

■ Complete Dropshipping Roadmap Guide (Beginner Friendly)

By the end of this guide, you'll fully understand what dropshipping is, how to start it from scratch, and how you can successfully do it from India or Nepal.

■■ What is Dropshipping?

Dropshipping is an online business model where you sell products without keeping any inventory. When a customer buys a product from your online store, you forward the order to a supplier who directly ships it to the customer. You earn the profit between your selling price and the supplier's cost.

■ Example: You sell a smartwatch for ■2,000 that costs ■1,000 from your supplier. The supplier ships it to your customer directly, and you keep ■1,000 as profit!

■ Why is Dropshipping So Popular?

- No need to buy or store products
- Very low startup cost (you can start with ■0–■5,000)
- You can work from anywhere (home-based business)
- Huge earning potential if done right

■■ Can You Do Dropshipping in India?

Yes! You can 100% start dropshipping in India. You can sell products to Indian customers or target international markets like the USA or Europe. Many Indian entrepreneurs use platforms like Shopify, WooCommerce, or Meesho to run successful stores.

■ Payment Tip: Use Razorpay, Cashfree, PayPal, or 2Checkout for receiving payments. If you sell globally, link a Payoneer account to receive international payments easily.

■■ Step-by-Step Dropshipping Roadmap (30–60 Days)

Phase 1: Learn & Plan (Days 1–5)

- Learn dropshipping basics through YouTube (Biaheza, Jordan Welch).
- Decide your niche — e.g., fitness, gadgets, pets, fashion.
- Research product trends using Google Trends or TikTok.
- List 5 potential products that interest you.

Phase 2: Product Research (Days 6–10)

- Use sites like AliExpress, Ecomhunt, or Minea to find trending items.
- Choose products that solve a problem and have high demand.
- Avoid fragile or heavy products initially.
- Pick 1 main and 1 backup product.

Phase 3: Build Your Online Store (Days 11–18)

- Use Shopify (■20/month) or WooCommerce (free).
- Create your store pages: Home, Product, About Us, Contact.
- Add clear product photos, benefits, and descriptions.
- Use DSers or CJ Dropshipping to import products easily.

Phase 4: Payment Setup (Days 19–20)

- Set up Razorpay (for India), 2Checkout, or PayPal.
- Test the checkout process with a dummy order.
- Add refund, return, and shipping policies.

Phase 5: Marketing & Traffic (Days 21–35)

- Start TikTok, Instagram, and Facebook pages for your brand.
- Post daily short videos showcasing your product.
- Collaborate with small influencers.
- Optionally run Facebook or TikTok Ads (■400–■800/day).

Phase 6: Optimize & Scale (Days 36–60)

- Check which ads or videos perform best.
- Add upsells and bundle offers.
- Use email marketing tools like Klaviyo.
- Expand your store with more winning products.

■■ Recommended Tools and Resources

- ■ Store Builder – Shopify / WooCommerce
- ■ Product Research – AliExpress, Ecomhunt, Minea
- ■ Design – Canva (for logo and ads)
- ■ Payment – Razorpay, PayPal, 2Checkout
- ■ Ads & Marketing – Facebook Ads, TikTok Ads, Influencer marketing

■ Example Calculation

You buy a pet grooming brush from AliExpress for ■200 and sell it for ■799 on your store. Your supplier ships it directly to your customer. Profit = ■599 (minus minor ad costs).

■ Final Words

Dropshipping is not a get-rich-quick scheme — it's a skill. Learn, test, and improve daily. Within 1–2 months, you can have your first profitable store if you stay consistent. Remember: One winning product can change everything!

Good luck with your dropshipping journey! ■