



UNIVERSITI
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Faculty of Computer and Mathematical
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ENT 300
Fundamental of Entrepreneurship

BUSINESS OPPORTUNITY

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Executive Summary

RIZKA is a brand for footwear especially for ladies, if anyone who often buying footwear, they should know this brand because this brand is quite famous even when you googled it, there are sure quite a lot of photos and information about this brand. If you google this brand, it will provide you the location of the shop, reviews from customers and even the number that you need to call if you want buy the footwear from this brand. Actually, RIZKA not only has a shop at certain place, there are also online website and social media to promote their shoes. Since RIZKA is quite a big name, they hired people as agent to act as the marketers and promote their products either in their media social or any media that can help in promoting the products.

At first, I did not know they have agent to helps promote their products, but since I know it, I am involving myself in it because I want to try it. Even though RIZKA mostly sell ladies's footwear, so I thought there are only women that join as dropship agents but shockingly there are also men. As I said previously RIZKA sell ladies's footwear which is FLAT, SANDAL, WEDGES, HEELS, PUMP SHOES, PUMP WEDGES. Those are types of footwear that were sold in RIZKA.

The target market is the potential customer is ladies who likes to wear fashionable or comfortable footwear. By the way, RIZKA's products also suitable to be present especially husbands who want to prepare a gift for his wife and also for sons and daughters who wants to make it as a gift for their mom. RIZKA's marketing strategy is that they offer the great quality and affordable price for our product and service. Besides, the price that they offer are also affordable even by a student. Therefore RIZKA would like to make the affordable price with the value of the footwear and satisfy the customers when they purchase our product.

Customers who buys from dropshjp agent need to state their name, phone number and address. It is so that the courier company can to send it. Do not worry because the courier company that RIZKA work with is J&T Express and Ninja Van which is mostly known by people in Malaysia. We really hope that RIZKA's product will be able to satisfy our customers especially in quality and good service.

Project Description

I come to know RIZKA's name from my aunt because she is also one of the agents in RIZKA. She is the one that introduce this to me and after that, I start searching about it. Before joining RIZKA, I actually not interested in business world which is why I started as a dropship agent. Before I start joining them, I did my research first because I need to know about their product to make it easy for me when I start promoting it.

First thing that I need to know is their customer's feedback about their products quality and their services. Then I'm looking for their price. This is the most important step for me because I need to know more about their product first before I resell it. Then I found their contact number and ask them about my point to become their dropship. Then they allow me to join them, and I give my personal information such as full name, occupations or educations, account number and other details. They told me that I need to promote their product first before I become their reseller because I'm categorized as a beginner. They want to see my potential in business first.

It's quite difficult for me because I never had an experience in business before. My main platform is WhatsApp and Instagram because I have many friends and followers. By using those application, I can practice slowly to promote their products. Besides, it is free to promote those product in those platform. There are many others platform that we can use but I choose WhatsApp and Instagram as my starting point because I already use them in my daily life. I believe that I can handle this business well since I am excited to make myself a good entrepreneur.

Project Outcome

After I finished researching about their product, I manage to apply to be the dropship agent of RIZKA. I start the business by posting the products details at my social media like “WhatsApp”, “Instagram ” and Facebook. So my contacts and my friends can view my update about the product, if anyone like the product and want to buy it, they just need to reply to my update and I will give all the information about the prices. I also will keep an update if there are sale or discount during the time. As a good seller, I need to treat my customer well because our customer’s satisfactions is our responsibilities. I will make sure that I give them a good service and affordable price, so that they can become my regular customer.

When the customer make a purchase to my product, I will give them the payment detail. The detail contains kind of product that customer want to purchase, size, type, colour and price. Then I will provide my account number to them after the purchase to complete their order. After the money was transferred to my account, I will contact the person who are in charge to handle the stock and told them about the new order. When the order is confirmed, the staff will ship out the item and customer just need to wait until their order will arrived in front of their house. If there are any dissatisfactions, they can complain to me and I will told other staff about it.

I was proud of myself for getting up so many orders and I achieve my goals in this business for only a few weeks since I start promoting their product. This prove that my efforts is showing the effects. If the agent manage to making so many orders, they will get bonus by the end of the month and become a top seller from other dropship agents. Beside making the payment with online banking, customers can use cash on delivery service (COD). During MCO, cash on delivery services is only available for nearby location and customers can make payments online if they don’t have cash but if using online banking, they must making the payment earlier. I am always update the feedback from the customers at my media social. So, it will become an attraction for many people to buy my product. When the review is a lot more positive, there will be sure that more customers will approaching and taking interests in RIZKA’s product.