



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
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**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

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EXECUTIVE SUMMARY

Dropship is a chain between me or the seller (DROPSHIP AGENT) with the dropship shirt supplier and the buyer. When I receive a shirt order from a buyer, I just need to place an order to the shirt supplier, and the supplier will continue to send the shirt order directly to the buyer by putting my name as the sender. With this shirt dropship business I don't have to think about all those things because this dropship has saved half of my money and my time to ship the order because the supplier will ship the order. After that, I will get a commission from the sales, although not much, but if many people make reservations, it will be a lucrative profit as well. In this shirt dropship business I have also been entrusted to manage all management, do not need stock on hand, do not need employees, that is can work from home without anywhere, do not spend large capital for shops and products and save and less risk. In this shirt dropship business, what I need to focus on are 6 important things namely:

CUSTOMER SERVICE -Many like to be treated well. I have more time to serve my customers well. Focus on getting repeat customers with good service.

NETWORKING IN BUSINESS - Businesses need more friends, customers and networking, i.e. I suggest to focus on finding more contacts, exchanging businesses and most likely they will also become my loyal customers.

MARKETING STRATEGY -The most important focus in business is on the marketing part, which is how I use various marketing techniques that can help me and my sales items that are well -known clothes.

PRODUCT KNOWLEDGE - that is, when I understand about the product, I will start to love the product and it is easier to help customers buy because our knowledge and emotions while explaining about the product will reach the audience or they will also understand about the product from the description from us. we have already tried the sales product.

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INTRODUCTION OF BUSINESS

➤ Name And Address Of Business



The name of the company as well as the shirt boutique chosen to be the dropship is Sheilashaari shirt company. In this company delivery is done every day excluding public holidays, ie bookings before 4 pm. All bookings will arrive tomorrow or at least 2 days directly to my customer or at the latest in a week or so. This dropship system is very best, the Sheilashaari shirt dropship system uses the Bizapp application to make reservations automatically, by using email as the main notification to me or directly to the customer's email, (tracking id will be given automatically directly to my email), support system they are also very helpful to me. The company's effective work system, guarantees 100% satisfaction to me. The company's system will be constantly improved from time to time to follow the current trends of the system. They also have a dedicated team. Their team has been trained to give the best, after I chose Shelaasari, as a dropship company, I am part of them and they are responsible for helping me, they implement the best support system and culture in the community, that is working in a great team, helping each other each other, applying pure values. A combination of leaders with different expertise. Good team bonding and deep product connection are increasing. They are now working to add more quality shirt designs and high demand in the market. They are working with manufacturing companies to jointly be in one dropship roof of high commissions, high profits continue to go into the banks of the dropship. For example, I would get a constant casflow every day. This shirt sales company has many dropship agents who now do dropship business fulltime.