

DropShipping

How DropShipping Can Work for You

Presented by
eBusiness Guru

Who are we?

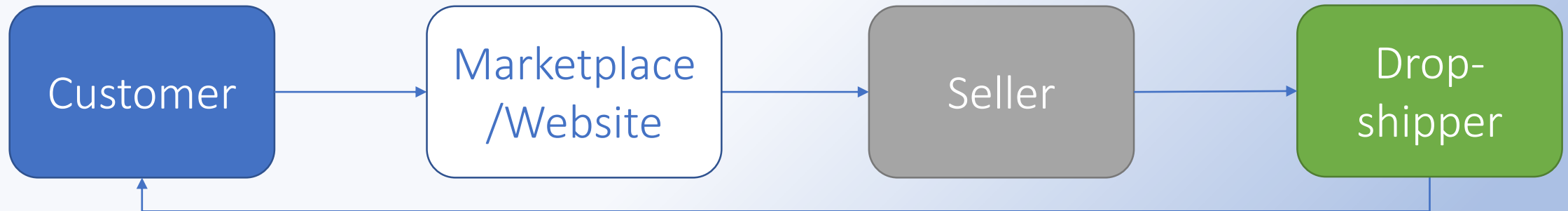


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What is DropShipping?



PICKING THE RIGHT PRODUCTS

PRICING

- Source Product
- Cover Obligations
- Make a Profit?



SHIPPING & FULFILLMENT

- Meet Demand
- Ship Promptly
- Meet Customer Expectations

RESEARCH

- Research Sales Performance
- Check Competition
- Identify Opportunities

PICKING THE RIGHT PRODUCTS

Identify:

- Market
 - Competition
 - Customers
-

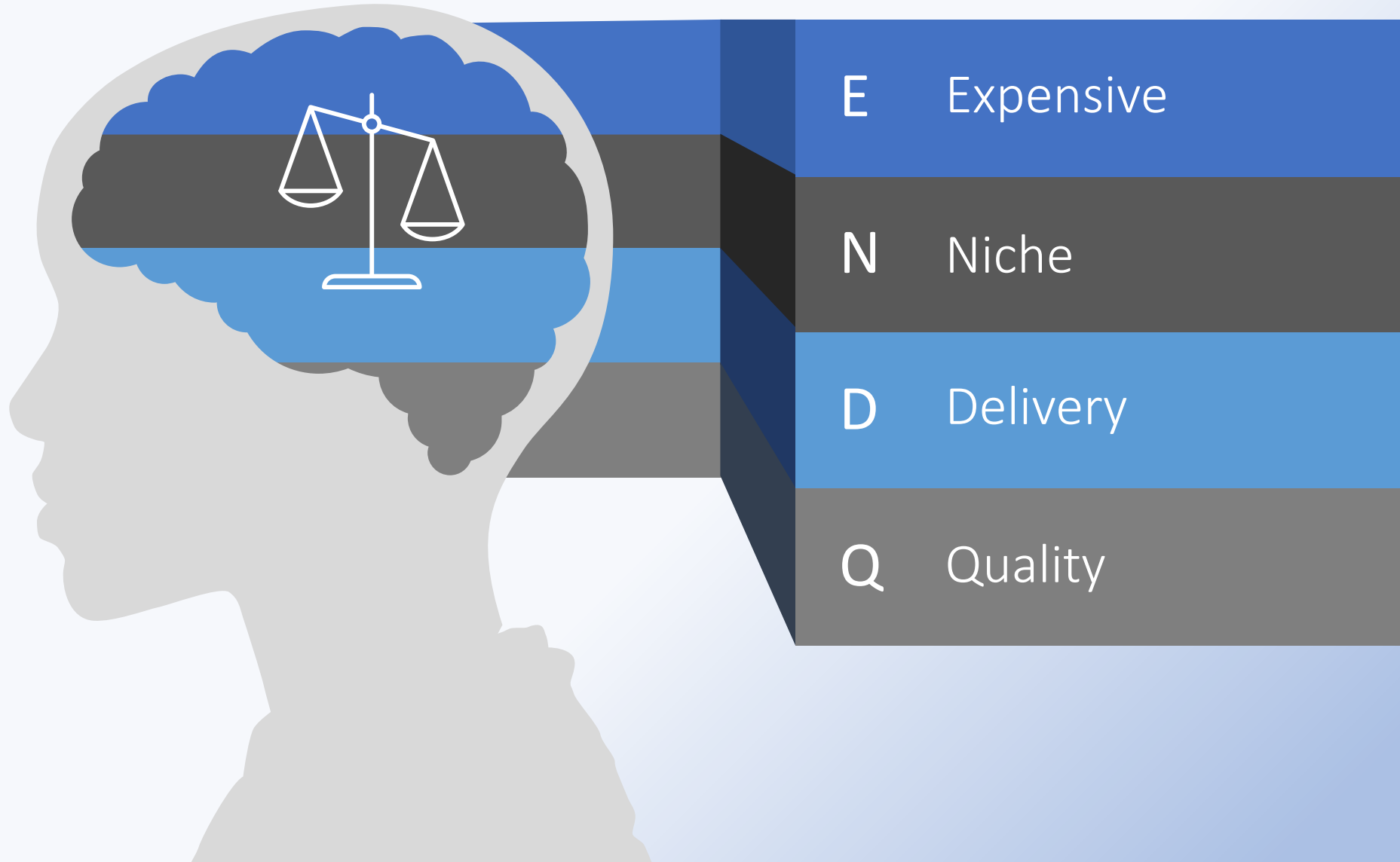
Common opportunities:

- Poor Quality
 - Poor Service
 - High Pricing
 - Low Availability
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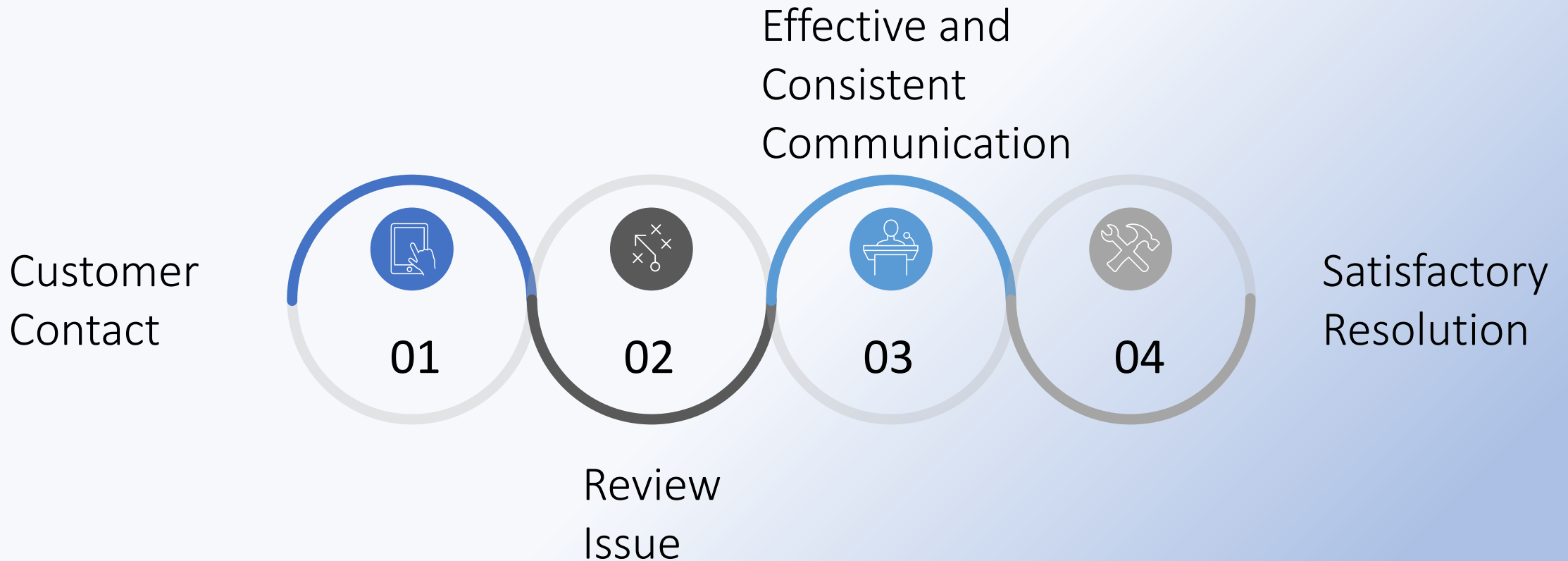
Ideal:

- Missing products
- Other items being used as a work-around
- Home-made solutions

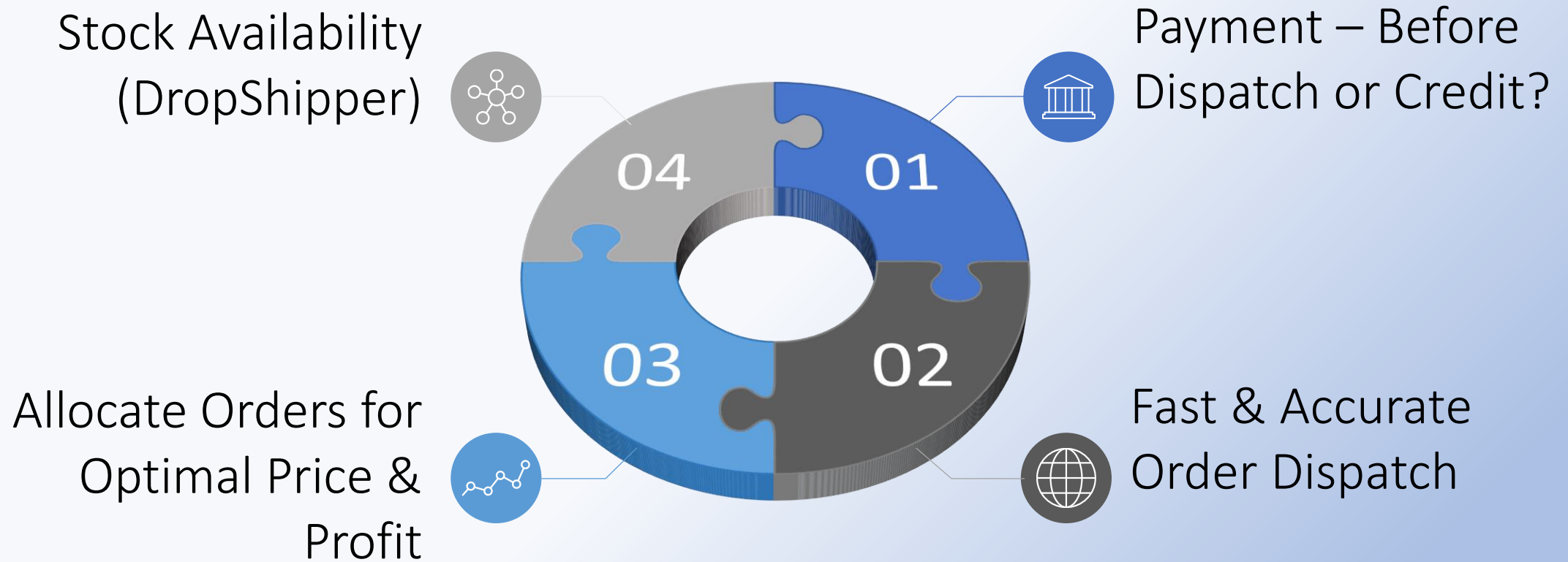
PICKING THE RIGHT PRODUCTS



Accepting Liability When Things Go Wrong



The Challenges of working with Multiple Suppliers



The Challenges of working with Multiple Suppliers

Dispatch:

- Stock Availability
 - Item Cost vs Dispatch time
 - Reliability & Quality
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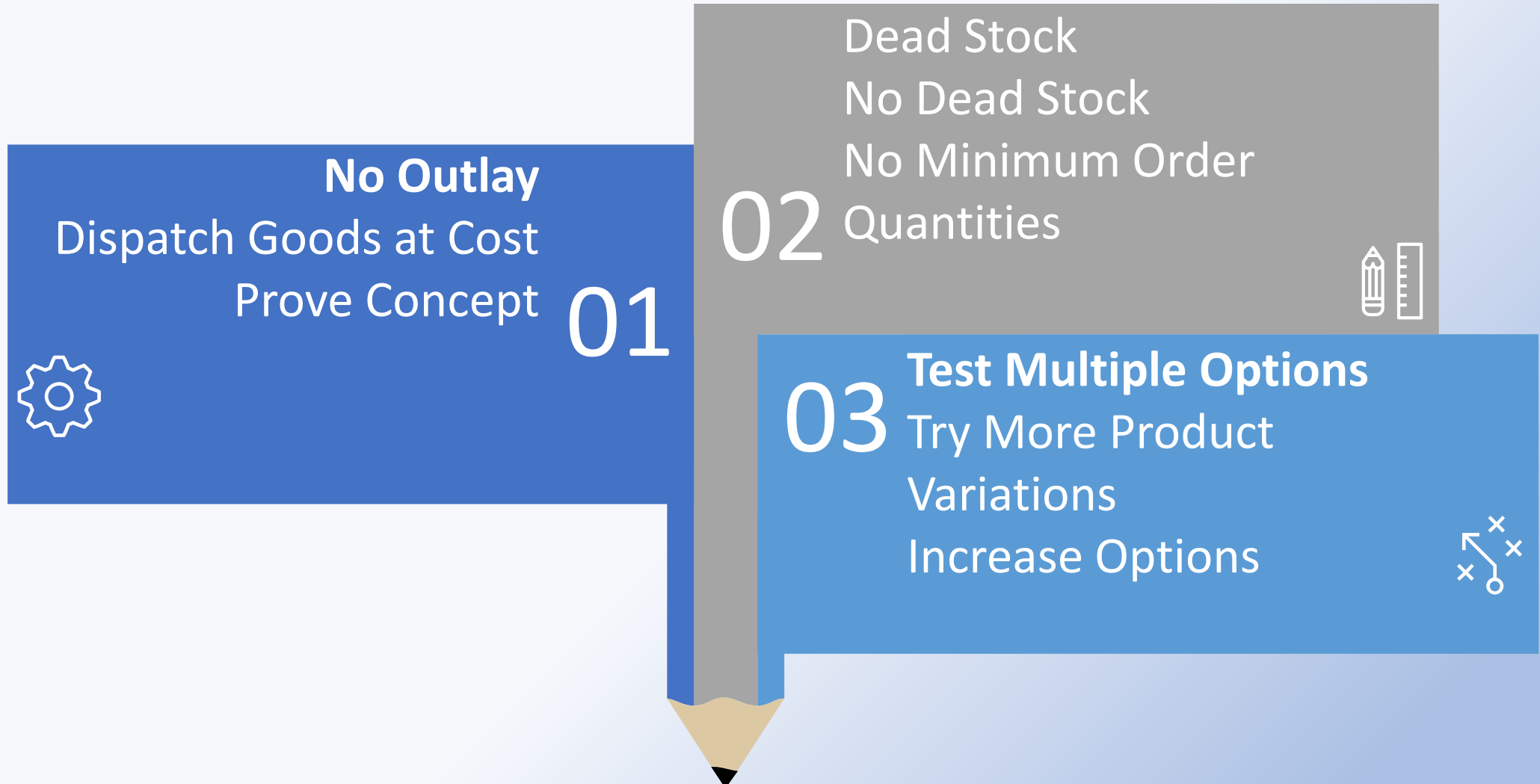
Finance:

- Credit account
 - Remittance
 - Outlay vs Income – Operating Expenses
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Inventory:

- Realtime Stock Information
- Communication in Case of Error
- Combining Local Stock & Dropshipping

Testing new products with DropShipping



Fulfilment by Amazon - Pros

- Store Stock In Amazon's Fulfilment Centres
- Products Show As Prime
- Increased Possibility Of Buy Box
- No Need For Your Own Warehouse, Dispatch Team
- No Need For Shipping Contracts, Pickups Etc
- Fulfil Orders From Other Sites And Marketplaces
- Increased Visibility & Sales
- Access European Markets



Fulfilment by Amazon - Cons

- Inventory Control & Awareness
- Increased Returns
- FBA Costs (Fulfilment & Storage)
- Standard & Oversized Products
- Delivering Stock To FBA Correctly
- Unsold Stock Returns



What makes a great FBA product?

- Small
- Robust
- Fast-Selling
- Sells Well Year-Round
- Good Margins (Profit + FBA Fees)
- Supplier Who Can Label And Deliver It Direct To Amazon
- Minimal Possibility Of Returns



One outcome of our time working with online sellers
has been the development of a range of tools for eCommerce.

Our most recent tool is focussed on DropShipping, both sellers and suppliers.

Please feel free to ask us about it after the talk.



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That concludes our Presentation.

Do you have any further Questions?

Please feel free to ask now.

