AMZ
12	KONG Air Dog Squeakair Birthday Balls ...	KONG	\$3.39	Pet Supplies	#83	3,644	\$12,353	3400	4	AMZ
13	KONG Senior KONG Dog Toy, Purple	KONG	\$6.79	Pet Supplies	#2,968	697	\$4,733	958	4.5	AMZ
14	KONG Wobbler Treat Dispensing Dog Toy	KONG	\$9.73	Pet Supplies	#381	2,106	\$20,491	2636	4.5	AMZ
Extract Next Page >				Showing results 1 - 24						

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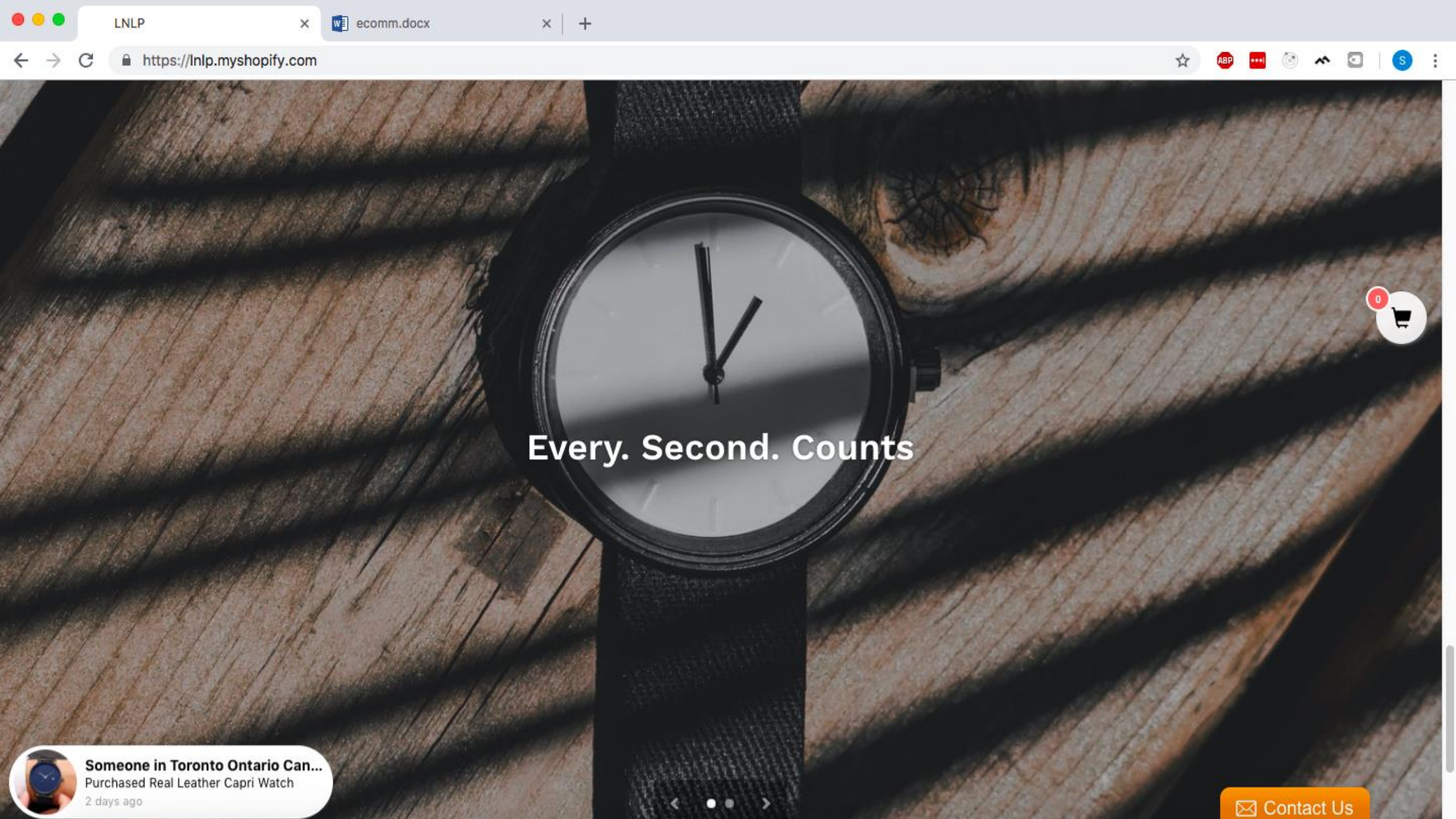
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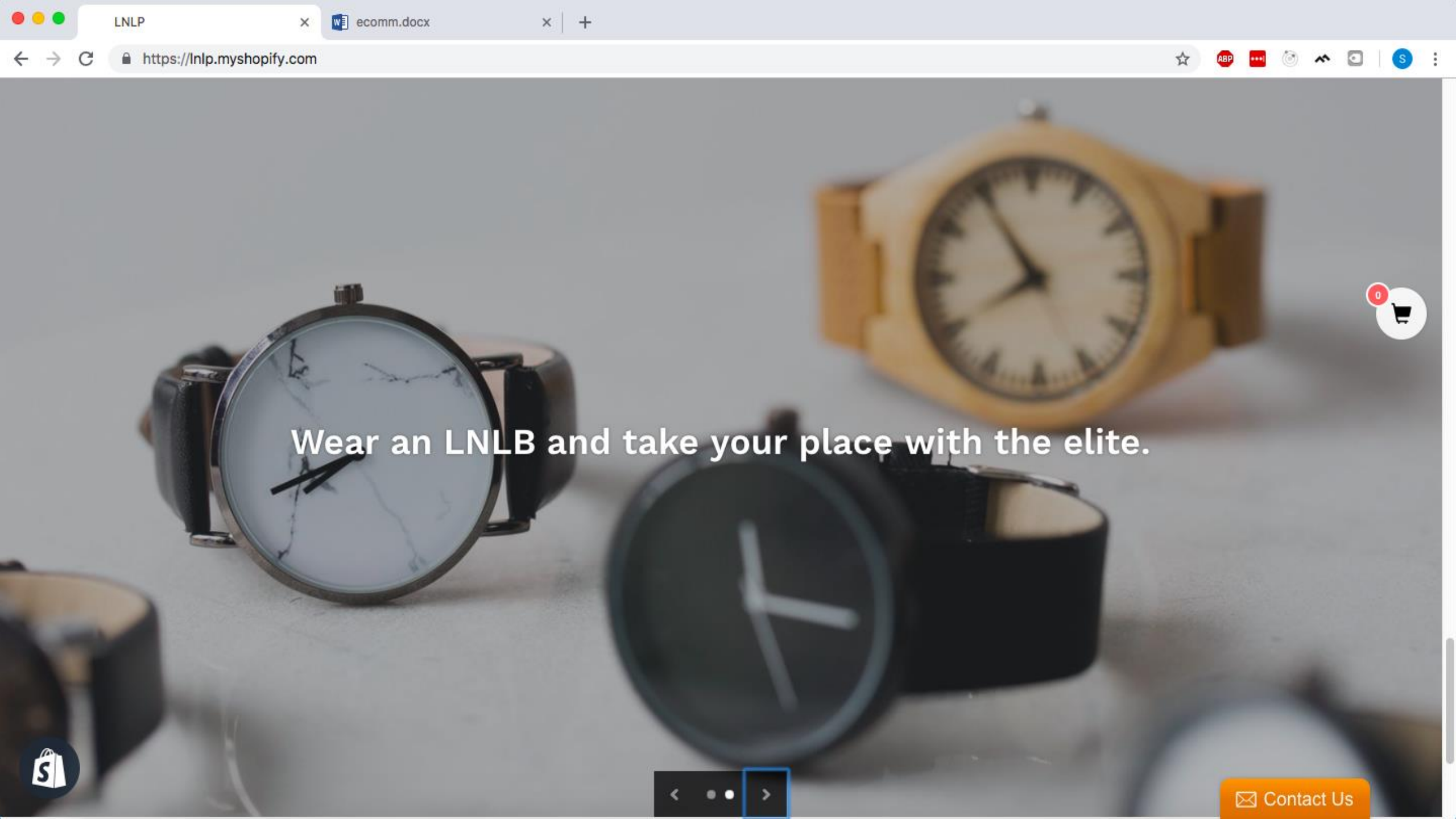
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