



اَبُو سَيِّدِي تَيْكُونُو لَوِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA PERAK BRANCH

SERI ISKANDAR CAMPUS

FACULTY ART AND DESIGN

AD118

BUSINESS NAME : FLOWYSHOPS

PREPARED BY

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SEMESTER: MAC 2021 – JULY 2021

PREPARED FOR

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SUBMISSION DATE

28 MAY 2021

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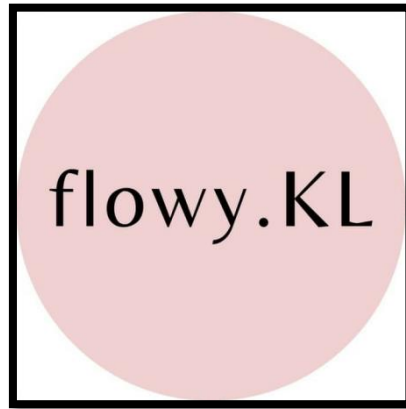
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1.0 EXECUTIVE SUMMARY

Flowy KL is one of business that sell scarves. They selling many beautiful and flowy scarves that has a different material that makes customer want to buy it. On 21th April 2021 flowy KL open dropship intake that make me want to joined their teams. I joined this dropship on 28 April 2021. I joined this dropship because at that time many women busy to find their scarves for Hari Raya Aidilfitri. I decided to joined dropship because its more easy to earn money without doing many work like postage and so on. My target customer is my closed contact because they know me well. I'm pretty sure they will support and help me doing this business. I usually promote my business in social media on time.

My profits is RM5 per pieces. In a month I sell 35 units scarves and earned RM175. My target customer is my closed contact because its esay for them to know I run this business. Moreover, when I run this business, I got so many knowledge and experience about business. We have to be more patience when we started the business. A good leader also plays a very important role in giving words of encouragement so that we will work harder to success. To gained more knowledge we have to joined every coaching session that our leader do.

2.0 PROJECT DISCRPTION



I am selling a scarves by flowy.KL. There are many types of material that I sell which is Shawl Cotton Eyelash, Shawl Cotton Pure, Shawl Cotton bae, Shawl Silky Eyelash, Shawl Silky, Shawl Satin Ombre, Shawl pleated, Shawl satin Aisley, Shawl Satin Premium, Shawl Satin Luxe. I also selling bawal scarves which is Bawal pleated triangle and Bawal Satin Aisley.

I choose this product because at that time Hari Raya Aidilfitri is in the corner, so that many woman or girls wants to buy a hijab or scarves to they wear during Hari Raya. At the same times, in my opinion selling a scarves is more easy to handle than selling something else like clothes that has variety of size and pattern. Then, I love to selling beautiful items that I am sure will attract customer to buy it. Selling a scarves also has many benefits because I think people will always buy it even there is no special day. People will buy it for class, work and so on.

I run this business via online using social media such as Instagram and WhatsApp. I promoted the product at ig story feed and submit the order to headquarters if I got an order because I am dropship. Selling online product and be a dropship is more easy because I don't have to handle stock, pack stock and also postage the products.

I started this business this year which is 2021 on 28th April. My target customer is my friends, my closed contact and also teenagers. I promoted my product in my status WhatsApp, my instagram shop and also my personal Instagram to make people know my online business. I also asked my cousins and family to help me promoted my business to make more people know my business. I choose my closed contact as my target customer because I know they will be the first customer who support my business. This is because they know me well. Then I will used their feedback as my proved that I am not a scammer.

3.0 PROJECT OUTCOME

After one day i became a dropship to flowy.KL, I already got a customer who bought 4 pieces of Scarves from me. Then within a month I became a dropship, I got 10 customers and sold 35 scarves.

As a dropship, I will get a profits RM5 for each sheet of scarves that I sell. Within a month I joined a dropship of flowy kl, I earned RM175 and that is a big amount for me as a first time being a dropship. At the same time, I manage to sell all products that I sell in a very short terms. My serviced is open by 8.00 a.m until 11.00 p.m. but if there was any customer who text me after that time, I will respond it. I usually has 1 or 2 customer in one day.

	NO	DATE	ACTIVITIES	RM
2				
3				
4	1	29-April-21	4 Pieces of scarves	20
5	2	30-April-21	3 pieces of scarves	15
6	3	1-May-21	6 pieces of scarves	30
7	4	2-May-21	10 pieces of scarves	50
8	5	4-May-21	3 pieces of scarves	15
9	6	6-May-21	2 pieces of scarves	10
10	7	7-May-21	2 pieces of scarves	10
11	8	26-May-21	5 pieces of scarves	25
12			<u>CLOSING BUSINESS</u>	
13				

CASH BOOK FOR (NAME OF BUSINESS/PROJECT)				
DATE	PARTICULARS	RECEIPTS	PAYMENT	BALANCE
29-April-21	4 pieces of scarves	\$20.00		\$20.00
30-April-21	3 pieces of scarves	\$15.00		\$35.00
1-May-21	6 pieces of scarves	\$30.00		\$65.00
2-May-21	10 pieces of scarves	\$50.00		\$115.00
4-May-21	3 pieces of scarves	\$15.00		\$130.00
6-May-21	2 pieces of scarves	\$10.00		\$140.00
7-May-21	2 pieces of scarves	\$10.00		\$150.00
26-May-21	5 pieces of scarves	\$25.00		\$175.00
				\$175.00
				\$175.00
				\$175.00
				\$175.00
				\$175.00
		\$175.00	\$0.00	\$175.00