



Volare bicycles

Dropshipping for beginners

Sales without stock

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Introduction

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Yes, but it is so much more than that. Drop shipping is a way of working, a method, a way of earning money via the internet. With drop shipping, you can do business online without running true risk. You can start a web shop without making major investments.

You need not purchase inventory and you also outsource shipping.

So what do you do then? Well, you run a web shop. And, believe me: that's plenty in and of itself.

This e-book is full of tips for making your web shop a success. We give you tips but we also tell you about the pitfalls. The success of your web shop is in your own hands.

About drop shipping

In brief, drop shipping is basically the following:

Managing a store without inventory and selling without shipping.

It may sound ideal and, in fact, it is ideal in many cases. There's a reason it's the first choice for many starting internet entrepreneurs.

You set up a website, fill it with products and you are a sales channel. The difference with traditional stores is that, with your type of enterprise, the bicycles aren't in your living room or in a rented warehouse. The products go directly from our warehouse to the consumer.

Shipment or fulfilment

When you open an online shop, you must generally consider how you're going to take care of shipment. All roads may lead to Rome, of course (or China), but it basically comes down to a choice from among four shipping strategies:

- Sending product yourself (small) - Make the address labels yourself and walk to the post office.
- Sending product yourself (large) - Automatic label printing. A courier comes to pick up the packages.
- Warehouse or storehouse - Orders come in automatically and are sent from the warehouse.
- Drop shipping - Orders come in directly to a drop shipping partner. You yourself do not buy products and you don't have to store them either.

The biggest difference between this and other options is that drop shipping is not actually a method of shipment, but an entirely different approach to online selling. It's not limited to shipping and fulfilment; it is a business strategy

The advantages

The advantages

With drop shipping, everyone with marketing and/or selling skills can start a web shop. You need not occupy yourself with such issues as packaging material, transport, storage, return shipments and inventory management. Actually, you're mainly responsible for the front end of the store. What does your website look like, do you have pretty pictures and good descriptions?

Do you have an attractive template design? Does your web shop have easy navigation and search functions?

Start quickly

Drop shipping requires less preparation. You do need to have a good plan, of course, but that goes for every business. As an entrepreneur, you lay out a strategy for the longer-term, but you still want to start as quickly as possible. And drop shipping makes that possible: after all, you don't have to build a warehouse.

And that saves a lot of money and hassle in particular.

Low investment costs

You don't require initial capital or a loan to start a store. After all, you don't have to purchase products. You pay for a product only after a visitor to your website has actually ordered the product. You are actually an intermediary taking margin.

Flexible

An associated benefit is that drop shipping makes you extremely flexible. Drop shipping can be done anywhere in the world, even from home. You're not tied down to a permanent office or location and no personnel as needed to package and ship packages.

With drop shipping, you need not worry about:

- Managing and renting a warehouse
- Packaging and sending orders
- Maintaining inventory for bookkeeping
- Dealing with return shipments and arriving packages
- Purchasing products and keeping up inventory levels



The pitfalls

The pitfalls

The website is live. Now it's time to sit back and watch the orders flow in. Right?

Wrong! This is where many entrepreneurs make mistakes. Drop shipping may be a very easy way of doing business, but there is still an awful lot that you yourself must do. For example: as an entrepreneur, you are responsible for all facets of your company such as sales management, marketing, support, product specialism, management and bookkeeping. You are your own boss and you run the show. Web shop not running well?

Then that's down to you. Therefore, there are a few things that you mustn't forget:

Your website is online. Is it also actually filled with products? Do you have the right images with the products? Does your checkout process run smoothly and easily?

It's not necessarily a bad thing if your website is not completely finished when you start because you can dot the I's and cross the T's as you go along.

Visitors

Visitors are the most important factor in your success. So ensure that your SEO is up to snuff on each of your pages. For example, do your products have a unique product description? In this way, there are many things you can do to increase your findability.

Customer service

Many people miss the ball here. But good customer service is extremely important. Can customers call on you with questions and do you answer them politely? People simply have a lot of questions. If you can answer these well, then this increases the likelihood that they will make a purchase in your web shop.

Questions may vary from "How long does drop shipping take?" and "Can I get my money back?" to "Can I cancel an order?" and "Is the bike in stock?".

So be prepared for this. Create an FAQ page or information page. Respond promptly to mails (within one or two working days). Make sure that someone is always there for support. An unreliable web shop does not sell. Furthermore, if you get a bad review, this is difficult to fix.

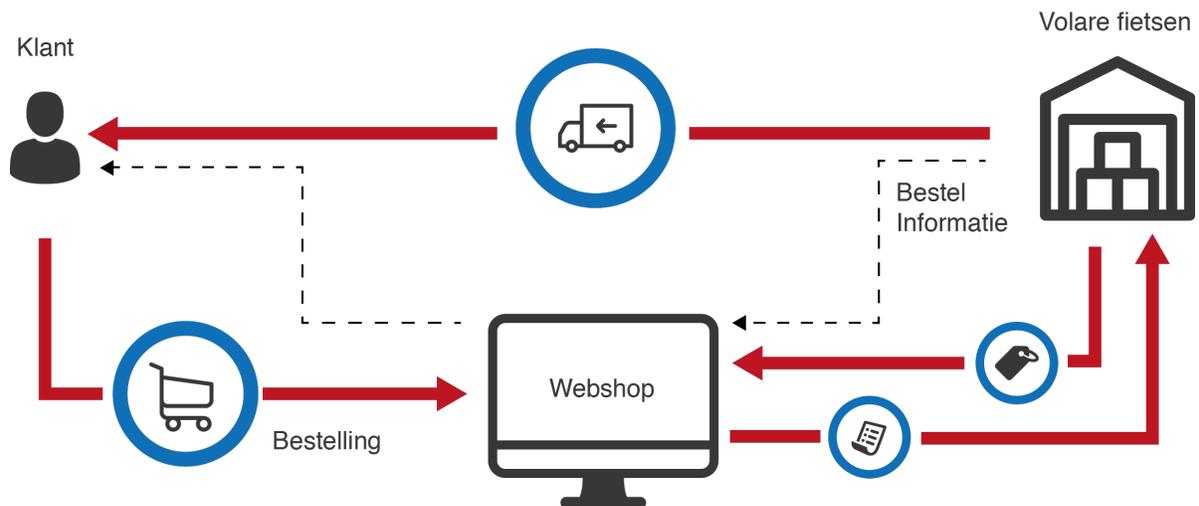
Finances and bookkeeping

It's a good idea to open a business bank account. This keeps your private and work-related banking separate. This is important for the tax service when justifying your income. Several online parties also offer online banking services which integrate well with your website, such as PayPal and Mollie. It's also possible to link an online bookkeeping program to your web shop. This way, you don't have to process all orders manually. Also remember to process your credits.

Know who your customers are.

Who is buying the children's bikes? Grandma and Granddad? Or is the kid himself searching? Or do Mom and Dad make the decision? If you have a good idea of who your customers are, then you can adapt your marketing to this.

The process



The process

- Step 1: The customer buys in your web shop.
- Step 2: The customer pays for the order.
- Step 3: You place the order with Volare.
- Step 4: We ship the order.
- Step 5: The customer receives for the order.

It really is that simple. And the amount between your sales price and the price for which you purchase the product is your profit.

Your success

With drop shipping, you outsource a significant amount of activity. But you yourself are the person who makes the difference. How can you offer added value with drop shipping? Present your product, improve your ranking, invest time in a detailed description of the product and the category pages. The general success factor in search engine marketing (SEM) is original content.

Write the texts yourself. We also provide texts, but these can be used by all web shops, naturally. Unique text makes you more findable and you distinguish yourself from other web shops. Use sufficient photos and possibly videos. We provide sufficient material that you can use. Integrate a Quick View for rapid decision-makers and a Zoom function for a better view of the product.

Marketing

Maintaining a nice blog also works. Write about bike routes or traffic safety and take advantage of holidays. Offer regular customers a discount or send a focused newsletter. This will get you a connection with your customer.

Local approach

Write your texts in your language. Coordinate your product purchase with what sells well in your market. Know your market. Then you already have a step ahead.

Link with quality labels

A quality label reassures the consumer. Have your web shop tested by an independent party such as the Home Shopping Guarantee or another e-commerce quality label. Did you pass the test? Then add the quality label to your web shop and book more reassurance (sales).

Reviews

Via such companies as the Feedback Company, you can ask people for review which is then placed automatically on your website. An advantage of this is that people know how your organisation works: they know that you are reliable and it helps in the Google ranking.

Preparation

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Make sure you're well prepared since this is half of the battle. Now that you have read this e-book, you have a good basis for starting your drop shipping website. You now know the advantages, the pitfalls and where you must pay particular attention.

Drop shipping is a low-threshold way of starting a business. The investment is low but it does cost time.

Make sure you stay on top of the most recent developments so that your store continues to perform optimally.

Market creatively, add passion and the road to success lies before you.



The next step

After this, there is just a single logical step. And that's becoming a drop shipping dealer for Volare Bicycles.

[Become a dealer](#)

