



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Re - accredited with 'A++' Grade by NAAC | College with Potential for Excellence (CPE)

Ranked 72nd in NIRF 2020 by MHRD

163, Brigade Road, Bengaluru - 560025, Karnataka, India

The B.Com Cognizance

AN INITIATIVE BY THE DEPARTMENT OF COMMERCE

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Prologue

St. Joseph's College of Commerce is one of the Premier Educational institutions offering quality education in Commerce. The institution believes in imparting theoretical knowledge supplemented with practical learning for the students helping them to be on par with emerging trends in the business environment. The B.Com curriculum aims at developing a multidisciplinary approach towards effective learning in the context of today's globalised economy. The course is designed to provide students with a wide range of managerial skills and understanding and also constructs a strong foundational grounding in core subjects such as Accounting, Taxation, Economics, Statistics, Auditing, along with a choice of Finance, Marketing, Human Resources, International Business, Banking & Insurance and Business Analytics.

“The B.COM COGNIZANCE” is an initiative to provide valuable insights to the students of our college with respect to the emerging developments in the business environment.

Dropshipping

Dropshipping is a retail fulfilment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product using the dropshipping model, it purchases the item from a third party and has it shipped directly to the customer.



Pros and Cons of Dropshipping

PROS

- Low startup and operating costs
- Demand expected to grow
- No need for physical inventory storage
- Increase your site's traffic (if you have a blog)

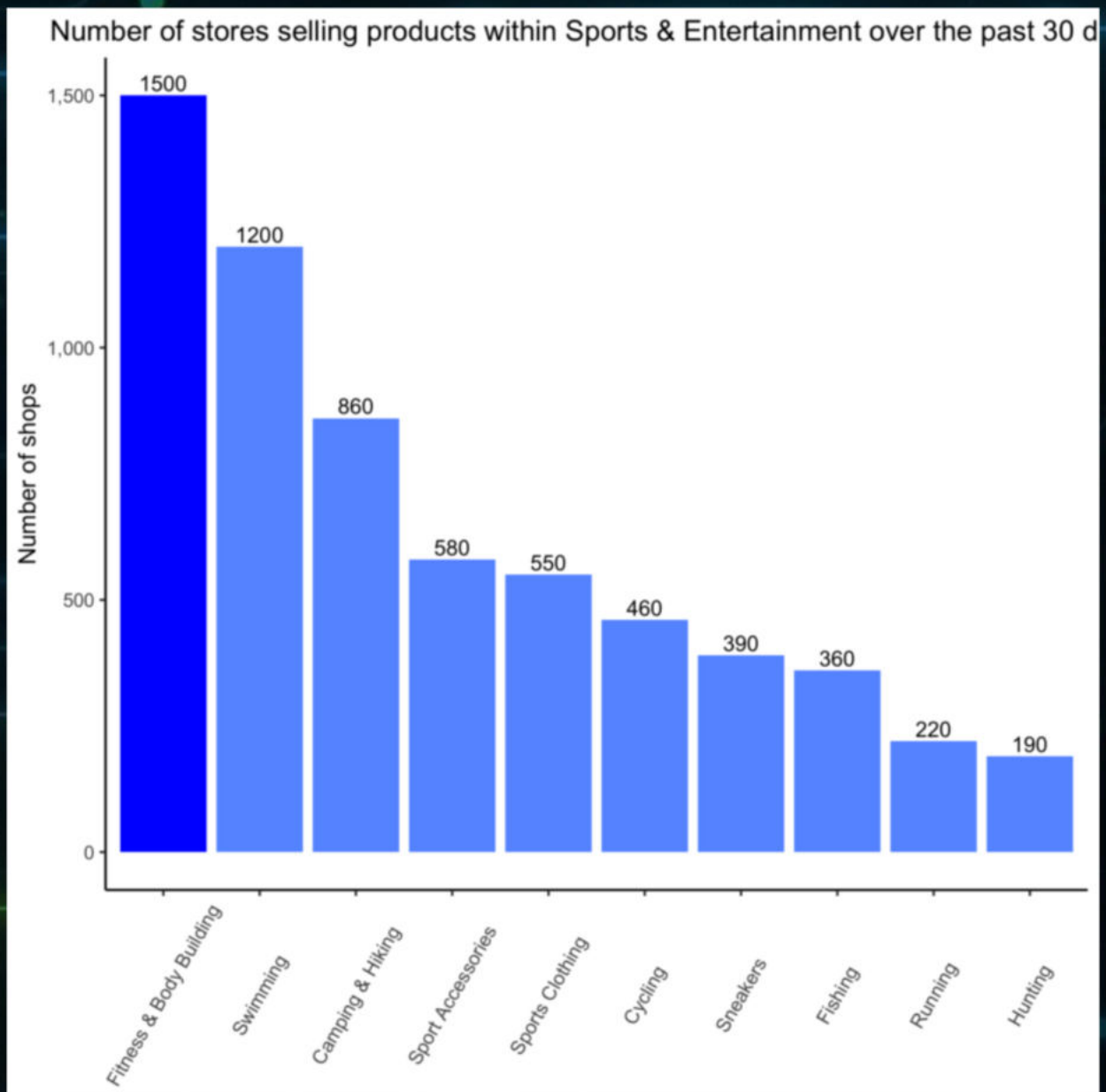
CONS

- No control over stock
- No control over delivery (You deal with all customer complaints)
- Higher than wholesale prices

Tips when starting a Dropshipping business

- Research Niche
- Negotiate With Suppliers
- Market Strategy
- Follow All Laws
- Advertise

How to choose the best dropshipping products





Oberlo

- Oberlo is a Shopify plugin and directory.
- It offers an excellent plugin service that works with Shopify stores.
- The Oberlo directory offers all the products one might need. The dashboard also demonstrates how many pageviews, sales, and star-rankings each item and seller has.
- Once the sale takes place, one can use Oberlo to order the item to be shipped to your customer.
- The product selection and fulfilment are handled on behalf of the business. That frees up time to focus on driving traffic to the store.
- Oberlo also offers a free Starter plan. It has 4.2 out of 5 stars from 2,000 reviews in the Shopify app store.

AliExpress™

- AliExpress is the best dropshipper for starting business.
- AliExpress is Alibaba's online retailer and a well-liked dropshipping service worldwide. It is unique because of its incredibly low pricing on many products.
- On their website, one can find large number of user reviews and analytics that are useful during the product research phase.
- One does not need an established business entity before starting your online store. One can control the margins and there's limited investment upfront. Businesses can get up and running for free in literally under an hour with access to millions of products.
- AliExpress dropshipping is possible even without contacting suppliers. Since AliExpress is best for little order quantities and finding samples of things, it are often a low-risk option for testing out product ideas without plenty of investment.



- Modalyst is the best Wix plugin and director. It is a highly rated integration with Wix.
- It helps automate your dropshipping business.
- It helps connect businesses with suppliers to get customers the products they need. It covers a large variety of products including clothing, jewelry, accessories, and more.
- Modalyst is centralized, making it easy to use.
- One can connect with suppliers from a single dashboard using the app for easy communication.
- The success of this business model, whilst traditional onsite retail models, isn't always guaranteed. Businesses looking to jump onto the dropshipping bandwagon do not need to dedicate tons of time and energy to make a store which will deliver great shipping experiences to their customers similar to dropshipping.

Activity

Instructions :

- Unscramble the five jumbled words.
- The letters to the final answer are the ones that fall into the circle
- Unscramble the circled letters to get to the final answer

RTCPUOD

	○		○	○			

PESAIXLRSE

			○			○			

PYHSOIF

	○	○		○		

YETGSART

			○				○

ESUISBNS

			○	○			

○	○	○	○
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○	○	○	○	○	○	○	○
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Crack the activity and submit your response on the link below

https://docs.google.com/forms/d/e/1FAIpQLSdxrOWUP6CHMLty3lthcVyRE9-hD8FV_PVwFRu1LxISKaiQRg/viewform

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