

DROPSHIP MADNESS

How I made 474 sales in 2 weeks from dropshipping - A case study.

Watch closely and learn as I walk you through step by step on how to make CRAZY sales in 2 weeks by drop shipping on Groupon.

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Introduction to Drop Shipping

If you know what drop shipping is and you've done it before, then you can skip this chapter. No harm refreshing your knowledge though it's only two pages long anyway.

Drop shipping is a supply chain management technique in which the retailer does not keep goods in stock, but instead transfers customer orders and shipment details to either the manufacturer or a wholesaler, who then ships the goods directly to the customer. Majority of retailers make their profit on the difference between the wholesale and retail price but some retailers earn an agreed percentage of the sales in commission, paid by the wholesaler to the retailer.

So why is this good news for us internet marketers?

Because it's an awesome LOW RISK & EASY way to sell products on the internet.

Just think about it, you don't have to risk buying an inventory that might not sell, you don't have to pay to market the products (at least with my method) and you make a nice profit per product sold. What more can you ask for?!

The benefits of drop shipping:

Lower Capital Requirement -

With drop shipping, you don't need to invest thousands of dollars in inventory (like I mentioned). Instead, you only purchase a product when you have an existing order to fill.

Wider Product Selection - When you don't have to pre-purchase all the items you sell, you can offer a significantly larger number of products to your customers.

Reduced Risk -

Without thousands invested in inventory, the risk involved with starting an online store is dramatically reduced. If things don't work out, you aren't stuck with thousands in inventory you have to sell at a loss. (Duh. This is the best benefit in my opinion.)

Location Independence -

Because you don't have to worry about fulfillment or running a warehouse, it's possible to run a drop shipping business from anywhere with a laptop and an internet connection. (Yay for internet marketers!)

Highly Scalable -

Because you don't need to manually fulfill each order, it's relatively easy to scale a drop shipping business.

'Nuff said.

Platforms to Drop Ship

So, now that we've got the problem of the product settled, how are we going to market our products?

Well, these are the most common ways of marketing your drop ship product:

- 1) Listing on eBay
- 2) Listing on Amazon
- 3) Listing on Craigslist

But today, since you are one of the lucky purchasers of this eBook, I will share with you one uncommon, extremely lucrative AND FREE platform to market your products.

You guessed it. **GROUPON!**

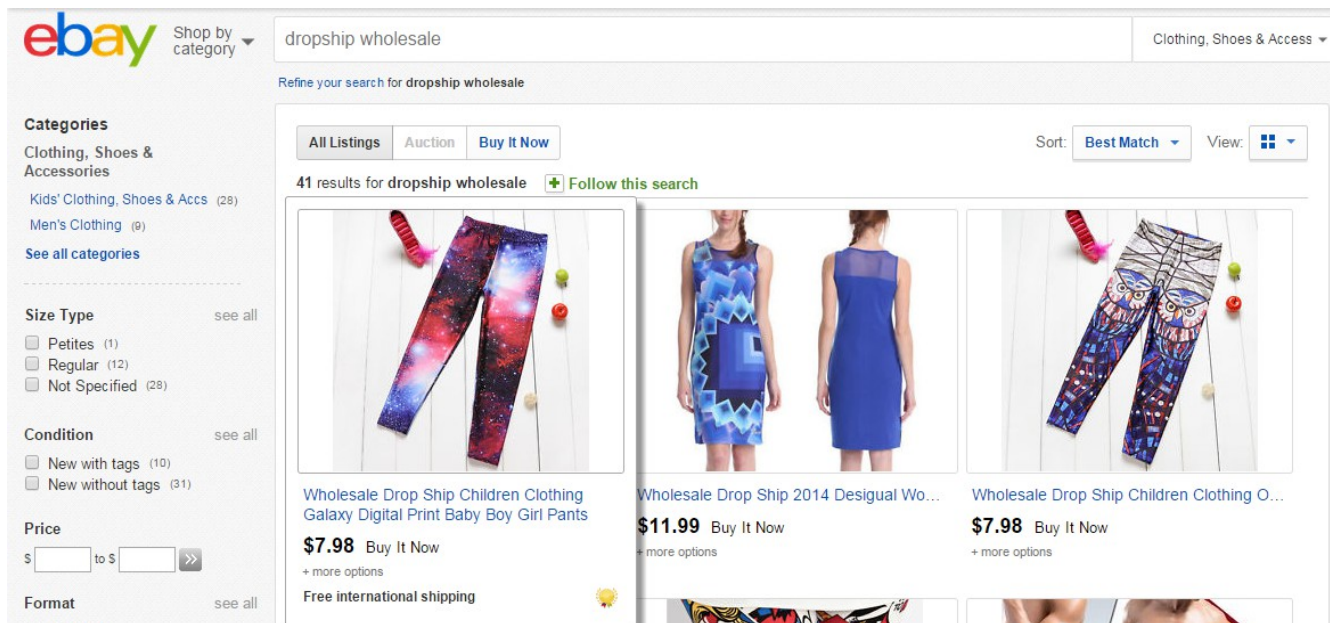
People go to Groupon to do one thing and only one thing, that is **TO BUY**.

We'll get more into that in the next chapter. For now, let's discuss the pros and cons of the other platforms of marketing our drop ship product.

Ebay

eBay is popular because it receives high daily traffic and it is often full of customers looking to buy specific products. Multiple selling options mean that you can use a regular auction, a Buy It Now auction or set a reserve price. This gives the seller flexibility and control over how the product is sold while providing customers with a standardized method of purchase that is comfortable to them. In addition, some suppliers include direct integration with eBay. There's a listing fee should you choose to list on eBay.

Here's what a typical drop ship listing on eBay looks like:



Amazon

Amazon offers a slightly different way to drop ship online. You first send the objects you want to sell directly to Amazon. Once Amazon receives your products, they store them and list them on the site where they will be seen by thousands of customers each day. If one of your products is purchased, Amazon packages and ships your product directly to your customer. This means that you do not have to report the sale. There are fees to pay as well. (I personally do not like this method. It defeats the purpose of drop shipping if I have to purchase inventory!)

Drop ship listings on Amazon:

Results for "dropship wholesale" in All Departments (See all 9,313 results)



Wholesale Dropship New Hot Sale Pu Knitted Popular Roma Vintage Watches Women Bracelet Women Dress Watches Sz460...
by HYK

\$5.00
Only 5 left in stock - order soon.



Baxton Studio Eastman TV Stand
by Baxton Studio

\$159.79 ~~\$203.00~~ Prime
More Buying Choices
\$159.79 new (2 offers)
FREE Shipping



Trendy Fashion Women Necklace Clock Pendant Mini Gifts Pocket Watch Vintage Free Shipping Wholesale Dropship by...
by Souliya

\$31.59



Craigslist

Craigslist gives the seller the most control over exactly how to drop ship online. This is because Craigslist allows the user to sell a product in nearly any way he or she wants. For instance, you might choose to list a set price or have a prospective customer contact you for pricing information. You might even consider posting a Craigslist listing to advertise your sale on eBay and draw increased traffic to it. However, from my experience, the traffic on Craigslist is too diverse for drop shipping. I don't like the user interface as well. But listings are mostly free.

Drop ship listings on Craigslist:

CL new york > all new york > for sale > clothes+acc

drop ship


clothing & accessories

☐ search titles only
☐ has image
☐ posted today

price


- [safety tips](#)
- [prohibited items](#)
- [product recalls](#)
- [avoiding scams](#)

\$25




★ Dec 29 Vintage Handbag/ Etienne/
Shoulder Bag Leather and Fabric/ Leather/
Ca \$25 clothing & accessories - by dealer

\$25




★ Dec 29 Vintage Handbag/ Etienne/
Shoulder Bag Leather and Fabric/ Leather/
Ca \$25 clothing & accessories - by dealer

\$25



★ Dec 29 Vintage Handbag/ Etienne/
Shoulder Bag Leather and Fabric/ Leather/
Ca \$25 clothing & accessories - by dealer

\$99



Introduction to Groupon

Groupon is a deal-of-the-day website that features discounted gift certificates usable at local or national companies. Groupon was launched in November 2008, and the first market for Groupon was Chicago, followed soon thereafter by Boston, New York City, and Toronto. By October 2010 Groupon served more than 150 markets in North America and 100 markets in Europe, Asia and South America and had 35 million registered users.

The idea for Groupon was created by now ousted CEO and Pittsburgh native Andrew Mason. The idea subsequently gained the attention of his former employer, Eric Lefkofsky, who provided \$1 million in "seed money" to develop the idea. In April 2010, the company was valued at \$1.35 billion.

Groupon serves 500 markets and 48 countries, the many major geographic markets internationally include cities in the United States, Canada, Morocco, Ukraine, Taiwan, Brazil, Germany, Greece, Finland, France, the Netherlands, Belgium, the United Kingdom, India, Indonesia, Ireland, Israel, Italy, Poland, Portugal, Spain, Puerto Rico, Japan, Turkey, Mexico, Peru, Chile, Colombia, South Korea, Sweden, Argentina, the United Arab Emirates, Norway, Romania, Singapore, Malaysia, Hong Kong, Mainland China, Russia, South Africa and Thailand.

Chances are your country will be one of the countries listed above. But if it isn't, fret not. There are alternatives to this, every country has a deal-of-the-day website.

Some examples:

1. Woot.com
2. HomeRun.com

The methods I teach in this book apply to ANY deal websites.

Now here's what listings on Groupon look like (if you've never visited them):

Groupon [CART](#) | [HELP](#) | [SIGN IN](#) | [SIGN UP](#)


Arts & Entertainment (7)
Health & Beauty (4)
Electronics (1)
Kids (1)
Sports (1)

Location

☒ All
☐ Trumbull (2)
☐ South Salem (2)
☐ Milford (1)
☐ Fairfield (2)
☐ Chappaqua (1)
[See More](#)

Interests


☒ All
☐ Threads (106)
☐ Good for Gifting (68)
☐ Nester (34)
☐ Photographic (17)
☐ Perfect Gentleman (16)
[See More](#)



48% Off Gamer-Gear Mystery Box

Loot Crate


~~\$19.37~~ **\$10**




Zazzle Custom Flat Invitations & Announcements

Zazzle

~~\$76~~ **\$24.99**





Market Research, Getting Ideas

Now that we're well acquainted with all the terms, let's do some market research! Market research is one of the most important steps to a successful drop ship campaign. Heck it even applies to every other business.

So what can we sell to this crowd of hungry buyers? Let's find out!

1. Head over to your country's Groupon site and spend some time browsing through the “Shopping” or “Products” section (since that's where we'll most likely be listing our product). Pick out some of the best selling deals that catches your eye.

Here are the deals I picked out:

**7 Day Earrings Made with Authentic
SWAROVSKI ELEMENTS at \$27.90 (Worth
\$169.90). 2 and 4-Box Options Available.**

Buy Now!

**Amount:
from \$27.90**

Discount 84%	You save \$142.00
-----------------	----------------------

 **Limited time
remaining!**

4569 Bought!

 **Deal is on!**



Ultra Slim 12000mAh Power Bank at \$18.90 (Worth \$56.70). 4 Colours Available.

Buy Now! ▶

**Amount:
from \$18.90**

Discount 67%	You save \$37.80
-----------------	---------------------

⌚ Limited time remaining!

6368 Bought!

✔ Deal is on!



Highlights

Fine Print

Swimming Goggles at \$9.50 (Worth \$39.90). 6 Colours Available.

Buy Now! ▶

**Amount:
from \$9.50**

Discount 76%	You save \$30.40
-----------------	---------------------

⌚ Limited time remaining!

3108 Bought!

✔ Deal is on!



Highlights

Fine Print

Let's list down the details of each of the above deal:

Deal #1:

- Swarovski
- Jewelry (Earrings)
- \$27.90
- Was \$169.90 (don't ever trust these numbers by the way, they're never real it's always exaggerated)
- 84% discount

My conclusion on why this sells well:

- The brand
- The discount percentage
- Groupon's customer base is made up of more females than males which is why jewelry sells well

Deal #2:

- Power Bank
- 12k mAh capacity
- Ultra Slim
- \$18.90
- Was \$56.70
- 67% discount

My conclusion on why this sells well:

- It is a technological item (technological items seem to be selling well on Groupon generally)
- It is a useful and productive item
- Prices for a 12k mAh power bank are higher elsewhere
- It's attractive features (it's slim and it has nice colours)

Deal #3:

- Goggles
- \$9.50
- Was \$39.90
- 76% discount

My conclusion on why this sells well:

- It is below \$10
- It is a sporty item (There's a fitness craze trend going around)

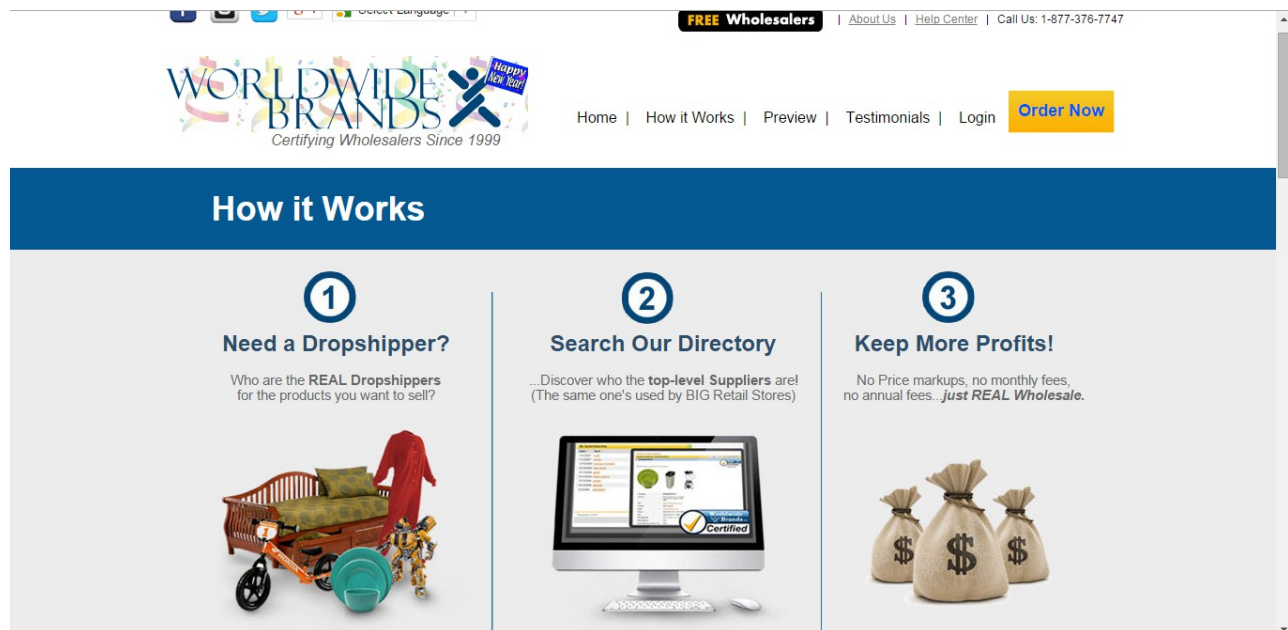
**Got some ideas yet? You should! That's the purpose of market research.
Now that we've got some ideas, let's go look for our product!**

Finding your product




There's literally LOADS of places where you can get your dropship products from. Do a simple search of “dropship suppliers” on Google and you can pick one of the many websites that come up.

Here's a list of some good dropship websites where you can get your supplies from:

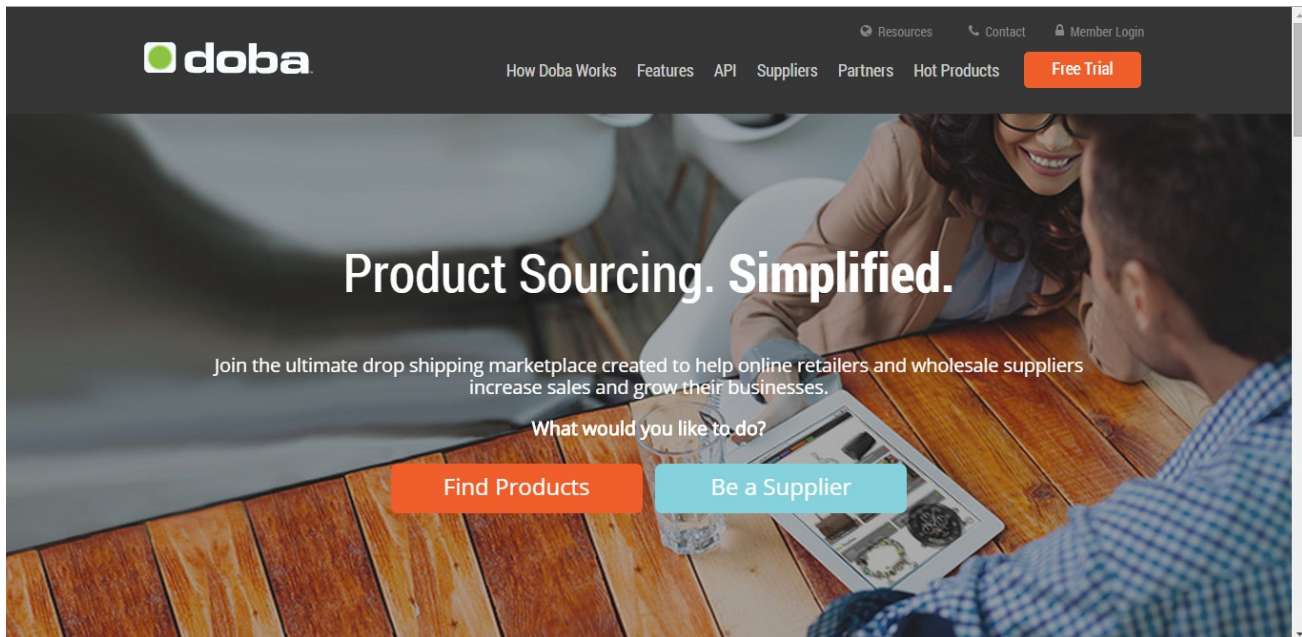
1. [Worldwide Brands](#)



The screenshot shows the homepage of the Worldwide Brands website. At the top, there is a navigation bar with social media icons, a 'FREE Wholesalers' badge, and links for 'About Us', 'Help Center', and a phone number '1-877-376-7747'. The main header features the 'WORLDWIDE BRANDS' logo with the tagline 'Certifying Wholesalers Since 1999' and a 'Happy for You!' badge. Below the logo is a navigation menu with 'Home', 'How it Works', 'Preview', 'Testimonials', 'Login', and an 'Order Now' button. The 'How it Works' section is highlighted with a blue background and contains three numbered steps:

- ① Need a Dropshipper?**
Who are the **REAL Dropshippers** for the products you want to sell?

- ② Search Our Directory**
...Discover who the **top-level Suppliers** are!
(The same one's used by BIG Retail Stores)

- ③ Keep More Profits!**
No Price markups, no monthly fees, no annual fees... **just REAL Wholesale.**


2. [Doba](#)



3. [Chinavasion](#)

Browse By Category

- Android Tablets >
- Android TV Box / Stick >
- Android Phones >
- Mobile Phones >
- Electronics Gadgets >
- Wearable Devices >
- GPS / Sat Nav Devices >
- Car DVD Players >
- Car Video >
- Car Accessories >
- Computer Accessories >
- LED Lights >
- LED Projectors >
- Home Audio / Video >
- Digital Cameras / Camcorders >
- Sports & Outdoors >
- Health & Lifestyle >
- IP Cameras >
- Surveillance + Security >
- > All Categories

Join Our Newsletter

Cool new gadgets ... exclusive special offers: Sign Up Free Today!

First Name:

Drop Shipping Guide: Dropship Electronics Gadgets From China

Chinavasion Dropship Benefits

• All Products In Stock	• Have Your Own EAN Codes
• One-Day Dispatch	• Professional Images And Descriptions
• Download Customized Datafeeds	• Enjoy 12 Month Quality Guarantee

What Is Drop Shipping?

Drop shipping means that you sell products to your customer that you don't physically have in stock. A dropship company, like Chinavasion, can make this possible by holding the stock for you and shipping it out directly to your customer. Watch the video below to find out more.

DROP SHIPPING EXPLAINED

03:02

LIVE HELP

CLICK HERE

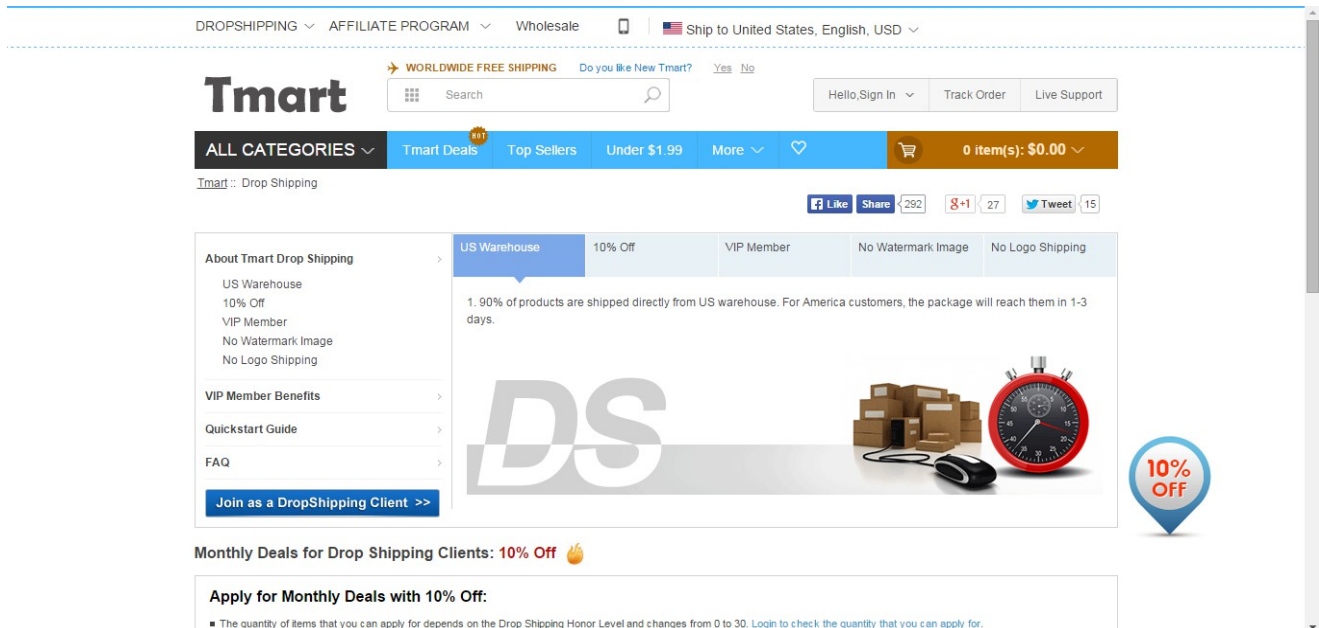
END OF YEAR
BLOWOUT SALE
UP TO **57% OFF**

SHOP NOW

Most Popular Products

- Meizu MX4 4G Smartphone - 32GB Capacity, International Version (Gray) + Free Express Shipping Refund
\$489.00
- A400 4K Android 4.4 TV Box - 20Hz Quad Core CPU, 2GB RAM, 8GB memory, SD Card Slot, USB 2.0, OTG, Miracast, DLNA, Airplay
\$84.99
- THL T6 Pro 5 Inch Phone - MTK6592M 1.4 GHz Octa Core Processor, Android 4.4.2 + 16GB + 1000mAh
\$149.00

4. [Tmart](#)



These are just some of the many dropshipping companies that are out there. Spend some time browsing through the websites and pick one that you like! Most of these websites offer Free Worldwide Shipping.

That is just AWESOME! Customers love free shipping.



So let's browse through these websites and find some potential products we can sell that fit our market research criteria!

1. Potential Product #1: Zircon Necklace

Zircon Titanic Heart of the Ocean Sweater Chain / Pendant Necklace Silver SKU:16013231

\$1.89 [ADD TO CART](#)

List Price	Discount	You Save
\$3.99	53%	\$2.10



This is the first item that I found while browsing. It fits two of our product criteria!

1. It's a jewelry item
2. It has a low price (Would probably be able to retail below \$10)


But unfortunately it doesn't fit the last criteria: It does not have a brand.

Okay... not too bad. Let's keep looking.

2. Potential Product #2: 20k mAh Power Bank

20000mAh Power Bank - LED Display, LED Flashlight, 2x USB Output

Product code: CVAAY-A357




Buy More... Get Lower Prices

Retail Price	for \$45.17
1 or more for	\$30.11
5 or more for	\$27.59
10 or more for	Log In
25 or more for	Log In
50 or more for	Log In
100 or more for	Log In
Even more?	Login for quotation

Quantity:

- +

\$30.11

 **Add to Cart**

Cool, a power bank! Just like one of our market research products. What's more, it has a higher battery capacity of 20, 000 mAh!

It fits two of our product criteria as well.

1. Is a technological item
2. Is a useful item

Kinda pricey though, not sure if we could make much profit from that. Let's keep looking.

3. Potential Product #3: Juicy Couture Perfume



VIVA LA JUICY by Juicy Couture
Eau De Parfum Spray 3.4oz

Wholesale Price: \$50
Suggested Retail Price: \$89
Profit Margin: 44%

Overview

Launched by the design house of Juicy Couture in 2008, VIVA LA JUICY by Juicy Couture for Women possesses a blend of: honeysuckle, gardenia, jasmine, praline, amber, caramel vanilla, sandalwood. It is recommended for casual wear.

[Order Now](#)


[Add to Inventory](#)

This looks pretty cool. It fits some criteria:

1. Has a brand
2. Is a female item

We're getting there. Let's look for one last product before we make a decision on which to choose.

4. Potential Product #4: Gym Rat Drawstring Bags



GYMRAT Sporty Drawstring Bags

Wholesale Price: \$3.30
Suggested Retail Price: \$9.90
Profit Margin: 200%

[Order Now](#)
[Add to Inventory](#)

Another cool find. Looks like an attractive design.

The criteria this fits:

1. Is a sporty item
2. Is below \$10 (retail price)

Not bad we've got some cool finds. I hope you guys are getting the hang of this. So which product will I choose?

I pick... **PRODUCT #4!**
Gym Rat Sporty Drawstring Bags

I personally love the design. I think this will sell well.

How Groupon Works

This is Groupon's Dropship model:

1. Send an inquiry to Groupon
2. Groupon will reply seeking your business particulars
3. If everything is okay, your account will be approved
4. You will then need to send a sample of the product to their sales associate
5. You will need to sign a contract (basically some refund terms and other stuff protecting their customers in case they don't get their product or if they are defective etc.)
6. Confirm deal features

Once all that is done, the deal will be featured. Here's what happens from the moment the deal is featured.

- Day 1 – Deal is featured
- Day 2 – Customer purchases item
- Day 4 – Groupon sends manifest report with customer's address
- Day 5 – Send tracking number to Groupon within 2 working days (might differ for individual country's Groupon branch)
- Day 6 – Groupon sends customer their tracking number
- Day 13 – Groupon pays merchants commissions (Groupon takes roughly 30% commission from the retail price.)

A few things to note from their dropship model:

1. Depending on which country you reside in, Groupon might only work with you if you have a registered company. It's not difficult to register for one if you don't have it. Does not cost very much either.
2. You will need a website. Groupon will ask to see your website where you are selling your item. Just a simple website to display the dropship product you chose will be fine. But **DO NOT** give them the link to the website where you chose your dropship product (e.g. worldwidebrands.com). This will just get your account disapproved.
3. You will need some capital. Groupon only pays merchants 7 days after sales so you still need to purchase the product first to send to the customer. Also, you need to send a product sample to Groupon so you need to purchase one of your dropship product to send to them. This is still extremely low risk because you only pay when you receive an order.
4. Groupon gives you only 2 working days (depends on your country of residence, as I mentioned Groupon in different countries have different policies) of lead time upon receiving the manifest order to produce the tracking number for the item so you have to make sure that your dropship supplier is able to do this. Liaise with your supplier and see what they can do for you.
5. Groupon takes a 20%-50% margin from the **RETAIL PRICE** of your item (normally around 30%) so you have to plan your price model properly in order to profit.

For example, I plan to retail the bags for \$9.90, Groupon will take 30% x \$9.90 which is \$2.97. My cost per bag is \$3.30. So my profit per bag is: $\$9.90 - \$2.97 - \$3.30 = \underline{\$3.63}$

That's more than 100% in profit margin for me so this is okay.

So now that we've got all that covered, let's go ahead and list our product on Groupon!

Listing on Groupon

Step 1:

Head on to Groupon.com (or whatever your country's Groupon link is).
Scroll all the way down and click on “Run a Groupon deal”.

The screenshot shows the footer of the Groupon website. At the top, there are five horizontal bars representing deal counts for different categories: 339 Deals, 785 Deals, 791 Deals, 6541 Deals, and 420 Deals. Below these is a button labeled 'VIEW ALL DEALS'. The 'BROWSE BY CITY' section lists various cities in a grid. The footer itself is dark grey and contains several columns of links. The 'Work with Groupon' column is highlighted with a red circle around the 'Run a Groupon Deal' link. Other links in this column include 'Accept Groupon Payments', 'Affiliate Program', and 'Help Your Community'. To the right of this column are links for 'More' (Customer Support, FAQ, Coupons, Gift Cards, ideel) and 'Follow Us' (Twitter, Facebook, RSS). Further right is a section for the 'Groupon Mobile App' and a 'GROUPON Works' section with the text 'Get New Customers and Grow Your Business'. At the bottom, there is a paragraph about 'Unbeatable Deals for Local Adventures' and a copyright notice for 2014 Groupon, Inc.

339 Deals 785 Deals 791 Deals 6541 Deals 420 Deals

VIEW ALL DEALS

BROWSE BY CITY

Albuquerque	Chicago	Indianapolis	Milwaukee	Orlando	San Diego
Atlanta	Dallas	Kansas City	Minneapolis	Philadelphia	San Francisco
Austin	Denver	Las Vegas	Nashville	Phoenix	Seattle
Baltimore	Detroit	Los Angeles	New Orleans	Portland	Toronto
Boston	Houston	Miami	New York City	San Antonio	More Cities

Company

- About Groupon
- Jobs
- Blog
- Press
- Investor Relations

Work with Groupon

- Run a Groupon Deal**
- Accept Groupon Payments
- Affiliate Program
- Help Your Community

More

- Customer Support
- FAQ
- Coupons
- Gift Cards
- ideel

Follow Us

- Twitter
- Facebook
- RSS

Get the Groupon Mobile App >

GROUPON Works

Get New Customers and Grow Your Business >

Unbeatable Deals for Local Adventures

Groupon is an easy way to get huge discounts while discovering fun activities in your city. Our daily local deals consist of [restaurants](#), [spas](#), [things to do](#), [nightlife](#), [massages](#), [salons](#), [hotels](#), as well as health and beauty tips from our very own [Favin the Maven](#).

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Step 2:

Click on “Local Deals” once you come to this page. Fill up the application form with all the necessary information.

The screenshot shows the Groupon Works merchant interface. At the top is a green header with the 'Groupon Works' logo and links for 'MERCHANT BLOG' and 'SIGN IN TO MERCHANT CENTER'. Below this is a navigation bar with tabs for 'Home', 'Benefits', 'Solutions', 'Case Studies', 'Merchant Resources', and a blue 'Get Started' button. The main content area is titled 'How can we help your business?' and includes a sub-header 'SELECT A SOLUTION TO GET STARTED'. This section is divided into two columns: 'ADVERTISE' and 'MANAGE'. Under 'ADVERTISE', there are three options: 'Local Deals' (highlighted with a red box and a red arrow), 'Getaways', and 'Live'. Under 'MANAGE', there are two options: 'Breadcrumb' and 'Payments'. Each option includes an icon and a brief description of the service.





Groupon Works™ MERCHANT BLOG | SIGN IN TO MERCHANT CENTER

Home Benefits Solutions Case Studies Merchant Resources **+ Get Started**

How can we help your business?

We're glad you're here! With more than 650,000 local businesses on our platform to date, we understand how to help you increase your revenue, lower your costs, and grow your business. Build your deal today.

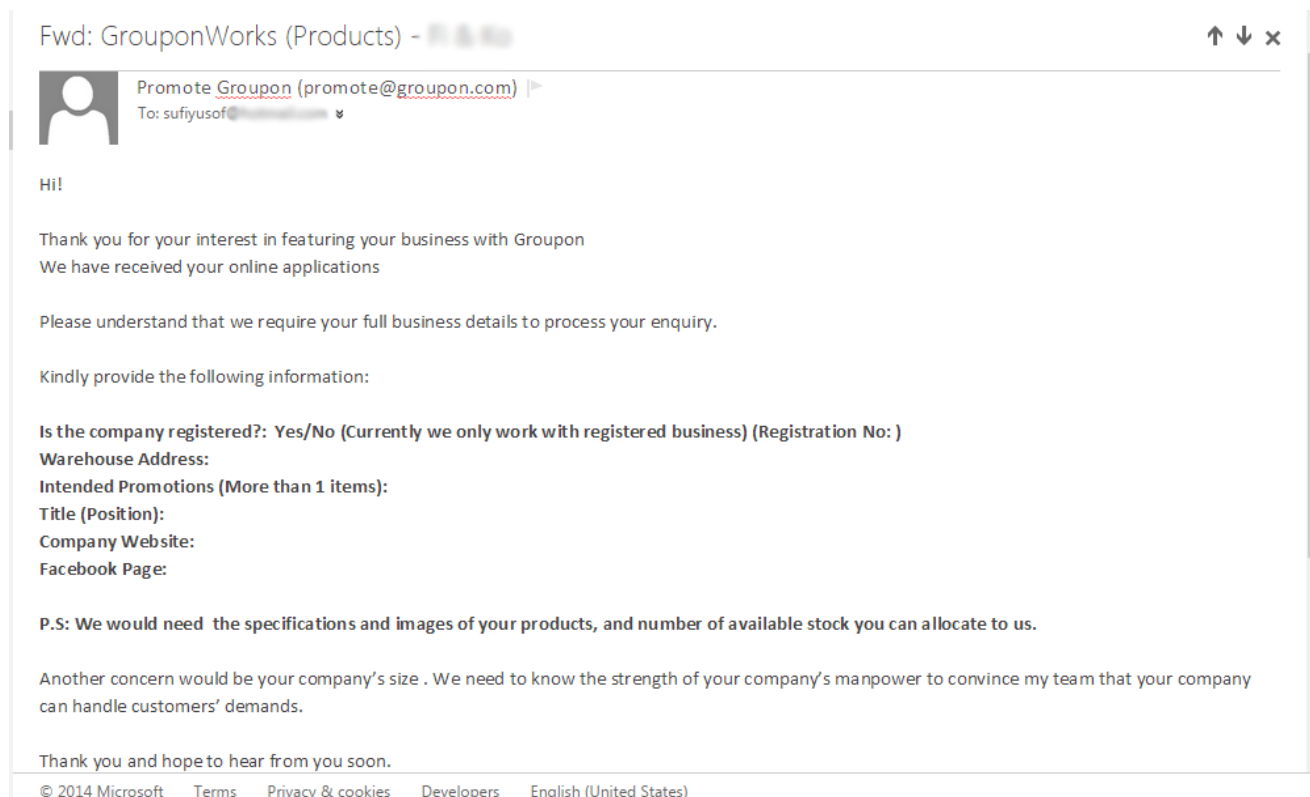
SELECT A SOLUTION TO GET STARTED

ADVERTISE	MANAGE
 Local Deals Build a deal that brings more customers to your business.	 Breadcrumb Get a simpler, more affordable iPad POS.
 Getaways Attract more travelers to your property.	 Payments Accept credit cards at remarkably low rates.

Live

Step 3:

Wait for Groupon to send you a reply on email. Once you get it, it should look something like this. Give them the necessary information (we've discussed this in the earlier chapter).



(I blurred my email and my company name for obvious reasons)

Is the company registered?: Self-explanatory

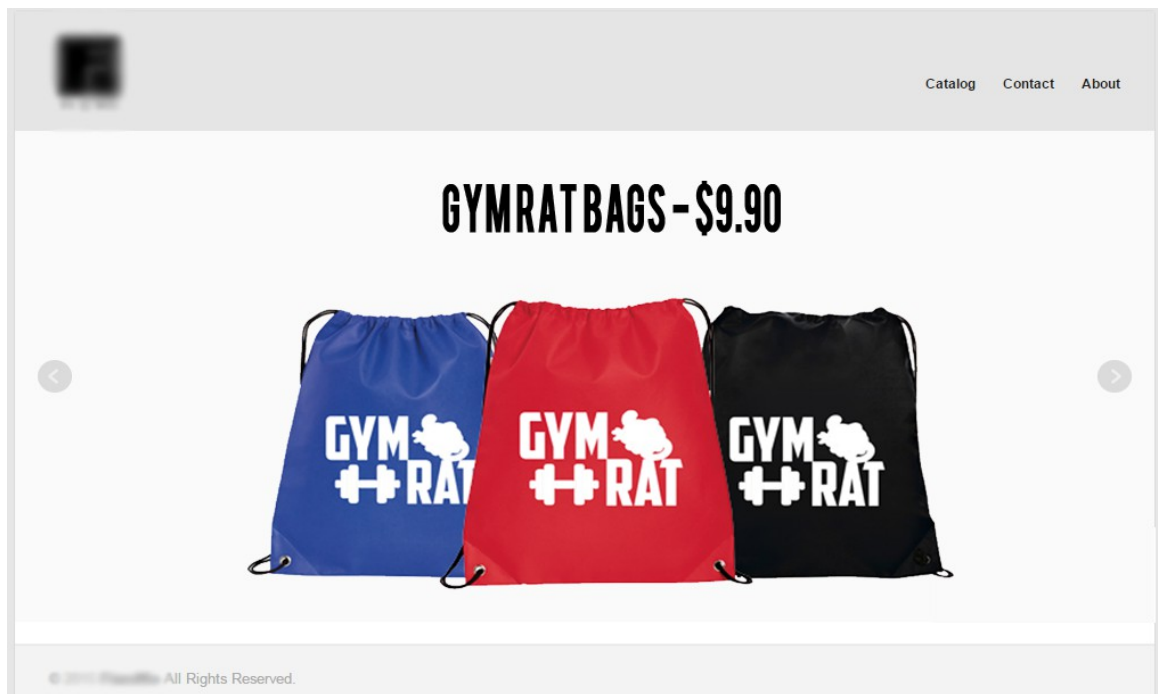
Warehouse address: Liaise with your supplier and get this information from them.

Intended promotions (More than 1): For this part, put your main product first, then just pick another product from your supplier and put it in as well, but indicate to them that you are more interested in featuring the first product.

Title (Position): If you registered your own company just put this as

“Managing Director” or “Owner”. Either one is fine. If you are already in a company then just put whatever your position in it is.

Company Website: We discussed this earlier, you will need to show them something. This is what I did, a simple ten minute Wordpress setup:



Facebook Page: This isn't very important once you have a website. I told them I didn't have a Facebook page.

Images and Specifications of product: Self-explanatory

Company manpower: They're just concerned on whether you can handle huge orders. Since we're drop shipping, there is nothing to handle lol (but they don't need to know that).

What I told them was:

“We are a start up company of 4, however we work closely with a delivery courier company so there will be no problem managing big orders.”

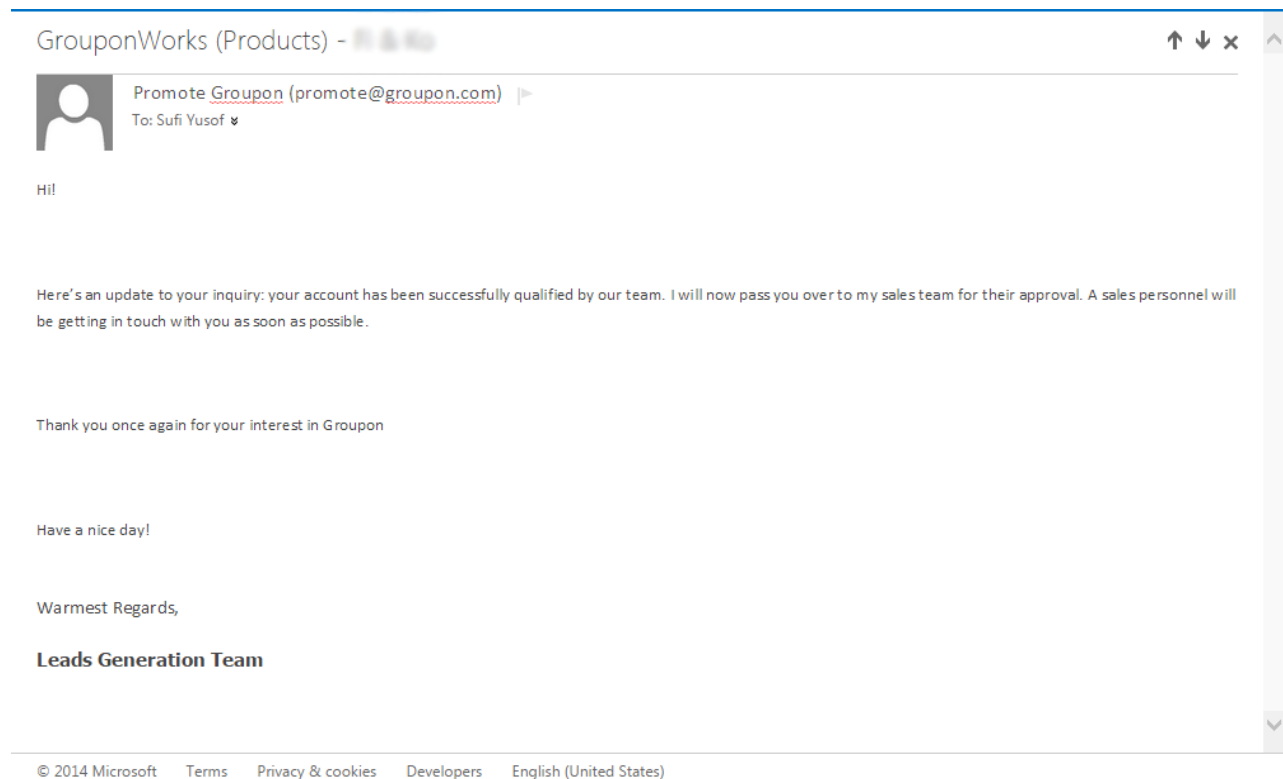
It's up to you to come up with something creative that will give them

assurance. They won't check up on you so don't worry, a white lie won't hurt.

Once all that is filled up, send your reply!

Step 4:

Wait for your account to be approved.



Hurray! My account is approved!

Step 5: Send a sample to their sales associate


Step 6: Sign the contract



Step 7: Confirm deal features

Step 8: Deal is featured!

Congratulations! Don't forget to submit your orders to your dropship supplier!

Campaign Results





Gym Rat Sporty Bags at \$9.90 (Worth \$19.90).
3 Colours Available.

~~\$19.90~~ **\$9.90**

Discount 50% Bought 474 **Limited Availability**

Highlights

- PVC-coated lining for extra
- **Limited Time Remaining**
- UT

Buy!

**Didn't hit the thousands like our market research campaigns,
but hey I'm good with 474 orders!**

My profit:

**[\$9.90 - \$2.97 (30% Groupon's margin) - \$3.30 (Cost per bag)]
x 474**

**= \$4692.60 (Revenue) - \$1407.80 (Groupon's margin) - \$1564.20
(Cost of bags)**

= \$3284.80 - \$1564.20

= \$1720.60

Not bad for a 2 week campaign.

Conclusion

Well I hope you have found this case study useful and informative. Case studies are the best source of lessons which is why I am sharing this with you today.

Take action and don't give up even if you fail on your first few tries. With each failure you grow stronger.

I wish you the best of luck.

To your success,
Sufi.

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