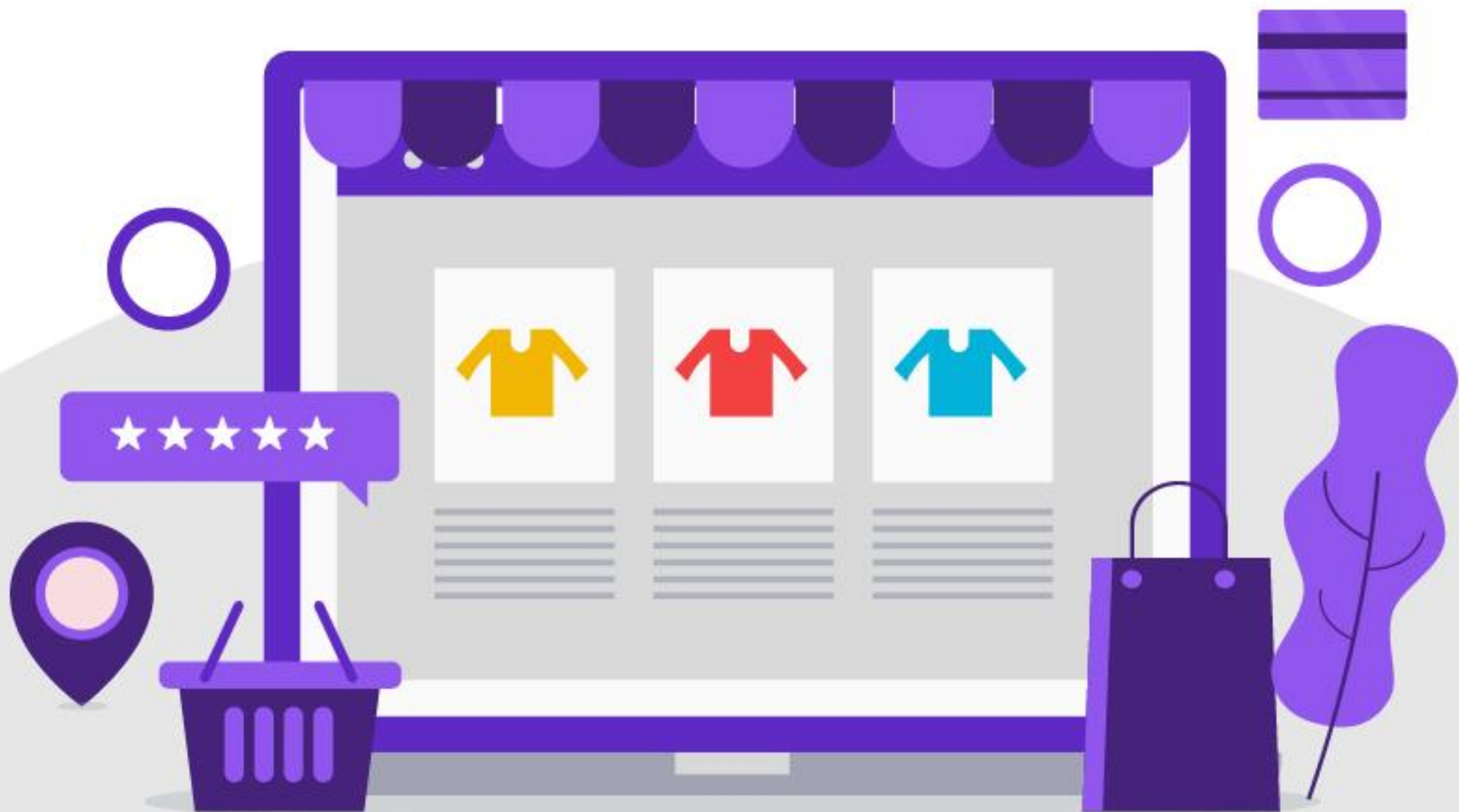




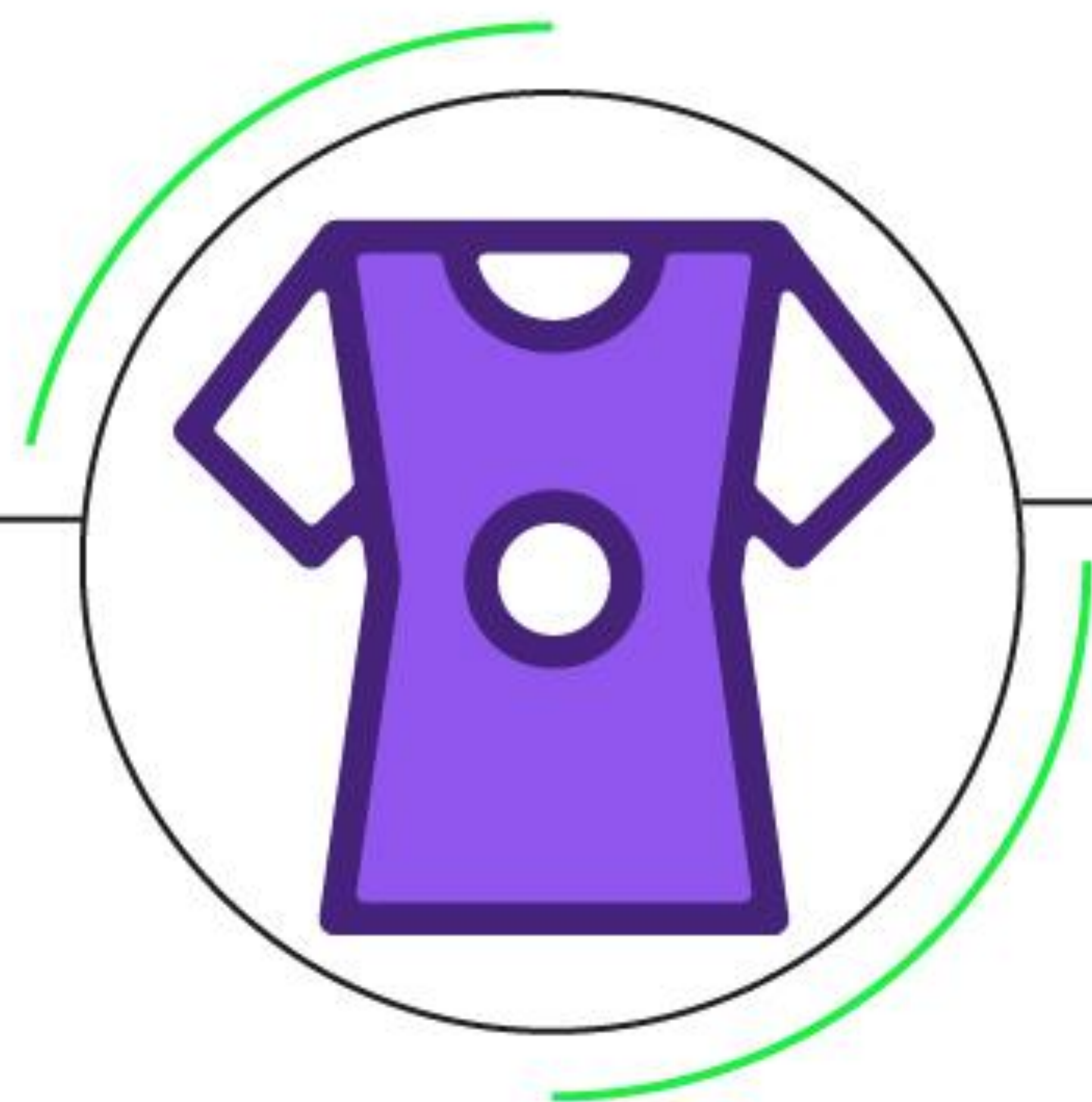
SMALL BUSINESS ECOMMERCE

Your Guide to Getting Started



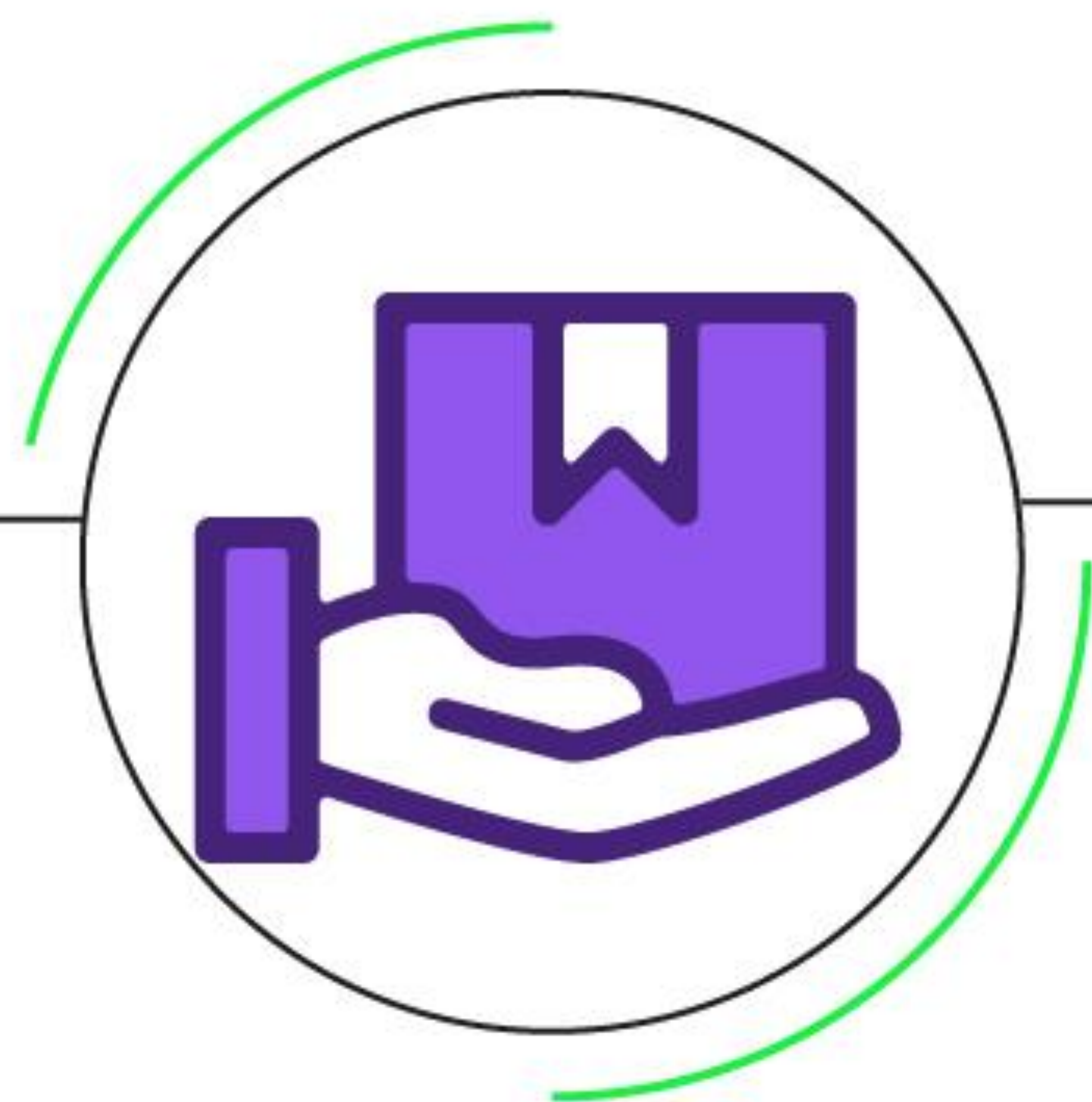
Adding the Right Products

You have to find out what products are trending and popular on other marketplaces, and what people need are willing to buy.



Setting up Your Business Model

For eCommerce businesses, they can choose from a variety of business models like manufacturing their own products and selling them online. Another option is warehousing.



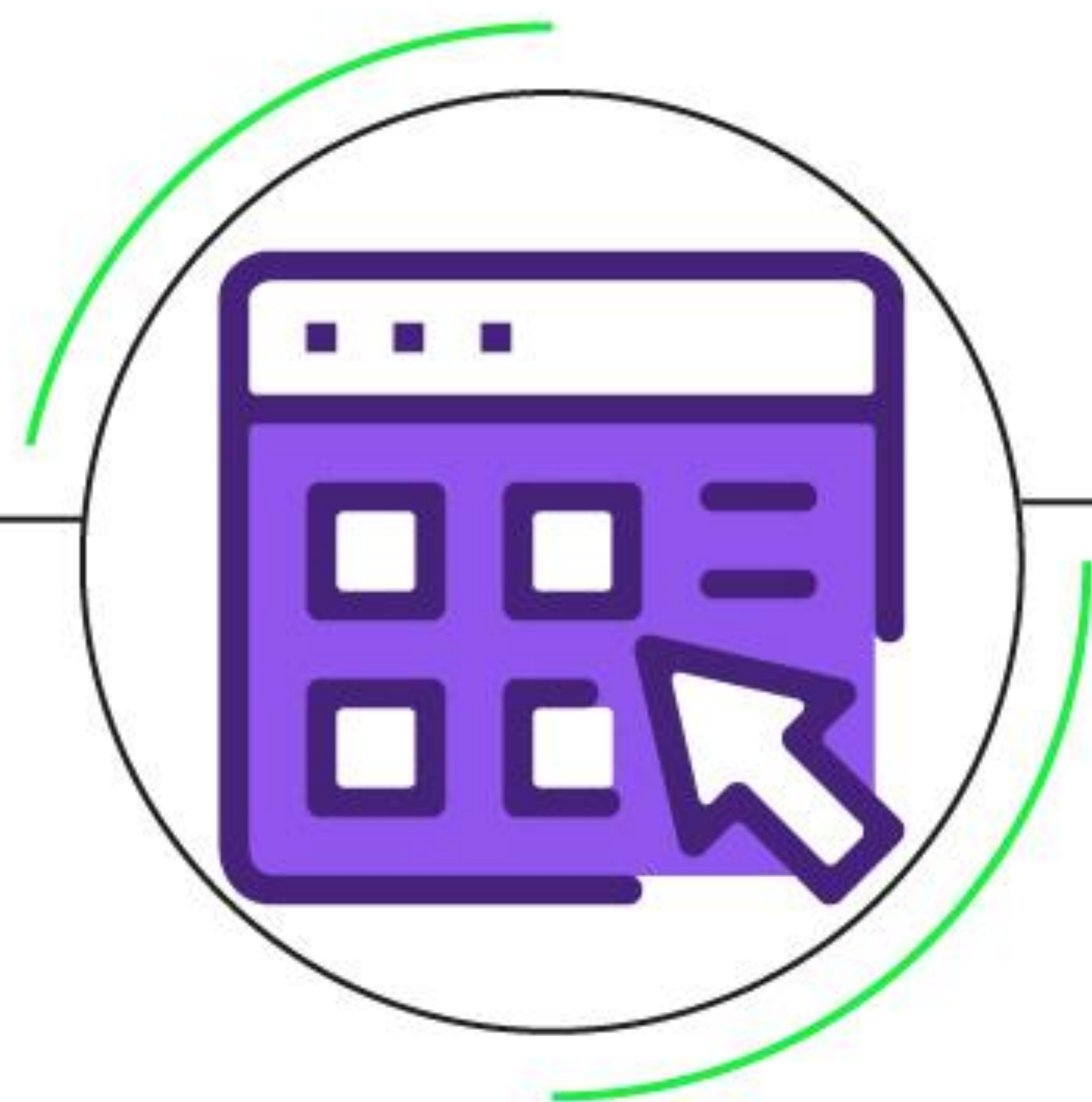
Preparing a Business Plan

- ◆ Know about your competitors.
- ◆ Set your objectives and business goals.
- ◆ Set prices for your products.
- ◆ Create a proper fulfillment plan for order processing, payment, shipping options, and costs.



Build your eCommerce Website

You need to get a domain name, choose an e-commerce platform, create product pages with images of products and product descriptions. This will add value to your website and drive customers' attention to buy your products.





Understand the requirements
of a small eCommerce business →

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How to Get Started With Your

D2C ECOMMERCE BUSINESS



WEBSITE BUILDER

There are several website builders available online. You can also start by listing your products on the Facebook and Instagram shops. This will help you engage and sell your products to your followers.



PRODUCT LISTING

Once you segregate your inventory and divide your products into separate categories, list these categories online and keep adding products to them.



PAYMENTS

There are several payment modes that you can offer to your customers. These include payment by cash, cards, net banking, UPI payment, payment via wallets, etc.



SHIPPING

Tie-up with the shipping solution gives you access to multiple courier partners and a white pin code coverage.





Learn more about starting your
D2C eCommerce store with this blog →

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