

# An Ultimate Guide to Drop Shipping in India



*By: Bigly*

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## Introduction:

Today a Human is being very much like a Machine. Goes to work in the morning and comes back in the evening as a daily routine. After that watches TV and goes to sleep. Hence, there is No interest, No Emotions left and No Excitement left in the life also.

Why am I telling you these kinds of stuff? Because it may be possible that you are being bored with your Regular Office Job. You may want to be an entrepreneur and your own master, but afraid to try your luck. Then it seems No end to your Hectic schedule. Right?

What if I tell you, You can be the Boss of your own eCommerce without having to Manage an Inventory with a minimum investment.

Yes, you heard it right. Don't worry about making an inventory, storing products or shipping to customers. You just have to set the mind for the eCommerce business and kick to start it. You can run and promote your business by sitting at home. It is a really amazing concept. Isn't?

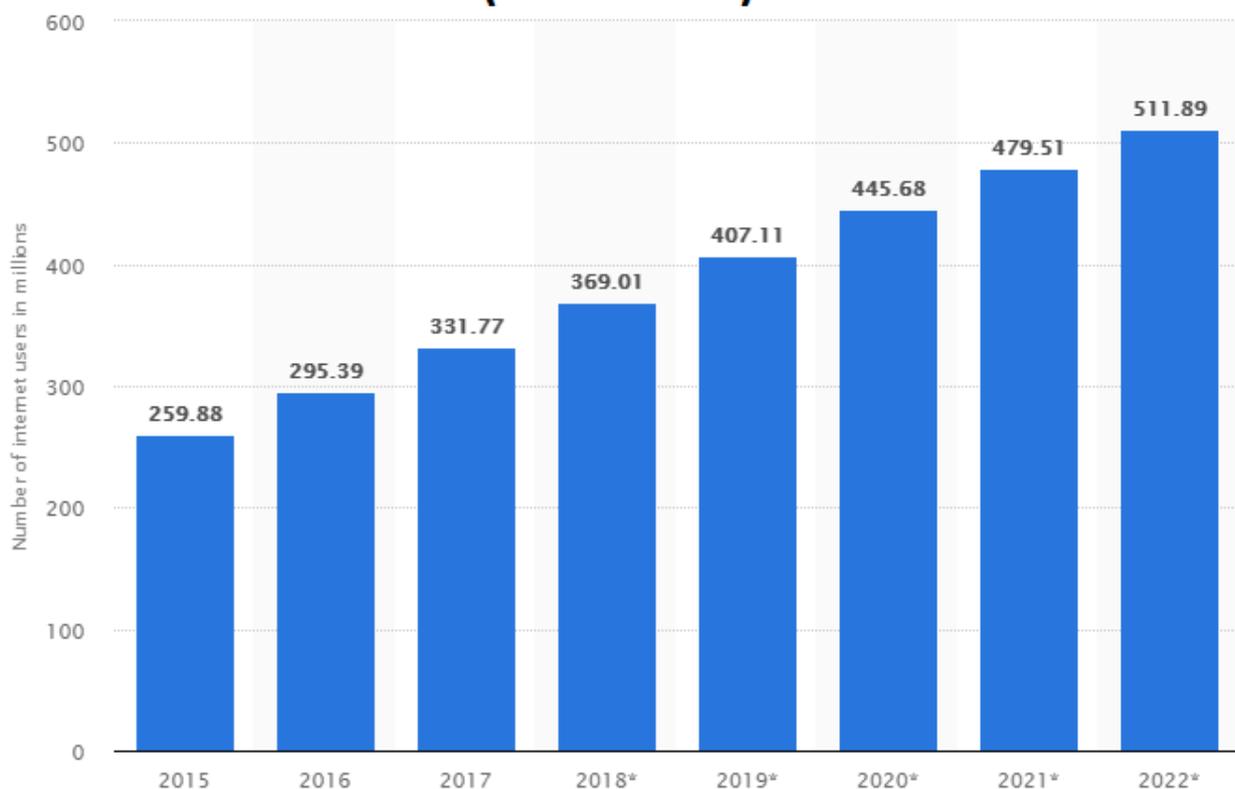
Ya, exactly. Just like dream comes true. It is the Drop Shipping method of eCommerce to boost your sales exponentially.

In this eBook, named “An Ultimate Guide to DropShipping in India” will definitely guide you all about the DropShipping in India. Be with me in this Journey to the end.

# 1. Current Scenario of Indian eCommerce Market:

An internet has changed the market activities completely. The internet has grown remarkably from 2006 when there were only 21 Million active internet users to 243 Million users by June 2014. Also, according to Statista, the number of these users has been increasing rapidly and it will be 512 Million approximately by the end of 2022.

**Number of Internet Users in India from 2015 to 2022  
(In Millions)**



Having access to the internet automatically enables the average Indian to eCommerce and Online Retail. As a result, it translates into the growth of the eCommerce sector in India. Indian eCommerce market is estimated to have reached about 10-16 Billion Dollar last year. In addition to an annual increase of 88% and Analysts project that by 2020 it could be worth a whopping 60-80 Billion Dollar.

Indian eCommerce industry has been changing from time to time. The Indian eCommerce penetration is lower than the US and other European Markets. But due to entries of many new Competitors, it continues to grow at a rapid rate.

## 2. Why eCommerce in India is so Successful:

Over a last couple of years, the internet users have been increasing rapidly. This is more due to the 3G and 4G services launched in India recent in 2-3 years. As a result, the Urban, as well as the Rural Indians, are now using smartphones not only for calling or messaging but also for businesses.

As you may know that the Amazon, Flipkart and Alibaba are the market leaders presently because of their user base. Flipkart grew at the rate of 476% in terms of goods sold in the year 2012-2013. It clearly shows the favourable condition for eCommerce market in India. According to Goldman Sachs, India's e-commerce market will account for 2.5% of India's GDP by 2030 and is expected to touch 300 Billion Dollar.

Some reasons for this Trajectory Growth are as follows:

- The first and the most reason is the drastic increase in the number of mobile and internet users.
- The Growth in eCommerce market is also directly related to competitive pricing that eCommerce platforms offer to the consumers.

- Changing consumer demographics with high disposable income both in urban and rural areas has become the driving force in eCommerce growth.
- Indian festivals especially during the months of September, October and November behold a lot of pomp and show. There is a tremendous demand for new products in the market. In this time, eCommerce gets a chance to grab a number of consumers.

Most of the Indians do not have trust to make payments online because an online transaction is sometimes risky. Also, payment gateways have not been very effective due to high transaction failure rate. This made it easy to introduce cash-on-delivery by eCommerce. Around 60% of total trade happens in Cash-On-Delivery mode only.

### 3. Challenges for Indian eCommerce:

The Indian eCommerce industry is growing at a remarkable rate due to the high penetration of Internet and Mobiles. However, the recent growth rate is far lagging behind than other countries. There are many big problems and challenges to Indian eCommerce.

- As apparels, electronics, footwear and other products that are sold by standard and branded companies, meet the customer's needs. While the home decor and food items servicing companies face the real challenge of delivering a Quality Product.
- Timely delivery is a major issue depending upon the location, infrastructure and unavoidable hassles during transmits. As a result, an annoyed customer cancels the orders if the products are not delivered on time.
- Logistic and Courier Services are still a vital problem for Indian eCommerce industry. India's most of the town and small villages are still not covered under serviceable area of many of the Logistic and Courier Services.

- The Indian customers have still a Universal Psychological Factor for Fear of making an online payment. While online transaction security has developed more and strong. But still, the majority of customers are not aware of online transactions and its security.
- Most of the Indian customers do not possess e-wallet, credit card, debit card or internet banking, which is one of the prime reasons to reduce the growth of eCommerce in India.

## 4. A number of Retail Methods in India:

There are a lot of Retail methods in India to run a business. The Offline store is the traditional method. Besides Offline store, Online store or eCommerce is emerging very fast. When we talk about retail methods, it would be primarily of two types: Offline store and Online store.

The further Offline store can be divided amongst different types. These are as follows:

- **Department Stores:** Department stores are general merchandisers. They offer to the customers mid-to-high-quality products. Though they sell general goods.
- **Mall:** One of the most popular and most visited retail formats in India is the mall. Malls provide everything that a person wants to buy, all under one roof. From clothes and accessories to food or cinemas, Malls provide all of this and more.
- **SuperMarket:** A Supermarket is a Grocery store that sells food and household goods. They are large, most often self-service and offer a huge variety of products. They provide products for reasonable prices, and of mid to high quality.

- **Kiosks:** Kiosks are box-like shops, which sell small and inexpensive items like cigarettes, toffees, newspapers and magazines, water packets and sometimes, tea and coffee.

Now we come to the online method of Retailing. It is called an eCommerce Business. Selling and buying of products through online are known as eCommerce. Example of eCommerce is Amazon, Flipkart or Alibaba and many more. No, any single offline company is so popular as online's these companies are.

Hence you can easily see the huge differences between offline and online stores. Dropshipping is the business method, whose function is like to online business model. Next, I will discuss the Dropshipping in detail.

## 5. What is DropShipping:

Dropshipping is a type of business model which enables a company to operate without maintaining inventory, owning a warehouse to store their products, or even having to ship their products to their customers themselves.

The biggest difference between Dropshipping and the Standard Retail model is that the selling merchant doesn't stock your own inventory. The dropshipping method is not something new. Zappos started Dropshipping back in 1999.

How does the Dropship work? It is so simple to understand the working of DropShipping.

The Customer places an order for a product on Your (the Retailer's) online store.

You (the Retailer) automatically or manually forward the order and customer details to the Dropship Supplier (BiglyDropship).

The Dropship Supplier (BiglyDropship) packages and ships the order directly to the customer in the Retailer's name.

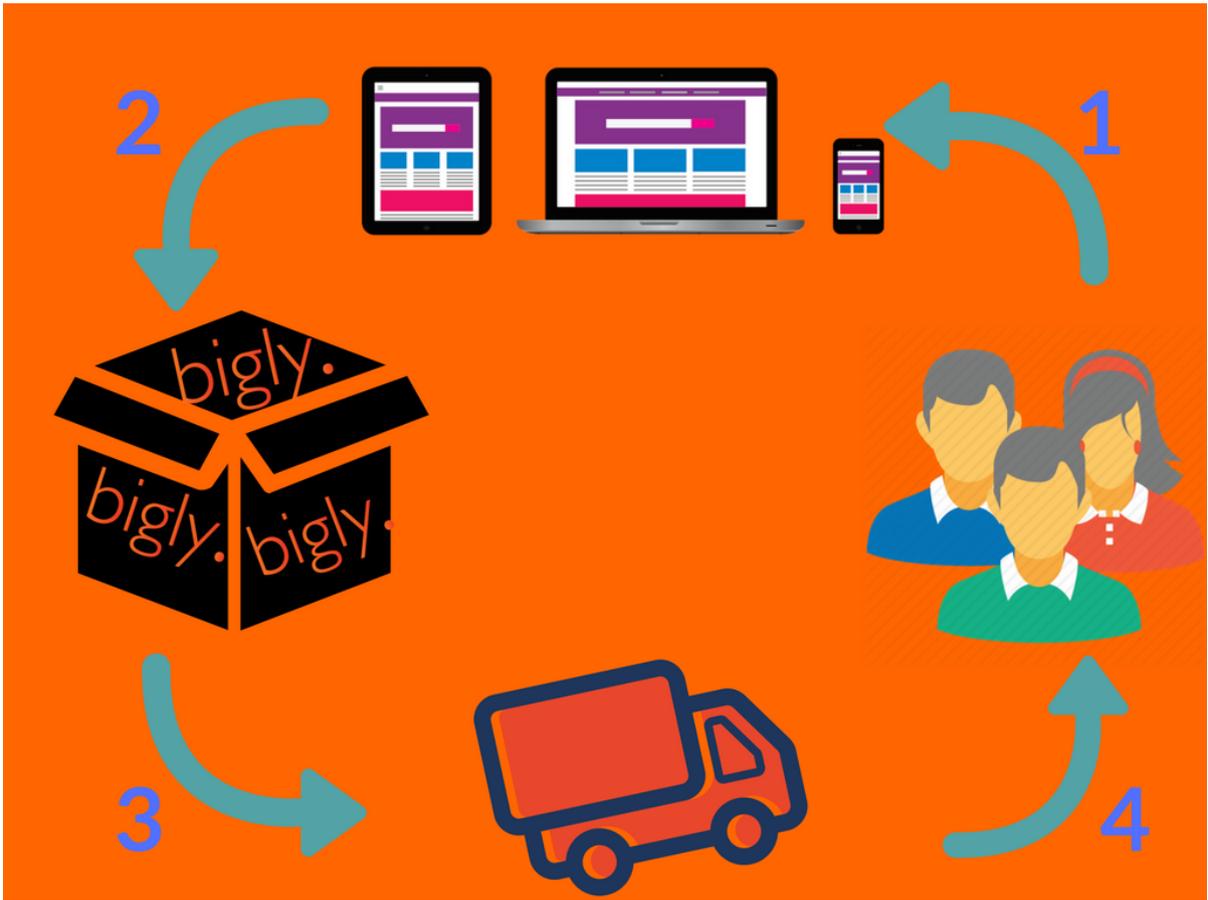


Image: How Dropship Works

## 6. DropShipping in India:

Drop shipping in India is not a new concept. It raised in the late 90s when the internet emerged. It was India Plaza also known as Fab Mall was the first eCommerce company in India. When eCommerce was emerging, DropShipping was also emerging along with it. An eCommerce requires a business plan with strong strategies to start while DropShip doesn't require so many plans. You can start when you want.

Due to Indian Geographical conditions, any business requires a time to grow. But you can grow your business in a short period of time with DropShipping.

The best part of DropShipping model is that there is no any type of restrictions for any particular country. One can manage this business from anywhere and any part of the world.

DropShipping helps you to manage your online store without any hassle or tension of managing the entire inventory. You just have to create an online store and display the products you want to sell. After this whenever a customer orders from your store, you just have to forward the order to the Drop Shipper. After this, they will pack and ship the product to the customer directly. In this whole process, your role is only to showcase the product on your online store and maintain the relationship with your customers.

## 7. Ease of Business with DropShip (Benefits):

**It is easy to Set Up the Business:** It doesn't require an entire area to set up. To someone who is new to the eCommerce industry, this business model is relatively easy to understand and implement. It involves just only 4 steps:

- Find the Supplier
- Set up your Website
- Find the DropShipper
- Start Selling the Goods

**Lower Capital Requirement to start the Business:** In the traditional business model, you need a much capital to start and run the business. Also, need inventory cost to operate the business. But in the DropShipping business model, you can easily afford all the co Since dropshipping eliminates these steps, and thus the cost of it, you have to pay for your website only.

### **Location Free Business Model:**

Because you don't have to worry about Inventory or running a Warehouse, it is possible to run a Drop Shipping business from anywhere with a laptop and an internet connection.

### **Wide Range of Products Selection:**

In this model, you don't have to pre-purchase the products to sell. In this way, you can offer a wide range of products to your customers without storing these products.

### **Risk-Free Business Model:**

Because of the business nature of DropShip, you don't have to store the products in your online store. So when you don't have the physical products, there is no risk of not selling of products. So this is the risk-free business model.

### **Highly Scalable:**

Because you don't need to manually fulfil each order, it is relatively easy to scale a Drop Shipping business.

### **Reduced Losses of Damaging the Goods during Shipment:**

Since the Shipment goes directly from the Supplier to the Customer, there are fewer shipment steps involved. As a result, it reduces the risk of damaged items while moving from one physical store to another place.

## 8. Problems and Future of DropShipping:

Indian eCommerce is growing rapidly and the DropShipping also. But still is some problems in the DropShipping model of business. Here are some main problems which are the weak points for DropShipping in India:

**Competition is relatively High:** The Easiness and the Low Capital requirement of the DropShipping business model mean more and more Retailers in every segment and niche. Due to more number of retailers, the competition is relatively high in all segments.

**Complete Liability when something goes wrong, even when it is the Supplier's Fault:** Since the customer is purchasing the product from the Retailer's Website if the supplier sends a wrong item to the customer. Whether it is not the Retailer's fault but he has to bear the loss.

## 9. How to build an eCommerce website to connect a Dropshipper:

You can start your eCommerce business with creating an eCommerce website and using DropShip Method of Business. These are the important Steps to create an ecommerce website.

- Choose a Domain for eCommerce Website
- Select a Website Builder to Host Your Domain
- Design Your eCommerce Store
- Add Products to Your Online Store
- Choose Your Drop Shipping Partner

### **Choose a Domain for eCommerce Website:**

You have to choose a Business Name as well as a Domain Name for your online store which identifies your Business Name. Don't overthink the process. Buying a Domain in a site like GoDaddy is very simple and you can purchase a domain name for under \$10 or Rs. 650 only.

## **Select a Website Builder to Host Your Domain:**

When you create a website and want other people to see your website, you will need to publish it with a Web Hosting Service. It works by storing your website files in High-Powered computers (also called Servers) connected to a very fast network.

When a user types your website address in the browser, then the Internet connects to the Web server holding your website files. As a result, the files transfer to your website and displays it.

## **Design Your eCommerce Store:**

Your eCommerce Website is your online store, hence you need to design it for the convenience of your buyers. It allows you to Add Pages, Products, Blog Posts, Images, Text, Videos and more to your online store to make your customers feel more comfortable while making the purchase. You must make it certain, that your Web Page showcases your products perfectly so that buyers are never misled.

## **Add Products to Your Online Store:**

Almost your Website is now ready for operation. But the rests are to Add your products to your website. Next step is to Add some products to your eCommerce Website. You must have the Name and some Images of the products. Give the complete Description and Set the Price of the products. You can also upload a Preview of your item in audio or video file.

## **Choose Your Drop Shipping Partner:**

Now you can start selling your products through your eCommerce website. For this, you need an inventory and a courier partner to ship products to the customers. It will costs more because you bear inventory cost as well as the courier partner's cost. I recommend you to use DropShip Method of Business to reduce these hidden costs at different points. You have to register with a DropShip service provider only, and the DropShip will do all the remaining works. The best DropShip service provider is the BiglyDropShip whose service is amazing and the service cost is very low also.

## 10. Why Wordpress is the Best choice for building your website:

WordPress has an easy user interface which enables it to humble beginnings as a blogging engine to become the world's most popular website creation tool. Here are some of the features which makes it the most popular website builder in the world.

### **Easy Content Updates in WordPress:**

This is the main reason to be the number one website, builder. Basic sites can be set up with easy access to all on page text and images. Beyond that, with a little upfront technical work, there are many ways to set up custom modules and text areas which can decorate your website.

### **Flexible eCommerce Options available:**

There are also plug-ins created for eCommerce applications that work within the existing themes to allow for cart processing, ordering, and even shipping.

### **Optimized for Mobile/Tablet/PC:**

A website which has built through WordPress, it can easily be viewed on Mobile or Tablet or PC. It has fully optimized for all platforms. Hence the user can access through any device easily.

### **SEO Integration with WordPress:**

There are many SEO Plugins for WordPress that can be set up to help you get a handle on your search engine results. These Plugins allow for basic SEO additions to each page, including Meta Title, Meta Description and H1 tags. Some of these Plugins can even give you an estimate on how well your site is optimized for SEO.

## 11. How to find a Drop Shipper:

Finding a Right DropShipper partner is not a big task. Today's are the time of internet and it helps you to find the faithful DropShipper.

Here I recommend you to login the Bigly Platform whose services are amazing and the best thing is its affordable charges.

Bigly has a strong team worker who is always ready to assist you with offline or online.

So, Bigly may be the best choice for your Drop shipper partner.

## 12. Introduction to Bigly:

Bigly is the final destination of your dreamy business model. Here you can easily start your business with Bigly. You can understand Bigly in an easy way. So let's know it steps by step.

**Supplier:** A supplier is a manufacturer or who wants to sell their stock, but he has no Retailers to whom he can sell his stock.

**BiglyDropship:** Suppliers contact the BiglyDropship and List products. BiglyDropship has its own E-Retailer's Network and Logistics Partners to facilitate their Trade.

**Retailers:** BiglyDropship has a network of trusted E-Retailers who are willing to sell products at their own Online Store. Retailers have their own websites or online store to showcase the supplier's products.



Buyer Orders From Retailer's Website



Online Retailers forward Order to Supplier with Payment



Suppliers pack the Product with Retailers Branding



Suppliers Ship the Product to Customer's Address

When E-Retailers get orders, the order confirmation sends to BiglyDropship automatically.

Then the BiglyDropship let the retailer make payment at BiglyDropship Payment platform. When payment completes, the BiglyDropship sends an acknowledgement to the Supplier to pack the product in.

Now, the Logistics partner of BiglyDropship pick up the items from the Supplier's warehouse and deliver it to the customer directly.

At the time of product delivery, the customer receives the product and make payment to the Logistics, (If the order was COD).

After completion of the delivery, then the BiglyDropship keeps his shipment charges and the remaining amount paid in E-Retailer's account directly.

## Why you should choose BiglyDropship for your business, because of:

### Why BiglyDropship?

Facilitating your Trade with Products Aid

Get Started



#### White Label Branding of Retail

BiglyDropship will deliver order to Customer in the name of Retailers. It will help in White Label Branding of your Dropshipping Business.



#### Providing Tracking ID to Retailers

When Shipment process begins, BiglyDropship will provide you a tracking ID. You can provide that Tracking ID to your Customer, it will facilitate your customer in tracking Order Location.



#### Reach to Domestic & Foreign Products

BiglyDropship have suppliers across the world. We offers you to sell International products in India. This will help you to engage your Customers with Niche Products.



#### High Profit Margin

BiglyDropship providing you products at lowest price so you can expect to earning high profit margin on each product you Import.

## Here are some awesome features of BiglyDropship:



#### COD Service for Orders

With BiglyDropship a Seller can offer Cash on Delivery Service to its Customer



#### Automated Order Processing System

BiglyDropship have 1st Automated Order Processing System in the World



#### Logistics Solution

BiglyDropship providing Logistics Solution to its Sellers



#### 24x7 Email Support

BiglyDropship is always online to help you 24x7



#### India's First Organized Dropship Platform

BiglyDropship is India's first Organized Platform

Now, Tell me your opinion or advice (if any do you have) by simply dropping your words in the comment box.