Dropshipping Guide for India: Start Your Business in 9 Steps

A quick 2026 action plan to choose your customer, test a supplier, set up your store and launch without buying finished inventory in bulk.

9 Steps	₹0	Samples First	Test Order
FROM PLAN TO FIRST ORDERS	QIKINK ACCOUNT CREATION	CHECK QUALITY BEFORE LISTING	COMPLETE ONE BEFORE LAUNCH

9 Your 9-Step Action Plan

Start with one customer group and a small product range

1

Choose Your Customer and Plan

One customer group, a small product range, a budget and a first sales target.

2

Research and Shortlist Products

Compare searches, reviews and prices. Check variants and return risk.

3

Compare Suppliers, Order Samples

Check dispatch, pincodes, tracking, COD, returns and failed-delivery terms.

4

Set Prices and Starting Budget

Price after every order cost. Keep a reserve for supplier payments and refunds.

5

Check Rules and Build Your Store

Confirm GST and business rules. Set up Shopify or WooCommerce with clear policies.

6

Connect Payments, Shipping, Supplier

UPI, cards and optional COD. Match shipping to supplier pincodes and timelines.

7

Place a Complete Test Order

Order a sample, then test checkout, supplier details and tracking.

8

Launch and Find First Customers

One audience, a few measurable actions. Fix one problem at a time.

9

Manage Orders and Grow What Works

Review orders and cash flow on a routine. Scale only what sells with margin.

DROPSHIPPING IS NOT ZERO COST

You skip bulk inventory, but samples, tools, supplier payments, marketing and refunds still need working capital. Plan for UPI, Cash on Delivery (COD), failed deliveries and Return to Origin (RTO) before taking live orders.

₹ Know Your Real Numbers

Revenue is not profit. Check what is left after the full order cost.

Illustrative ₹699 prepaid order	Amount
Selling price	₹699
Seller discount	- ₹30
Product and printing	- ₹280
Shipping and handling	- ₹70
Payment charge	- ₹15
Marketing cost	- ₹100
Returns / RTO allowance	- ₹24
Left before fixed costs, taxes	**₹180**

Illustrative starting budget	Amount
Domain and store setup	₹2,000
Samples and test delivery	₹1,500
Initial marketing tests	₹3,000
Supplier payment capital	₹2,500
Refund and reserve	₹1,000
Total	**₹10,000**

Figures are illustrative, not Qikink prices or typical seller earnings. ₹180 is not net profit. Several orders arriving together can create a cash gap, so keep supplier and refund money separate from your ad budget.

COD, RETURNS AND RTO

Customer returns happen after delivery. RTO happens when an order cannot be delivered and is sent back. Check who collects COD, when it is settled and who pays charges if delivery fails.

✓ Pre-Launch Test Order Checklist

Pass every check before you open the store

Check	Pass condition
Product and checkout	Correct variant, price, tax, delivery charge and address
Payment and supplier	Test payment works; correct order sent for fulfilment
Notifications	Confirmation, support contact and tracking reach the buyer
Delivered sample	Matches the listed design, material and size
Issue handling	You know how a refund, replacement or complaint is processed

After Launch: Review Routine

Check delivery problems and refunds even when orders transfer automatically

Daily
Payment failures, supplier updates, delivery exceptions, customer messages.

Weekly
Completed and cancelled orders, returns, marketing costs.

Monthly
Operating costs, repeat customers, whether more volume is sustainable.

Business Rules at a Glance

Pick a structure, then check GST and other rules for your sales

Sole Proprietorship

Partnership Firm

LLP

Private Limited Company

GST registration depends on turnover, state, supply type and sales channel. Dropshipping does not exempt you from GST, consumer protection, invoicing or product rules. Check current requirements and take qualified advice where needed.

Dropship with Qikink in 4 Steps

Eligible plain and custom-printed products, with no bulk inventory

1. **Create an account**
   Sign up free (₹0 account creation) and explore products and prices.
2. **Prepare products**
   Pick products, upload designs and save size and colour variants.
3. **Connect your store**
   Integrate Shopify or WooCommerce and check selling prices.
4. **Test your first order**
   Order samples and confirm store orders reach Qikink correctly.

Ready to Start Selling Under Your Brand?

Create your Qikink account and prepare products for on-demand fulfilment. You set the price.

Start Your Dropshipping Business with Qikink →

Full steps: qikink.com/blog/how-to-start-dropshipping-business-in-india

Figures in this dropshipping guide are illustrative examples. GST, business and policy requirements can change, so verify current details before making business or capital decisions.