

Shivam | Ecommerce

1 E-commerce Kya Hota Hai (Simple Reality)

E-commerce = product online list karo → customer buy kare → courier deliver kar de. Rocket science nahi hai, but profit tab hi aata hai jab listing, price aur returns control me ho.
Platforms:

Meesho → beginners friendly, simple, low-budget

Amazon → competition hard, profit stable

Flipkart → price-sensitive audience, speed important

2 Document Requirement (Reality Check)

Meesho Seller: GST optional for many categories

Amazon Seller: GST mostly required

Flipkart Seller: GST required

PAN + Bank account mandatory for all.

3 Product Kaise Choose Kare (Simple Method)

Ye 3 rules follow karo:

Demand ho (log search karte ho)

Competition manageable ho

Return ratio low ho (fabric, glass, electronics = risky)

Best beginner categories: • Home items • Kids toys • Kurti & women wear (simple designs) • Accessories

Worst categories: • Electronics • High-size variation clothing • Glass items

4 Product Research Basics (Beginner Version)

Meesho: → “Top Selling” section daily check karo → Same product ke 10–20 suppliers ho to avoid

Amazon: → Reviews count dekho → “Frequently Bought Together” = strong product

Flipkart: → Price war check karo (bhari competition = avoid)

5 Listing Ka Basic Formula

Simple rule:

PHOTO → TITLE → PRICE → DESCRIPTION

Photos:

White background

5–6 angles

Real image > edited image

Title: Brand name + main keyword + size/type
Example: Kids Monster Car | Rechargeable | 360° Rotation

Description:

Features

Material

Size

What’s inside the box

Price: Demand ke hisaab se rakho, blindly “cheap” mat bano.

6 Orders & Delivery (Basics Only)

Order aata hai

Packaging ready rakhni hoti

Courier pick kar leta

Customer receive karta
Profit = Sale price – product cost – platform fees – shipping.
[Detail full guide me milegi.]
7 Common Mistakes [Beginner Level]
Ye mat karo:
✗ 1 product par depend mat rehna ✗ High-returns wale items sell mat karo ✗ Listing me incomplete info mat do ✗ Same supplier ke photos sab use karte — standout nahi hota

8 0 Rupe Me Shuru Kaise Kare
Local market se 3–4 sample lo
Achhe images lo
Meesho/Amazon/Flipkart pe list karo
Order aaye tab stock buy karo
[Isko “lean method” kehte hain — beginner ke liye best.]
9 Basic Tools [Free]
Photo editing: Canva
Stock check: app data + reviews
Packaging: local market / Amazon
10 Free Version Ka Purpose
Yeh free guide tumhari audience ko yeh samjhaye:
Ki e-commerce doable hai
Bilkul beginner bhi start kar sakta
Tumhe real knowledge hai
Full 99₹ guide aur zyada helpful hogi

E-commerce Journey

