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COMMON MISTAKES TO AVOID WHILE OPENING A DROPSHIPPING ONLINE STORE

Article from [Revalsys Technologies](#)

This article explains about the common mistakes to avoid while opening a dropshipping online store

The world of dropshipping is considered to be one of the easiest ways to sell goods online. It's a viable method to start an online business, without the need to invest much capital. Dropshipping, when done the right way, can be very beneficial for an eCommerce store.

Mistakes to Avoid

With dropshipping, you don't have to worry about storing inventory as this process includes sending purchased goods to the customers directly from your manufacturer. However, there are certain mistakes dropshipping business owners tend to make while setting up their online store. Let's check some common dropshipping mistakes:

- **Selecting the wrong**

Picking up the right supplier is extremely necessary when you choose dropshipping. From the quality of products to the time of delivery, everything will be impacted by the supplier. Make sure that you select the ones who can deliver the results you require. You can consider placing test order to your potential suppliers apart from checking out testimonials and reviews.

- **Dependent on one vendor**

No matter selecting a quality vendor is the first crucial step when you choose dropshipping, depending only a single vendor is not the right thing. You never know when your supplier gets out of stock of the products that are top-selling. So, it's important to have backup suppliers to fulfill your customers' orders in case your primary vendor is unable to supply.

- **Surprise shipping fees**

The top reason why online shoppers leave their shopping carts is the high shipping costs. But the surprise shipping costs that appears at the end of the checkout process is even worse. Be upfront with the shipping fees when you list your products on your website. Customers should be very clear about the shipping costs from the beginning. It shouldn't appear as a surprise element.

- **Lack of follow-up**

Many dropshipping businesses think that their communication with the customers end just after the purchase process is completed. Customers want to know when they will receive their orders. And if there is a delay in the delivery, the customers should be informed immediately. You should even provide your customers with an easily usable order tracking system. Offering quality service is one of the important keys to customer satisfaction.

- **Botching order cancellations and changes**

It's quite normal for shoppers to click on the wrong button and end up ordering a product by mistake or change their mind after making the purchase. In such cases, you should pay proper attention if the refund or adjustment is made properly. Your vendor should be notified about the cancellation in order to avoid the shipping of the ordered items. And before you let your customers know that their request is confirmed, get confirmation from the vendor first.

- **Return complications**

Lack of return system can make lower your revenues. You along with your vendor should make sure to set up a proper return system that explains how and where to return the product, the way of refund etc. Having an organised return system will erase if there is any confusion in the mind of the customers. Then only your customers will trust you and return back to you for their future purchases.

As customer's experience is the main concern of every dropshipping business, you should also make sure both inventory and shipping are carried out well, even though these are not your concern. With proper planning and enough management, you can avoid the dropshipping mistakes to function your business smoothly.



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