

# DROP SHIPPING: AN E-COMMERCE SOLUTION FOR TODAY'S RETAIL

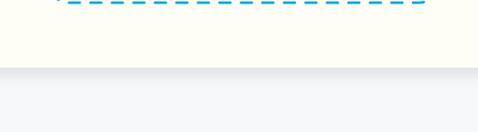


Retailers want more ways to better accommodate e-commerce order volumes. Suppliers and brands want to make their retail partners happy and gain more business. Drop shipping is the connection that can make both their bottom lines grow.

## What is drop shipping?

### drop shipping

to ship merchandise from a manufacturer or supplier directly to a consumer instead of from the retailer who originally received the order.



## Why drop shipping?

### RETAILERS & E-COMMERCE

- ✓ Fulfill more e-commerce orders
- ✓ Satisfy more consumers
- ✓ Make more sales

### SUPPLIERS, VENDORS & DISTRIBUTORS

- ✓ Satisfy your retail partner needs
- ✓ Gain more retailer business
- ✓ Make more sales

## Consumer satisfaction & expectations

**54%**

OF SHOPPERS ABANDONED THEIR CARTS DUE TO EXPENSIVE SHIPPING

- THE STATE OF SHIPPING IN COMMERCE, TEMANDCO

**65%**

OF THE AMAZON'S SHOPPERS SAID THEY WOULD ORDER FROM ANOTHER MERCHANT IF THE SIMILAR DELIVERY OPTIONS WERE OFFERED

- DROPOFF, TWICE.COM/RETAILING/SHIP-IT-FAST-AND-THEY-WILL-SPEND

**78%**

OF RESPONDENTS HAVE EXPERIENCED LATE DELIVERIES

- DROPOFF

**26%**

ABANDONED THEIR CARTS DUE TO SLOW SHIPPING

- HTTPS://WWW.CHAINSTORAGE.COM/ARTICLE/STUDY--CONSUMERS-SHIP-ING-EXPECTATIONS-HIGHER-EVER/

## How drop shipping works.

### RETAILER DOCUMENTATION

### SUPPLIERS, VENDORS & DISTRIBUTORS



## ELEMENTS OF A SUCCESSFUL DROP SHIP PROGRAM.



### AGREEMENTS WITH TRADING PARTNERS FOR A DROP-SHIPPING RELATIONSHIP.

Drop shipping requires close collaboration between retailers, suppliers and even brands. Accurate, detailed information from end-to-end.

### FACTUAL, DETAILED INFORMATION FROM END-TO-END.

Retailer product pages that correctly reflect the supplier's product improves consumer satisfaction and reduces returns.



### PROCESSES AND SYSTEMS ALIGNED FOR GOOD COMMUNICATION.

Accurate and automated exchange of item, inventory, order and shipping data are fundamental.

### TRACKING OF PERFORMANCE.

Perfect orders and timely delivery are essential for customer satisfaction and drop ship program success



### REFINEMENT AND EVOLUTION.

Use performance information to make adjustments and improvements to your drop ship program

## How SPS Commerce can help.

### RETAILERS

### SUPPLIERS

Find Suppliers and brands to do drop shipping



### SOURCING

Get discovered by retailers that want drop shippers

Easily and automatically exchange accurate item data



### ASSORTMENT

Share item data and info instantly with retailers

Break down internal silos and connect directly to suppliers and brands



### FULLFILLMENT

Receive drop ship orders automatically from retailers as they come in

Track how your drop ship vendors are executing for your customers



### ANALYTICS

Evaluate and adjust your performance to keep retailers happy



SPS COMMERCE

INFINITE RETAIL POWER™

SPS Commerce sharpens digital retail strategies, allowing businesses to advance at the pace of the consumer through a collaborative retail network and the latest in cloud-based solutions.

