
MISS OUT THE MIDDLE MAN - DROPSHIPPING AND YOUR SUPPLY CHAINS

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WHAT IS DROPSHIPPING?

Dropshipping is a retail fulfilment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party supplier and has it shipped directly to the customer by the supplier. As a result, the merchant never sees or handles the product.

HOW DROPSHIPING WORKS



HOW DROPSHIPPING CAN STREAMLINE YOUR BUSINESS AND INCREASE PROFITS



Decrease your logistic times



Reduce your overheads



Transition online



Reduce manufacturing costs



Order less stock



Cheaper warehouse costs



Cheaper delivery costs

HOW TO TRANSITION INTO DROPSHIPPING

1

1. Have a website using either Shopify or WooCommerce

2

2. Find a supplier – AliExpress – Alibaba – Dhgate - Printful

3

3. Find a fulfillment center – CJ Dropshipping – Fulfillmen - ShipBob



GYMSHARK 

**DROPSHIPPING
SUCCESS EXAMPLE**

WHO IS GYMSHARK?

Gymshark is a fitness apparel & accessories brand, manufacturer and online retailer based in the United Kingdom, supported by millions of highly engaged social media followers and customers in 131 countries.

Created in 2012 by teenager Ben Francis and a group of his high-school friends.



**GYMSHARK BEFORE
STREAMLINING**



**GYMSHARK AFTER
STREAMLINING**

HOW GYM SHARK USES DROPSHIPPING



For certain items they used a company like Printful which is a print on demand service.



They use fulfilment centers in – Norway – Sweden & more then use API keys which alerts the fulfilment centers when orders are made so they can ship directly to the consumer.

THANK YOU AUTUMN FAIR

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