



اَبُو بَكْرٍ صَدِيقٌ لِمَنْ مَنَّا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTAL OF ENTREPRENEURSHIP
(ENT 300)

INDIVIDUAL ASSIGNMENT-BUSINESS ACTIVITY:
DROPSHIP OF VICTORIA'S SECRET

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EXECUTIVE SUMMARY

Victoria's secret is an American clothing and beauty retailer known for high visibility marketing and branding, starting with a popular catalog and followed by an annual fashion show with supermodels dubbed angels. As the largest retailer of clothing in the United States, the brand has struggled since 2016 due to shifting consumer preferences and ongoing controversy surrounding corporate leadership's business practices. In addition, the company has secondary product lines, namely, activewear known as Victoria sports, swimwear and a beauty division with fragrances, make-up, accessories, and other bath and body products. Victoria's Secret Beauty is America's number 1 fragrance brand.

Victoria's Secret's mission statement states that limited brands is committed to building a family of the world's best fashion brands offering captivating customer experiences that drive long-term loyalty and deliver sustained growth for our shareholders. The mission statement spells out that set it apart from other players in the industry especially in meeting all the fashion and beauty demands. It specifically emphasizes the experiences the customer gets while they shop with Victoria's Secret. The first component in this mission statement focuses on the quality of the products that Victoria's Secret brings to the market. It highlights that the company deals with nothing short of what leaves the customers satisfied and loyal to the brand. In this way, they enjoy their shopping, an experience that gets even better with the wide range of customer-specific services to choose from. Victoria's Secret's vision statement is captivating customer experiences that drive long-term loyalty and deliver sustained growth for our shareholders. The statement re-emphasizes the value the company places on the need to fully satisfy the needs of its customers by ensuring that it remains known for its unique and customer-tailored products and services.

1.0 PROJECT DESCRIPTION



(Victoria Secret's Body Mist)

The purpose I chose Victoria Secret's is because it is widely known in our country. Due to that, people would want to buy it because of its good quality and good scent. I also want to channel profits into charitable endeavour and want to use business as a platform to educate the public on financial management awareness. Other than that, I chose to become an agent is because I want to help my family in terms of financial. I decided to reduce the burden of my family with becoming an agent of this brand.

I chose this brand for my business activity is because the concept of becoming a dropshipper does not require a high capital and I can also sell this product through online and it is free. I chose to sell this product by promoting it in the social media. For example, I usually gain profits by selling it in my Instagram and Whatsapp. What's fun about being an online dropship, I will not have to handle the stock. My job is just to promote and sell the product until people buy it from me. Other than that, I can also easily receive, review and respond to customer straight away. Social media allows me to communicate and this increase my social skills.

My target market is to those who loves to use body mist, perfumes and to those who loves this brand. This is because, Victoria Secret's has a varieties of unique scents that are able to attract the perfume and body mist lover. This product also comes in different sizes. It is very easy to carry around especially to those who love to travel around the world. This product is a travelling friendly product.

2.0 PROJECT OUTCOME

The products that I have sold for now is only 21 bottles. This is because I just started becoming a dropship in this month and I am in my fourth week. I am still completely new in being a dropship and I am still learning and adapting to it. The number of customers that have bought the body mist and perfume from me are 10 persons for this month.

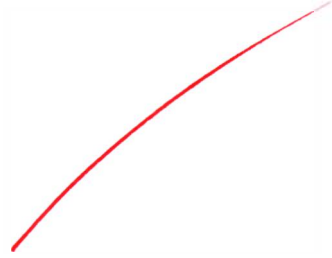
Other than that, I have not face any difficulty in dealing with my customers for now. They are very easy to deal and negotiate with. Some asks a lot of questions and some does not. After I gave the product to my customers, I will ask them to take a picture of it and give any feedback about the products.

I did not spend any money in doing this business. I can say that I did not have any loss for now.

PRODUCTS	ORIGINAL PRICE (RM)
FRAGRANCE MIST	59.00
FRAGRANCE LOTION	10

SIMPLE CASHFLOW RECORD					
NO. OF UNITS PREPARED	REVENUE DAILY (SELLING PRICE x UNIT SOLD) (RM)	NO.OF UNITS SOLD	CASH INCURRED (RM)	PROFIT (RM)	
WEEK 1					
FRAGRANCE MIST	59.00 x 1 = 59.00	1	29.50 x 1 = 29.50	69.00-35.40= 33.60	
FRAGRANCE LOTION	10.00 x 1 = 10.00	1	5.90 x 1 = 5.90		
TOTAL	59.00+10.00= 69.00		29.50+5.90= 35.40		
WEEK 2					
FRAGRANCE MIST	59.00 x 3 = 177.00	3	29.50 x 3 = 88.50	177.00-88.50= 88.50	
WEEK 3					
FRAGRANCE MIST	59.00 x 5 = 295.00	5	29.50 x 5 = 147.50	345.00-177.00= 168.00	
FRAGRANCE LOTION	10.00 x 5 = 50.00	5	5.90 x 5 = 29.50		
TOTAL	295.00+50.00= 345.00		147.50+29.50= 177.00		
WEEK 4					
FRAGRANCE MIST	59.00 x 5 = 295.00	5	29.50 x 5 = 147.50	305.00-153.40= 151.60	
FRAGRANCE LOTION	10.00 x 1 =	1	5.90 x 1 =		

LOTION	10.00		5.90	
TOTAL	295.00+ 10.00= 305.00		147.50+5.90= 153.40	
TOTAL	RM896.00	21	RM454.30	RM441.70



3.0 BUSINESS MODEL CANVAS (BMC)

<p>8. KEY PARTNERS</p> <ul style="list-style-type: none"> •Whatsapp •Instagram •Facebook 	<p>6. KEY ACTIVITIES</p> <ul style="list-style-type: none"> •Promoting theproducts. •Deliver yservice. 	<p>2. VALUE PROPOSITIONS</p> <ul style="list-style-type: none"> •It has a lovely fruity scent. It has a strong raspberryscent with a tingeof spice, making itwonderfully "elegant."The perfume is pleasantand fun, and it lasts for around 5–6hours. 	<p>4. CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Automatin gconsistent responses. • Managin g customer' s feedback. • Tracking customer's activity. 	<p>1. CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> •Teenagers •Adult s
<p>8. COST STRUCTURE</p> <ul style="list-style-type: none"> •Sales commissions. Product cost. 	<p>9. REVENUE STREAMS</p> <ul style="list-style-type: none"> •Project revenue. •Online transactions. •Recurring revenue 			
<p>7. KEY RESOURCES</p> <ul style="list-style-type: none"> •Financial Human 	<p>3. CHANNELS</p> <ul style="list-style-type: none"> •Helping customers in evaluating a •Allowing customers topurchase specificproducts and services. •Delivering a value proposition to customers. 			

4.0 EXPERIENCE LEARNING

In my opinion, in starting a business, we have to be ready in facing any kind of situation. It is very important to be ready in terms of mentally and physically in facing a problem. I started by selling a well known brand or products. I slowly gain an experience on how does marketing works in business world. I am a full time student and being an agent is the right choice of business for me. This is because, I would not have to keep track of the stocks since all of this are handled by our agents. Although the amount of commission that I received are small but I am still completely grateful and happy of my achievements. Gaining our customers' trust is really important in doing a business.

It is nice and easy selling other people's products. This is why I chose to started a dropship business. In the same time, I do not have to worry about spending any money.

In advertising, it is very important for us to be consistent in promoting the products that we want to sell. I have learnt on how to promote our products from other dropship and I have read some book about business. I have promoted this products in Facebook, Instagram and Whatsapp. Once you got yourself a customer, it is also really important for us to be useful and responsive in explaining about the products that we are selling.

5.0 MyENT REGISTRATION

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
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Kampus	:	Sarawak
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Victoria's Secret
Tempoh Berniaga	:	4 Minggu
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	17 Jun 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	17 Jun 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan record rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian @ UITM. Sijil ini secara tidak langsung akan terbahat apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalam UIAM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
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6.0 CONCLUSION

To conclude, I have gained a lot of experience from being a dropshipper. You will be involved in all facets of the business as a dropshipper. This situation offers multiple opportunity to get a comprehensive understanding of various corporate processes. Aside from that, my way of life has entirely changed. Being a dropshipper provides you with some lifestyle benefits. Because you're the boss, you get to choose when and where you work. You do not need to request time off if you wish to spend more time on non-work activities or with your family and friends. If being with your family all day is vital to you, you may want to manage your business from home. It's quite simple to do with today's technology. It also eliminates commuting time. Additionally, I will be able to work in a field that I appreciate and be able to put my talents and knowledge to good use. Moreover, I will get a sense of accomplishment from putting my ideas into action, working directly with consumers, and watching the business grow.

I opted to work while in school for a variety of reasons, including acquiring professional experience that would help me prepare for my future after graduation and earning my own money so that I can learn how to budget and pay for my bills on my own. The practical experience I gain while simultaneously completing my studies is one of the most useful aspects of working while attending school. Alternatively, regardless of whether my employment is related to my area of study, I can obtain significant insight into what it's like to be employed.

APPENDICES

