

INDIAN DROPSHIPPING

ROADMAP

YOUR STEP-BY-STEP GUIDE TO BUILD A SUCCESSFUL
DROPSHIPPING BUSINESS IN INDIA





THE ROADMAP

5 STAGES OF INDIAN DROPSHIPPING



Your Roadmap to Build, Grow & Scale Your Business

01

FOUNDATION STAGE

Set a strong foundation by choosing the right niche, understanding the market, and setting up your business.

01 >

02

BUILDING STAGE

Build your online store, find reliable suppliers, and create systems that power your business.

02 >

03

PROMOTING STAGE

Drive traffic and promote your products using effective marketing strategies that bring real results.

03 >

04

DELIVERY STAGE

Process orders smoothly, manage deliveries, and ensure a great customer experience.

04 >

05

SCALING STAGE

Optimize, automate, and scale your business to maximize profits and achieve long-term success.

05 >

Follow these 5 stages step-by-step and build a successful dropshipping business in India.



STAGE 01

01

FOUNDATION STAGE

Stage one is the very beginning of building your dropshipping business — you don't have the basic setups yet, but you are ready to start. At this stage, the goal is to get all the basic setups done.



HERE IS WHAT YOU NEED TO FOCUS ON AT STAGE 1

01**BRAND IDENTITY**

FOCUS AREA

**02****TECHNOLOGY**

FOCUS AREA

**03****BASIC SETUP**

FOCUS AREA



STAGE 01

FOUNDATION STAGE

01

01

BRAND IDENTITY

You need to decide or finalize your brand name and get a domain name for it. Keep it simple and easy and just make sure that it's within two words.

02

TECHNOLOGY

You just need the basics: a computer, an internet connection, phone, and email address. These are your basic requirements to get started with your Indian dropshipping journey.

03

BASIC SETUP

You need to register / sign up for the basic tools / softwares needed in your business, and you also need to have a way to collect online payments.

THE MAIN GOAL IS TO GET ALL THE BASIC SETUPS DONE, AS IT IS THE FOUNDATION OF YOUR DROPSHIPPING BUSINESS.



STAGE 02

02

BUILDING STAGE

Stage 2 is where you build your dropshipping business. You already have the basic setups done, you are all set to start building your Indian dropshipping business.



HERE IS WHAT YOU NEED TO FOCUS ON AT STAGE 2

01

STORE SETUP

FOCUS AREA



02

SOCIAL PRESENCE

FOCUS AREA



03

CREATING BACKUPS

FOCUS AREA



STAGE 02

BUILDING STAGE

02

01

STORE SETUP

You need to build a simple and easy-to-use website, considering all age group. The goal is to make the website smoother and faster.

02

SOCIAL PRESENCE

Online presence of your brand is very important. You will be needing social media accounts as per your brand name to interact with your customers.

03

CREATING BACKUPS

Your business should not be only limited and dependent on you. You need to create backups like adding / inviting multiple admins, integrating automations. This will ensure smooth and fast workflow of the business.

BUILD A STRONG FOUNDATION TODAY, BUILD A SUCCESSFUL BUSINESS TOMORROW.



STAGE 03

03

PROMOTING STAGE

Stage 3 is when you are ready to launch your online store, your brand is now live, you can start promoting your brand to your ideal customers and let them know about your presence.



HERE IS WHAT YOU NEED TO FOCUS ON AT STAGE 3

01

SOCIAL PROOF

FOCUS AREA

**02**

PRODUCT SELECTION

FOCUS AREA

**03**

ADVERTISING

FOCUS AREA



STAGE 03

PROMOTING STAGE

03

01

SOCIAL PROOF

Social presence is not enough anymore, you need to start building trust with your customers. The goal is to be active and relevant on daily basis and start interacting with your followers / customers.

02

PRODUCT SELECTION

A winning product can help you run your business for months, you need to finalize the product that you are going to offer / sell. Make sure it's a problem-solving product and has high demand in the marketplace.

03

ADVERTISING

You need to run ads every single day. The goal is to master paid advertising, understanding what people need and what makes them pay, try to target different age groups and interests, to figure out your ideal customer.

PROMOTE WITH PURPOSE TODAY, BUILD A BRAND THAT PEOPLE TRUST TOMORROW.



STAGE 04

04

DELIVERY STAGE

By this stage, you are already getting consistent sales on your online store. Now you need to make sure that your customers are getting exceptional customer service and timely updates.



HERE IS WHAT YOU NEED TO FOCUS ON AT STAGE 4

01

ORDER VALIDATION

FOCUS AREA

**02**

CUSTOMER EXPERIENCE

FOCUS AREA

**03**

DELIVERY RATIO

FOCUS AREA



STAGE 04

DELIVERY STAGE

04

01

ORDER VALIDATION

You need to make sure that you are only getting quality and genuine orders. You need to add validation steps that can be easily done with automations to make sure you are getting quality orders from good places and customers.

02

CUSTOMER EXPERIENCE

You need to ensure that your customers are experiencing the best user and customer experience while ordering in your store. Doing this is simple. Just keep it very simple and easy for them to order and offer them the best possible discount you are capable of.

03

DELIVERY RATIO

Delivery ratio will decide the growth and scalability of the business. At this stage, it should be at least 50% and the goal is to increase it as much as possible by targeting different locations.

DELIVER QUALITY, DELIGHT CUSTOMERS, AND SCALE YOUR SUCCESS.



STAGE 05

05

SCALING STAGE

This is the stage, where you can make your business big. You understand each and every aspect of this business by this time, You know your ideal customers and how to reach out to them, Your delivery percentage is good and your store is making consistent profits every single month.



HERE IS WHAT YOU NEED TO FOCUS ON AT STAGE 5

01

BUDGETING

FOCUS AREA

**02**

DOCUMENTATION

FOCUS AREA

**03**

E-COMMERCE

FOCUS AREA



STAGE 05

SCALING STAGE

05

01

BUDGETING

Your ads are working and giving you consistent profits. It is the perfect time to increase your ad spend and overall budget. You can at least 10x your ad budget by this stage and even invite potential investors in your business.

02

DOCUMENTATION

You need to stay legally compliant and ensure that you have all the necessary business documents, which is required in this business. Pay your taxes on time and take legal help from professionals to protect your brand.

03

E-COMMERCE

This is the best time to switch to e-commerce. You have all the setups, resources, and experience to start your e-commerce journey, where you don't need a dropshipping platform anymore. You have all the knowledge and skills to start shipping the products on your own or launch your own product in the market.

SCALE SMART, STAY COMPLIANT, AND BUILD A BRAND THAT LASTS.



Thank You!

YOU'VE MADE IT TO THE END OF THE

INDIAN DROPSHIPPING ROADMAP

NOW, THE REAL JOURNEY BEGINS.



TAKE ACTION. TAKE MASSIVE ACTION.

Because while you are thinking, your competitors are already scaling.



DON'T WAIT FOR THE PERFECT TIME.

There will never be a perfect time. Start where you are. Use what you have.



KEEP MOVING FORWARD AND NEVER STOP.

Your future self will thank you for today's action.



**THE OPPORTUNITY IS HUGE.
THE TIME IS NOW. THE CHOICE IS YOURS.**

BELIEVE. PLAN. EXECUTE. SUCCEED.

WE BELIEVE IN YOU ♥