- The growth of AI-powered online storefronts and social media marketing has significantly accelerated the global expansion of **drop shipping** as an e-commerce business model.
- In drop shipping, sellers market and sell products without maintaining physical inventory or managing warehousing operations.
- When an order is placed, the product is shipped directly from a manufacturer, wholesaler, or fulfillment partner to the customer, with the seller acting as an intermediary.
- The model offers low entry costs and scalability but may involve challenges related to quality control, delivery timelines, and customer service.

APSC Relevance: E-Commerce; Digital Economy