

## What is a dropshipping business model?

In a dropshipping business model, you promote products and provide an [online storefront](#). When a customer places an order, you send the order to the dropshipper and inform customers the products are on the way.

The rest of the physical fulfillment process is out of your hands. In some dropshipping agreements, you may also handle customer service, while the dropshipping service manages the physical goods and [fulfillment](#).