Beginner to Advanced Practical Guide

COMPLETE
E-COMMERCE
ROADMAP

Meesho • Amazon • Flipkart

Step-by-step system to start, run &
scale your online business — even
if you're a complete beginner.

By EcomShivam

Practical strategies • Real examples • No fluff

2026

1.

⭐ <u>FULL E-COMMERCE BEGINNER TO ADVANCED GUIDE</u>
<u>(MEESHO + AMAZON + FLIPKART)</u>

📍 MODULE 1 — Introduction to Ecommerce (Reality Check)

✔️ Ecommerce kya hota hai?

Simple:

Product list → Customer buy → Courier deliver → Tum profit.

✔️ Business Model Types

1. Reselling / Dropshipping (Meesho)
2. Marketplace Selling (Amazon/Flipkart)
3. Private Label (Own Brand)
4. Wholesale on Marketplaces
5. Inventory-based Selling

✔️ Starting Mistakes

❌ High return वाले products
❌ Season-based items
❌ Expensive inventory
❌ Zero clarity pricing
❌ Product blindly copy करना

✔️ Beginner Rule

Start with:
LOW risk, LOW inventory, HIGH demand items.

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2.

📍 MODULE 2 — Investment Required (Actual Numbers)

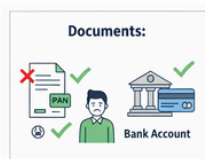## Meesho Seller

Documents; PAN, Bank

GST: optional (categories)

Investment:
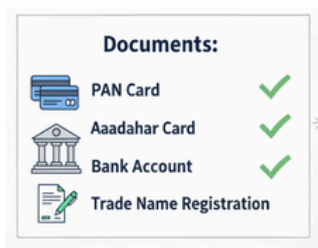Samples: ₹1500–₹3000
Packaging: ₹300–₹800
Inventory (optional): ₹2000–₹5000
Minimum start: ₹3000 – ₹5000

Documents:
PAN
Bank Account

GST: ?
GSTIN
optional
(categories apply)

Investment:
Samples: ₹1500–₹3000
Packaging: ₹300–800
Inventory (optional)
Minimum start:
₹10,000 – 25,000

Amazon/Flipkart Seller

Documents;

Documents:
PAN Card ✔
Aaadahar Card ✔
Bank Account ✔
Trade Name Registration

Investment Breakdown:
Product investment: ₹4,000–₹10,000
FBA storage (optional): ₹500–₹800
Packaging: ₹500–₹1000
Returns buffer: ₹1000–₹2000
Minimum start: ₹15,000 – ₹25,000

Mandatory Tools

Tool	Cost	Notes
Basic Packaging	₹1000	polybags, tapes
Printer (optional)	₹5000-7000	shipping label
Laptop/Phone	existing	work possible on mobile

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📍 MODULE 3 — Product Research MASTERCLASS

(सबसे crucial part — यही profit decide करता है)

✔️ Rule 1: Product होना चाहिए — High demand

Indicators:

- High ratings + High reviews
- Recent sales
- Trend stable (downward नहीं)

Mesho Seller: Success Indicators

Indicator	Trend Stability	Actionable Insight
⭐⭐⭐⭐½ ✅ High ratings + High reviews ⬆️ Recent sales	Trend stable (upward)	Consistent growth 🔍 Monitor performance 📦 Optimize listings

🚫 downward नहीं

✔️ Rule 2: Competition manageable

- Avoid:
- 200+ sellers same product
- Too low pricing war items
- Seller rating < 4.0

Mesho Seller: Factors to Avoid

High Competition	Pricing Pressure	Poor Performance
👥 200+ sellers same product	🏷️ Too low pricing war items	😣 ⭐⭐⭐⭐❌ Seller rating < 4.0

⛔

✔️ Rule 3: Returns low

- Avoid:
- Size dependent products (unless confident)
- Glass items
- Electronics without warranty
- Liquid items

✔️ Rule 3: Returns low

Size Dependent	Fragile Items	Perishable/Sensitive
👕❓ Size dependent products (unless confident)	🥂❌🔌 Glass items Electronics without warranty	🍾 Liquid items

⛔

7-Day Beginner Action Plan

- *Day 1 – Account & Documents*
- ✔ PAN, Bank, GST ready
- ✔ Create seller account (Meesho/Amazon/Flipkart)
- ✔ Verify email & mobile
- ✔ Install seller app
- *Day 2 – Product Research*
- ✔ Search top products in your category
- ✔ Note: price, reviews, sellers, demand
- ✔ Shortlist 3 products
- ✔ Avoid: heavy, fragile, size-based items
- *Day 3 – Supplier Finalization*
- ✔ Find 2–3 suppliers
- ✔ Ask for real photos/videos
- ✔ Check MOQ & price
- ✔ Order 1 sample if possible
- *Day 4 – Pricing & Profit Check*
- ✔ Calculate profit using formula
- ✔ Add all fees & shipping
- ✔ Final selling price decide
- ✔ Minimum target: ₹30–₹100 profit/order
- *Day 5 – Listing Creation*
- ✔ Upload 4–6 clear images
- ✔ Write SEO title
- ✔ Add bullet features
- ✔ Fill specifications
- *Day 6 – Packaging Setup*
- ✔ Arrange polybags, tape, bubble
- ✔ Print test label
- ✔ Keep packing ready
- *Day 7 – Go Live & Test*
- ✔ Activate listing
- ✔ Place test order if possible
- ✔ Check full order flow
- ✔ You're LIVE 🚀

Seller Onboarding Checklist
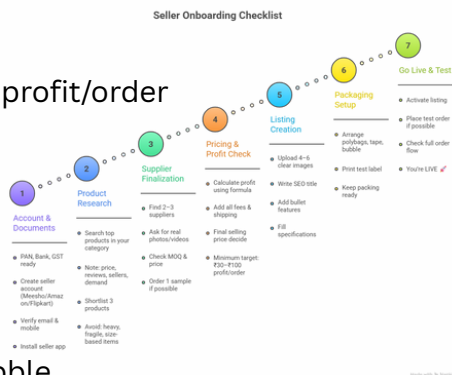
Rule: Don't wait for perfection. Start fast, improve daily.

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🔥 Category-wise Best Products (Beginners Only)

meesho

✓ Rule 3: Returns low

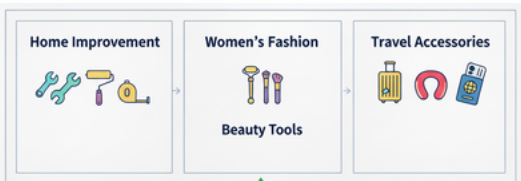| Kids Toys	Women's Fashion	Home & Living
Car, puzzle, light toys	Kurti	Bedsheets, Small home items (soap stand, kitchen tools)

- Kids toys (car, puzzle, light toys)
- Women kurti
- Bedsheets
- Small home items (soap stand, kitchen tools)

amazon

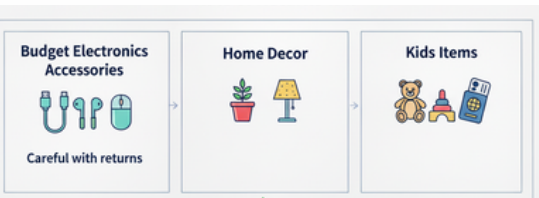| Home Improvement	Women's Fashion	Travel Accessories
	Beauty Tools	

- Home improvement
- Beauty tools
- Travel accessories

Flipkart

Budget Electronics Accessories	Home Decor	Kids Items
Careful with returns		

- Budget electronics accessories
- (careful with returns)
- Home decor
- Kids items

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📍 MODULE 4 — Pricing Strategy (Profit Formula + Examples)

✔ PRICE FORMULA
Sale Price – Product Cost – Platform Fees – Shipping = Net Profit

Net Profit Calculation Process

Identify Sale Price
Determine the price at which the product is sold

Determine Platform Fees
Identify the fees charged by the platform for selling

Subtract Costs from Sale Price
Subtract the product cost, platform fees, and shipping costs from the sale price

Calculate Product Cost
Determine the cost of producing or acquiring the product

Calculate Shipping Costs
Determine the costs associated with shipping the product

Calculate Net Profit
Determine the final profit after deducting all expenses

Platform Fees Approx.
- Meesho: 0%
- Amazon: 2–45%
- Flipkart: 5–25%

✔ **Example Calculation (Meesho)**
- Product cost = ₹150
- Sale price = ₹299
- Shipping = ₹40
- Commission = ₹12
-
    Profit = 299 – (150 + 40 + 12) = ₹97 profit per order

✔ **Example Calculation (Amazon)**
- Product cost = ₹200
- Sale price = ₹349
- Shipping = ₹45
- Referral fee = 15% = ₹52
- Closing fee = ₹10
-
    Profit = 349 – (200 + 45 + 52 + 10) = ₹42 profit

- Psychological Pricing
- 199
- 249
- 299
- ये numbers actual 200, 250, 300 से हमेशा ज्यादा convert करते हैं।

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Supplier Sourcing & Quality Checklist

WHERE TO FIND SUPPLIERS?

IndiaMART • Messho Supplier Hub • Local Wholesale Markets • Factory Contacts • Telegram/WhatsApp Groups

5 QUESTIONS TO ASK SUPPLIER
✔ What is your best price for 50–100 units?
✔ Can you send real product photos/videos?
✔ Replacement policy for damaged items?
✔ Dispach time after order?

✔ QUALITY CHECK BEFORE BULK ORDER:
✔ Check sample physically
✔ Terify packaging & finishing
✔ Compare with competitor product
✔ Check barcode/label space

Red Flags 🚩
- ✖ *Too cheap to be true*
- ✖ *No real photos*
- ✖ *No return policy*
- ✖ *Poor communication*
- ✖ *Delayed replies*

📍 **MODULE 5 — Listing Mastery (Photos + Title + Description)**

✔ **PHOTOS**
- White background
- 5–6 angles
- Real product image
- Lifestyle image (optional)

Tools: Canva   Snapseed   Remove.bg

✔ **TITLE FORMULA**
- Primary Keyword + Product Type + Size/Material + USP
- Example:
- "Kids Rechargeable Monster Car | 360° Rotation | LED Lights | Strong Build"

✔ **DESCRIPTION STRUCTURE**
- Product Overview
- Key Features
- Specifications
- What's in the box
- Why buy this? (USP)
- Return disclaimer

Rusty the Robot

Key Features
- Durable Construction
- Articulated Limbs
- Articulated Limbs
- Articulated Limbs
- Seetisiden of, Uonitewing stust
- Articulated Limbs

Specifications

Specifications

Material:	Commnrations
Dimensions:	10 mm
Dimensions:	15
Recommended Age:	1Xm
Recommended Age:	

What's in the box

Why buy this? (USP)
'Vide is thets tne com th es coun of net bar d ubocd the norwist snochvate a dores the sdes in igniens fle b toole.

Return disclaniser

Example

Nitya Women's Embrodded Kurti

Key Features
- Premium Cotton Fabric
- Exquisite White Floral Embroidery
- Comfortable 3/4 Sleeves
- Stylish Straight Cut Design
- Ideal for Casual & Office Wear

Specifications
Material: 100% Cotton
Colors: Light Blue (Available Pink & Green)
Sizes: S, M, L, XL, XXL
Care: Machine Wash Gentle

What's in the box
1 x Nitya Embroided Kurti

Why buy this? (USP)
Experience effortless elegance and comfort with Nitya Kurti. Its breathable cotton fabric and beautiful cramfranship make an perfect addition to wardrobe, offering versatile style for any occaion.

Return Disclaimer
Easy 30-day returns. Item must unswmurd in original packaging with tags attached.

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5-Common Losses & Beginner Mistakes (With Reality)

❌ **Mistake 1:**
1. Choosing High Return Product
2. Example: Clothes without size chart
3. 👉 10 orders → 5 returns → shipping loss ₹300+
4. Lesson: Always reduce return risk.

❌ **Mistake 2:**
1. Wrong Pricing
2. Selling at ₹299 when cost + fees = ₹290
3. 👉 Working hard for ₹9 profit = waste.
4. Lesson: Never list without profit calc.

❌ **Mistake 3:**
1. Poor Photos
2. Dark/blurry images → low trust
3. 👉 Views but no orders.
4. Lesson: Photos sell more than price.

Lesson:

❌ Mistake 3: Poor Photos → ✅ High-Quality Photos

Dark/blurry images → low trust
→ Views but no orders.

✅ Builds Trust & Drives Sales
Photos sell more than price.

❌ Mistake 4:

1. No COD Confirmation
2. COD orders without call → RTO
3. 👉 You pay shipping both sides.
4. Lesson: Confirm COD orders daily.

❌ Mistake 5:

1. Scaling Too Fast
2. Buying ₹20k stock without testing
3. 👉 Product fails → money stuck.
4. Lesson: Test small, then scale.

📍 MODULE 5 — Order Handling System

Meesho

- Order aata hai
- Packing
- Pickup
- Delivery
- Payment settlement T+2 days

Amazon/Flipkart

1. Order → label download → print → pack → handover pickup

- Tracking automatically update

Packaging Material List

- Polybag
- Bubble roll
- Tape
- Fragile sticker (optional)

📍 MODULE 8.1 — Return & RTO Management

✔️ Return Avoid Karne Ke Rules

- ### *Clear photos*

- ### *Size chart accurate*

- ### *Honest description*

- ### *High-quality packaging*

✔️ RTO Reduce Tips

- **COD confirm call**

- ***Wrong pin codes avoid***

- ***Blacklisted addresses maintain***

Step 1: 3 Winning Products

Stable orders generate करें — daily 5-10 orders.

Product 1: Niche X
- Consistent Demand
- High Margin Item
- Daily 3-4 Orders

Product 2: Trending Y
- Social Media Boost
- Subscription Potential
- Daily 2-3 Orders

Product 3: Essential Z
- Repeat Purchases
- Utility Focus
- Daily 4-5 Orders

TOTAL: 10-12 Orders/Day (Stable)

Step 2: Multi-platform Expansion

Messho Marketplace → **Amazon India** → **Flipfkrt E-commerce** → **JioMart Retail**

Result: Increased Reach & Sales

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Step 3: Inventory planning

Fast movers stock में रखो
Slow movers बद

Fast Movers
Stock में रखो

Slow Movers
बद करो

Increased Sales Velocity

Discorniaue/Reduce Stock

Result: Optimized Inventory & Profit

Step 4: Automation

Listing Outsource
Delegate product listings

Packaging Helper
Automated packing/labeling

Templates, SOPs
Standardized procedures

Accounting Setup
Automate financial tracking

Result: Efficiency & Scalability

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📄 SECTION 4: Ready-to-Use Templates & Scripts

📊 Pricing Calculator Template:

Product Cost: ₹____
Packaging: ₹____
Shipping: ₹____
Platform Fee: ₹____

Total Cost: ₹____
Selling Price: ₹____
Net Profit: ₹____

📝 Listing Title Template:

[Main Keyword] + [Product Type] + [Material/Size] + [USP]

Example:
Kids Rechargeable Monster Car | 360° Rotation | LED Lights | Strong Build

📄 Description Template:

Product Overview:
Short intro about product & use.

Key Features:

Feature 1
Feature 2
Feature 3

Why Buy This?

USP + benefit.

Package Includes:
What's in box.

Specifications

Material, size, weight.

📞 COD Confirmation Script:

Hello, I'm calling from [Your Store].
You placed an order for [Product Name]
for ₹[Amount].
Can you please confirm your address and
order?
We'll dispatch today. Thank you!

📍 MODULE 10 — Example Case Studies

Product Profitability

Initial Investment	Setting Sale Price	Calculating Profit	Daily Orders	Monthly Profit
Cost of product and shipping	Determining the selling price	Subtracting costs from sale price	Number of products sold per day	Total profit earned in a month
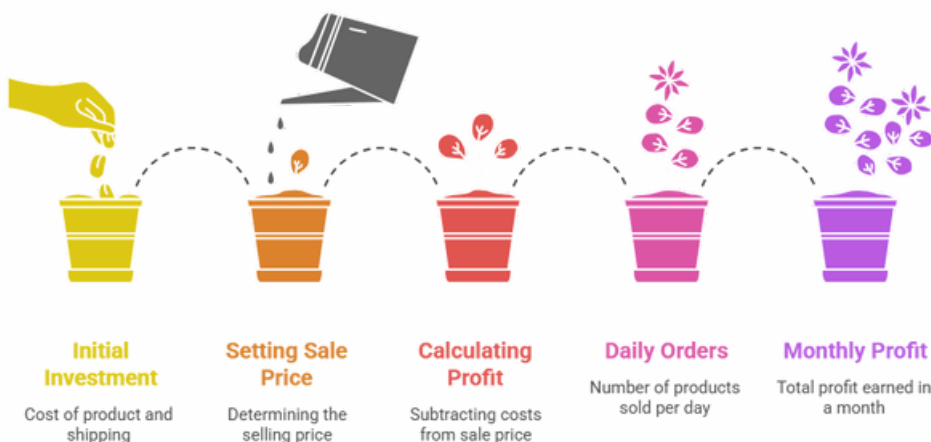
Product Comparison

Characteristic	Example 1 Monster Car	Example 2 Kitchen Tool	Example 3 Bedsheet
Cost	₹150	₹20	₹220
Sale Price	₹299	₹79	₹449
Shipping	₹40	₹20	Not specified
Profit	₹97	₹39	₹120
Daily Orders	15	10	7
Monthly Profit	₹43,650	₹11,700	₹25,200

📍 MODULE 11 — Tools & Resources

- **Meesho Supplier Hub** https://supplier.meesho.com/panel/v3/new/auth/signup
- **Amazon Seller App** https://sell.amazon.in
- **Flipkart Seller Hub** https://seller.flipkart.com

Free Tools

📦 **Product Research**	Helium 10 JS JungleScout
🛒 **Product Sourcing**	indiamart trade india.
📸 **Photography**	Flair.ai ChatGPT
✍️ **Title & Description**	copy.ai ChatGPT
🧾 **Invoice Crop**	I ❤ PDF
📅 **Inventory / OMS**	OMSGuru unicommerce
💰 **Payment Reconciliation**	OMSGuru evanik OneWorld Suite
📊 **GST & Taxation**	ZOHO

📍 MODULE 12 — Final Beginner Checklist

Beginner Checklist
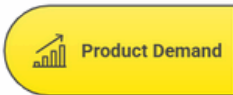
Product Demand — Verify that there is sufficient demand for your product.

Profit Calculation — Calculate your potential profit margins to ensure viability.

Supplier Verification — Confirm the reliability and legitimacy of your supplier.

Photo Clarity — Ensure your product photos are clear and appealing.

Title Optimization — Optimize your product titles for search engine visibility.

Description Completeness — Write a comprehensive and informative product description.

Packaging Readiness — Prepare your product packaging for shipping and delivery.

COD Process — Establish a clear cash-on-delivery call process.

Return Policy — Understand and clearly communicate your return policy.

Test Order — Place a test order to check the entire process.

1. ✔ सही *product*
2. ✔ *Clear photos*
3. ✔ *Proper title*
4. ✔ *Accurate description*
5. ✔ *Pricing formula follow*
6. ✔ *COD confirm call*
7. ✔ *Order handling*
8. ✔ *Return control*
9. ✔ *Scale gradually*

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⭐ 1. Product Research Examples

(ये images दिखाएँगी कि good products कैसे identify करते हैं)
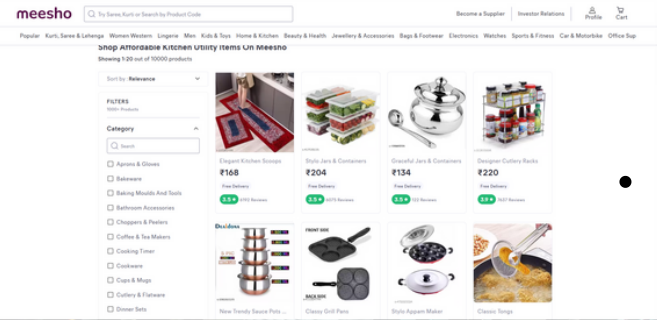
- **"High Demand Product"**

- **"Low Competition Product"**
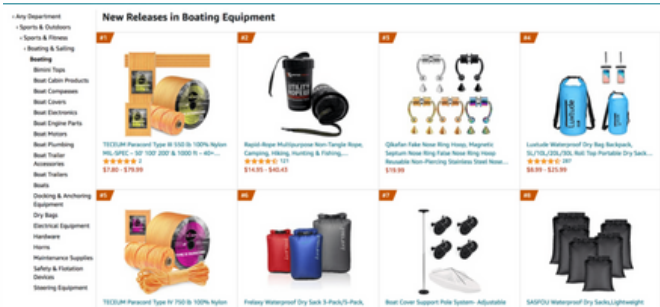
- **"Avoid These Products"**
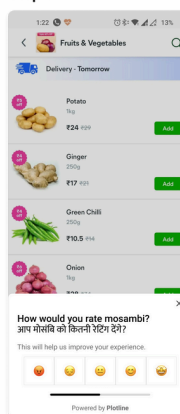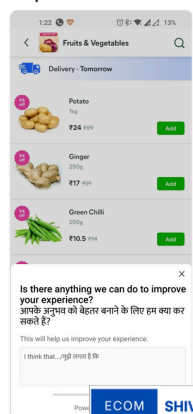
⭐ 2. Good vs Bad Product Photos

(ये बहुत useful हैं listing mastery वाले module में)

- **White background example**

- **Lifestyle vs studio photos**
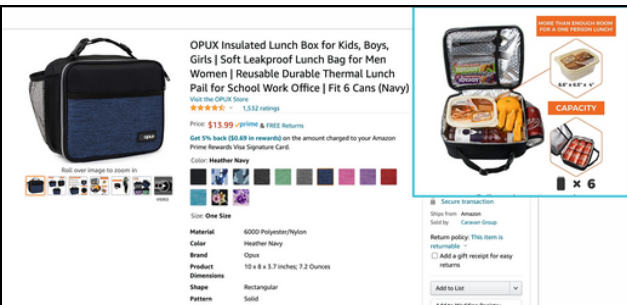
- **Good images boost conversion**

⭐ 3. Listing Structure Example (Title + Description)

- **How to write title**

- **Features section styling**

- **Bullet points examples**
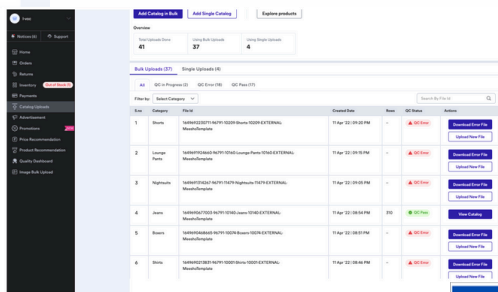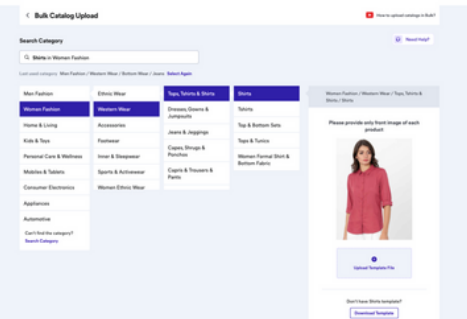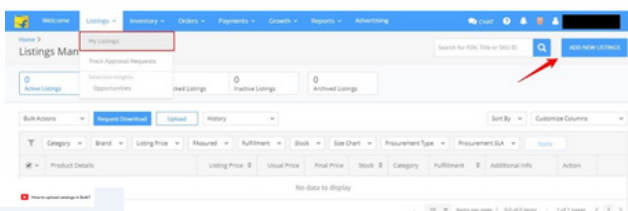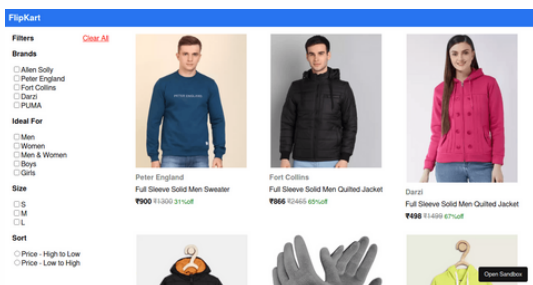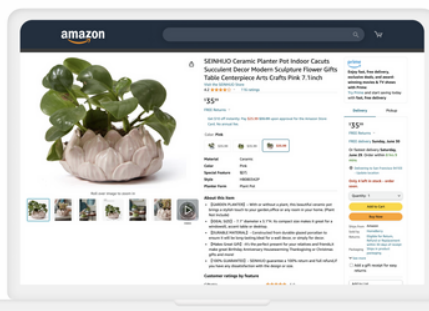
⭐ 4. Pricing Breakdown Visuals (Most Powerful)

Current fees			New fees		
IXD Weight handling fee, INR Per shipment			IXD Weight handling fee, INR Per shipment		
(Based on the shipping weight)			(Based on the shipping weight)		
STEP - Level	Size Band - Standard	IXD	STEP - Level	Size Band - Standard	IXD
Premium	First 500 g	45	Premium	First 500 g	42
Advanced		45	Advanced		42
Standard		46	Standard		43
Basic		50	Basic		47
All levels	Each additional 500 g up to 1 kg	20	All levels	Each additional 500 g up to 1 kg	18
	Each additional kg after 1kg	28		Each additional kg after 1kg	28
	Each additional kg after 5 kg	14		Each additional kg after 5 kg	14

Flipkart - Commission Fee - Category Wise

Category	Marketplace
Apparels & Accessories	15%
Fasion Jewellery	25%
Precious Jewellery	6%
Shoes	13%
Deodrants & Cosmetics	7%
Perfumes	7%
Home Furnishing and Furniture	15%
Health, Gourmet, Beverages	7%
Kitchen & Bar	5%
Home Appliances	5%
Personal Care	7%
Car & Bike Accessories	15%
Hand Towel & Power Tools	7%
Stationary	11%
Travel Gear & Luggage	15%
Memory Card, Pen Drive & Hard Disk	7%
Mobile & Accessories	15%

| Price Start	Price End	Price Group	Rate	Product_sub_category	Start Date	End Date
0	300	P1	0	anti_ageing	01-01-2000	23-10-2023
300	500	P2	6	anti_ageing	01-01-2000	23-10-2023
500	1000	P3	4	anti_ageing	01-01-2000	23-10-2023
1000	999999999	P4	4	anti_ageing	01-01-2000	23-10-2023
0	300	P1	4	coffee	01-01-2000	23-10-2023
300	500	P2	4	coffee	01-01-2000	23-10-2023
500	1000	P3	4	coffee	01-01-2000	23-10-2023
1000	999999999	P4	4	coffee	01-01-2000	23-10-2023
0	300	P1	0	combo_kit	01-01-2000	23-10-2023
300	500	P2	7	combo_kit	01-01-2000	23-10-2023
500	1000	P3	4	combo_kit	01-01-2000	23-10-2023
1000	999999999	P4	3	combo_kit	01-01-2000	23-10-2023
0	300	P1	0	eye_serum	01-01-2000	23-10-2023
300	500	P2	6	eye_serum	01-01-2000	23-10-2023
500	1000	P3	4	eye_serum	01-01-2000	23-10-2023
1000	999999999	P4	4	eye_serum	01-01-2000	23-10-2023
0	300	P1	0	face_pack	01-01-2000	23-10-2023
300	500	P2	5	face_pack	01-01-2000	23-10-2023
500	1000	P3	4	face_pack	01-01-2000	23-10-2023
1000	999999999	P4	4	face_pack	01-01-2000	23-10-2023

- **Commission structure image**

meesho seller

NEWS UPDATE

NEW REVERSE Shipping Fee 2025

सभी meesho seller जरूर देखें

New Rate Card-Reverse Shipping Charges				
Weight bucket	Delhivery	Ecom	Xpressbees	Shadowfax
Upto 500 Gms	157	163	153	155
Upto 1000 Gms	199	173	163	165
Upto 1500 Gms	240	179	169	171
Upto 2000 Gms	286	194	184	185
Upto 2500 Gms	336	211	202	203
Upto 3000 Gms	381	224	214	216
Upto 3500 Gms	434	245	235	237
Upto 4000 Gms	472	249	238	240
Upto 4500 Gms	505	249	238	241
Upto 5000 Gms	548	256	247	248

5 KEY E-COMMERCE PRICING FACTS

90% OF CONSUMERS invest their time to hunt the best online deals.

86% OF CONSUMERS say it's important to compare prices from different sellers.

71% OF CONSUMERS believe they'll get a better deal online than in brick&mortar stores.

60% OF CONSUMERS consider pricing as the very first criteria on their buying decision.

26% OF BUSINESSES consider the competition or the market when setting their prices.

Created by **Prisync**

References

Shipping fee chart

How Much Does it Cost to Create an E-commerce Site?

The price depends on the type of solution used to create the e-commerce site.

E-commerce Website Created with a Web Software
Cost: 10€ to 100€ / month

Avantages	Disadvantages
• No special technical skills required	• Product catalogs can be quite limited (less than 500 products)
• Very simple user interface	• Solution limited to rather basic features and selections
• Large choice of themes and simplified settings	
• Allows a great autonomy	
• Least expensive solution	

E-commerce Website Created with an Open Source CMS
Cost: 3,000€ to 15,000€

Avantages	Disadvantages
• Ideal if you do not have a big budget	• Customization limitations quickly reached
• Suitable for catalogs of several hundred products	• Specific needs can not all be managed
• Overall more qualitative than sites created with web software	• They must be quite limited
• Back office more complete and flexible	

Creating a Very Personalized E-commerce Website
Cost: 20,000€ to 30,000€

Avantages	Disadvantages
• Ideal for e-store that stands out from the competition and reflects your brand identity	• Unsuitable solution and option for small budgets
• Ideal for personalizing the customer's journey	
• Formula adapted to very specific needs and quotes	

www.ecomsprint.com

MEESHO PRICE CALCULATOR

meesho

Download Excel Sheet

Meesho Price Calculation Sheet

Meesho Product Price Calculator* (Enter Amounts in YELLOW)

Calculation	Amount(INR)
INPUT	
App Price (excluding shipping charges)	180.0
Meesho Commission %	0.0
Shipping Charges (Including GST)	87.0
Product GST%	18.0
OUTPUT	
Bank Settlement Amount	175.07
GST Input Credits	13.27
TCS Input Credits	2.26

Detailed Calculations

App Price (excluding shipping charges)	180.00
Meesho Commission (including GST)	0.00
Product Price (including GST)	180.00
Product Price (excluding GST)	152.54
Shipping Charges Invoiced to Reseller	73.73
GST on Shipping Charges	13.27
App Price (including shipping charges)	267.00
Total Taxable Product Value (includes shipping)	226.27
TCS (Tax Collection at Source)	2.26
TDS (Tax Deducted at Source)	2.67
Bank Settlement Amount	175.07
(-)GST on product price	-40.73
(+)Supplier has to avail commission GST input	0.00
(+)Supplier has to avail shipping GST input	13.27

* The transferable amount is subject to change based on #quantity in order and shipping
* Please ensure that the GST Rate entered is based on your HSN Code

- **Profit calculation diagram**

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⭐ 5. Order Handling / Packaging Examples

Picking and Packing Process in E-commerce

Step 1 — Order Received — New order is processed in the system

Step 2 — Picking — Staff or automated systems retrieve the required items

Step 3 — Sorting & Verification — Items are sorted and verified for accuracy

Step 4 — Packing — Products are securely packed using appropriate materials

Step 5 — Labeling & Shipping — Shipping labels are printed, and the package is dispatched.

Step 6 — Order Received — Faster and Accurate Order Fulfillment"

- **Step-by-step: order → pack → pickup**

The Pick & Pack Process is Fairly Simple:

1. Fulfillment warehouse recieves an order
2. A packing slip is generated for that order
3. A worker picks items on the packing slip
4. A worker brings items to the packing station, where they are packaged for delivery
5. The boxes and envelopes are sorted by carrier at the loading station and sent out for delivery

- **Barcode label placement**

- **Polybag packaging example**

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⭐ 6. Returns & RTO Concepts (Visual Explanation)

Return to Origin (RTO) Process: Step-by-Step

Order Placed → Warehouse → Quality Assurance → Dispatched for Delivery

Delivery Attempt Unseccessfull

Product Return (RTO)

ECOMMERCE RETURNS PROCESS

1. Customer Initiates Return
2. Review of Return Request
3. Generate Return Label
4. Customer Ships Product Back
5. Inspection of Returned Item
6. Processing Refund or Exchange
7. Documentation and Confirmation
8. Customer Communication

- **Why returns happen**

- **How COD RTO works**

How to Reduce Return in Ecommerce and B2B Business

- 01 Provide Detail Product Descriptions
- 02 High Quality Images
- 03 Provide Detailed Size Information
- 04 Provide Live Chat Support Options
- 05 Encourage Customers To Leave Reviews
- 06 Provide Sturdy Packaging

Risk reduction steps

COD Verification Flow chart

Real time app working flow Chart

Order Placed

Voice Call Mode | SMS Mode | OTP Mode

COD App dials the customer

COD app sends SMS to customer with confirmation link

App sent OTP

Order Confirm — Press 1
Order Cancel — Press 2
Order Pending

Confirmation page with Confirm / Cancel Button

Click Confirm | Click Cancel

Order Confirm — Verified OTP
Order Cancel — Click Cancel
Order Pending

NO ACTION After selected time

Re-attempt | Auto-Cancel
App will cancel the order in Shopify Panel

Voice Call Mode | Send Confirmation link in SMS

Order confirmation for COD with phone calls

Customer places an order → Call the customer → Confirm their contact info → Ship the order

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⭐ 7. Scaling Strategy Visuals (Beginner → Pro)

Multi-platform expansion

Where E-Commerce Sales Are Growing Fastest
Projected increase in e-commerce sales in selected countries between 2024 and 2029 (in billion U.S. dollars)

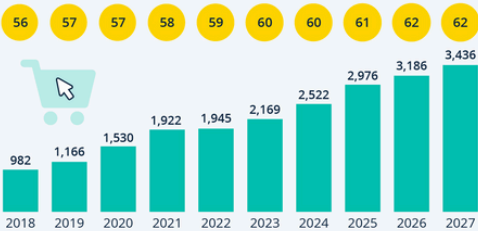**Global Mobile E-Commerce Worth $2.2 Trillion in 2023**
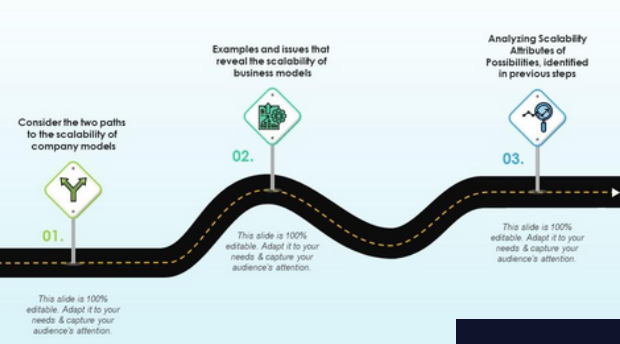Estimated global mobile e-commerce sales and share of total e-commerce

Step 1 → Step 2 → Step 3 growth map

Roadmap for Business Model Scalability

Systems building visual

eCOMMERCE STRATEGIC ROADMAP
STEP-BY-STEP GUIDE

SCALE UP YOUR BUSINESS

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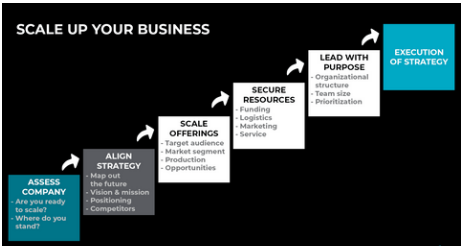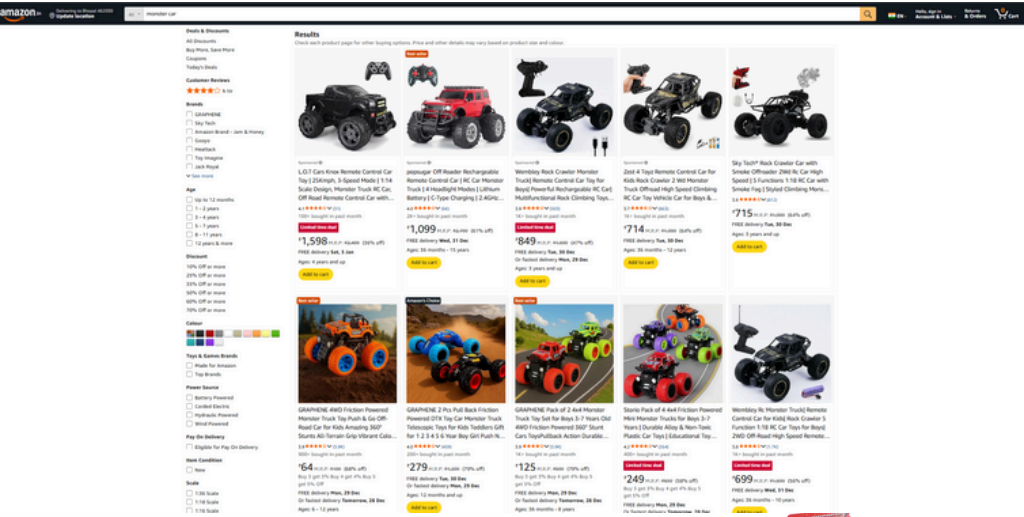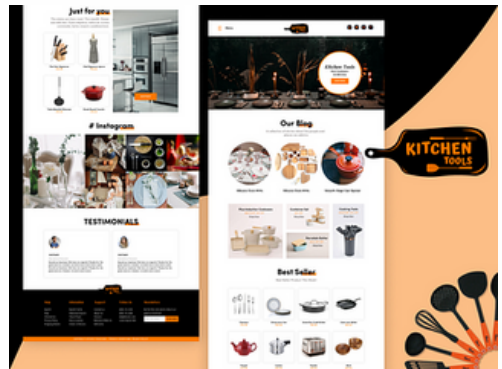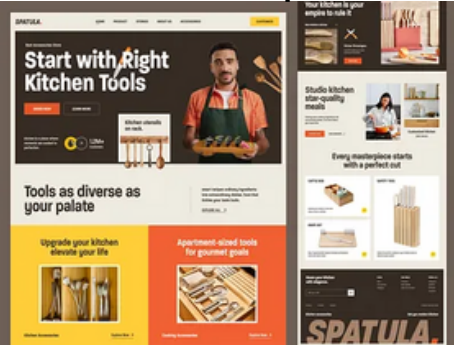
⭐ 8. Case Study Visual Examples
(ये दिखाते हैं कि real listing कैसा होता है)

Monster Car case study

Kitchen tool example

Bedsheet listing breakdown

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You've just completed E-Commerce Roadmap.
If you reached this page, you already know more than most beginners.

Now the only thing left is action.
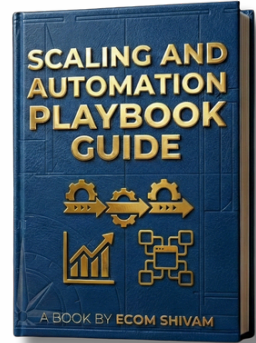
→

Pick one product. List it. Improve every day.

Want faster results?
Check out my advanced guides:

• Meta Ads for E-commerce

• Dropshipping Blueprint

• Scaling & Automation Playbook

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