



UNIVERSITI
TEKNOLOGI MARA
CAWANGAN KELANTAN

Faculty of Computer and Mathematical
Sciences

ENT 300
Fundamental of Entrepreneurship

BUSINESS OPPORTUNITY

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Executive Summary

In this era of globalization, it is undeniable that business play an important role in the economic development of the nation and for the upliftment of living standard of the people. Without business, nations' economies would be much smaller and weaker than they are. Therefore, there are several of business being proposed and carried out among our society in order to keep the growth of economy.

Hence, for this report, I have join the dropship of SyanazSport. The reason why it named as SyanazSport is because it sells the sport clothes like tracksuit, jersey and else. The most popular buy by customer is the football jersey. The jersey always sold out when new seasons English soccer start. So that, when many people attract to their item and they open for people who want to make a side income by become their dropship.

As a dropship, we just need to promote their product. We also can keep their product before we sell it, but we need to pay it first. But there was a special price for agent, so our profit is by set the new price for resell their product. If we have a customer, they will send us their product by post, and we need to meet or post to our customer. I saw the potential to make some side income by joining them. We are very concerned about our customers and we provide the best quality of our products for our customers

Project Description

Before I'm joining them, I ask for my parent's permission first because I'm already have an online class. They allow me to join this business, but I need to manage my time effectively. Then I do some research about their product by scrolling at Instagram and their merchandise on internet.

First thing is 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 because I have many friends using this application and its free to promote that product. There are many others platform that we can use but I choose WhatsApp as my starting point because I already use it in my daily life. I believe that I can handle this business well since Eid Mubarak is about to come

Project Outcome

I apply to be their dropship of SyanazSport and after that I am looking for their type, price and process I start the business by posting the products detail at my social media like “WhatsApp status”, “Instagram story” 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 my update and I will give all the information about the prices. As a good seller, I need to treat my customer as well as I can because our customer’s satisfactions is our responsibilities. I will make sure that I give them a good service.

After the customer to 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 give them my account number to them to complete their order. After the money was transferred to my account, I need to contact the person who are handle the stock and told them about the order. When the order confirmed, the staff will ship out the item and customer just need to wait until their order will arrived in front of their house.

After I have got so many orders, I was so proud of myself because I achieve my goals in this business for only a few weeks since I start by promoting their product. In the end of the month I was get bonus from the person who are handle the stock because I get many order and become a top sale from other dropship. After that, I give the customer a new service which is cash on delivery also known as “COD”. During MCO, cash on delivery services is available for nearby only and I am still using the post service of the customer who live far from me. I always update the feedback from the customers at my media social. So, it will become an attraction for many people to buy my product.