

Only sell recommended accessories and items.

Only provided excellent services. Customers satisfaction is our satisfaction



Variety of phone and gaming accessories are available. Reliable shops and friendly staff are the reason why gadget street ipoh is a customer attraction.

FUNDAMENTAL OF ENTERPENEURSHIP



BUSINESS OWNER :

NUR MIZA FARZANA BINTI

MUKHIDDIN

(2020815538)

PREPARED FOR:
MADAM WAN SHAHRUL AZIAH
WAN MAHAMAD



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Summary



I was given a task of do a business as a part of my assignment project. As a result, I decided to be a dropship for my cousin shop which is Gadget Street Ipoh Branch which located at Taman Song Choon, Gunung Rapat, Ipoh, Perak. The store sells handphone and basic gaming accessories. However, I do not promote the whole item that is in the store because of the large amount. I'm only promoting a part the items for this project.

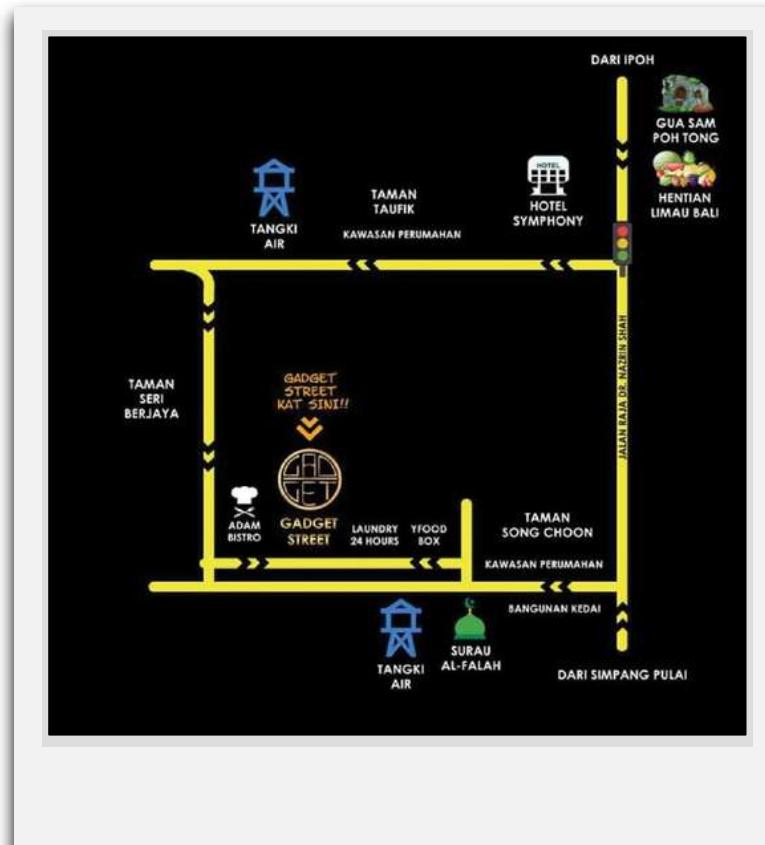
As a person who has never ventured into business at all, this project gives me a pretty good new experience. Through this project I was able to learn how to improve my communication, learn to divide my time, be more responsible and commit to clients. Along with the motto of Gadget Street Ipoh, my objective is also to provide the best service to customers, promote only the best and quality goods, not hide with any lack of product or simply to publicize the advantages of the product alone, and recommending products that are suitable to the customer's demands also budget. Although the outlet is my cousin's, it is not an excuse for me to take it lightly in business with the customer nor for the project as a whole. In fact, it educates me to be more careful and make sure I learn how to developed and take better care of this business image and myself.

[Real store address: 81, Persiaran Rapat Baru 20, Taman Song Choon, 31350 Ipoh, Perak, Malaysia](#)

PROJECT DESCRIPTION

In order to completed the project for this subject, I have decided to be a dropship to a store that sells cell phones and gaming accessories. The shop is named Gadget Street Ipoh Branch. I started as a dropship for free without any payment needed. I only promote a few items from the shop for examples, some types of earphones, headphone, headset, speaker, phone holder, wireless earbuds, powerbank, ring light and mobile holder for car also motorcycle. I uses WhatsApp status to promote my business daily. I also post and promote items that i sell on instagram feeds and stories. I tried my best to respond my customer message as soon as possible.

If I manage to sell items priced at RM 20 and below in one purchase, I will be paid RM3 while if I manage to sell items priced at RM 21 to RM50, I will get RM5. Payment will be increased to RM8 if I sell goods amounting to RM51 and above also in one purchase. I do online promotions through Instagram and WhatsApp Business. Delivery is made hybrid by mail or COD. COD is only done in UiTM Merbok and nearby areas only. The postage charge is RM 8 per kilogram and the COD charge is RM3.



Real
Store
Graphic
Map

BEFORE ACTIVITY

PRODUCT?

Earphone, Headphone, Headset, Speaker, Phone Holder, Wireless Earbuds, Powerbank, Ring Light and Mobile Holder for car also motorcycle.

WHY DO I SELL THIS PRODUCT?

Because I think that nowadays gadgets are something familiar to us. Even having additional equipment other than smartphones is simply a necessity even before the pandemic period which requires online learning. The demand for gadget accessories in the market is also increasing.

TARGET CUSTOMER.

Students



PRICE?

Started from RM15 - RM125 exclude postage

PROMOTION PLATFORM.

**Instagram: @gadgetstreetipoh
WhatsApp Business: 011-72912781**

HOW TO SELL?

- POSTAGE using Poslaju
- COD

PRODUCTS & PRICES

Earphones 😊



RealMe Earphone
MYR 20.00



XG-120
MYR 38.00



Pavareal E67
MYR 15.00

Mobile Holder (Car) 🚗



CAR HOLDER MM-2
MYR 15.00



DUDAO F7R BACK SEAT IN-CAR MOBIL...
MYR 35.00



Car Mobile Phone Holder
MYR 18.00

KTS-1000 WIRELESS SPEAKER RM55.00
CL-671 TOUCH LAMP PORTABLE SPEAKER RM30.00
MINI SPEAKER RM25.00
KIMISO KMS-117 PORTABLE WIRELESS SPEAKER RM72.00
WS-858 HANDHELD KTV RM35.00
PINENG PN-985 10000MAH

Ring Light 💡



M-33 13'' LED Filling Lamp
MYR 60.00



Multi Position Fill Light
MYR 45.00



12'' Ring Fill Light
MYR 50.00

Phone Holder (Motorcycle) 🏍️



GPS/Mobile Holder
MYR 26.00



Universal Bike Mount
MYR 25.00



Motorcycle Pouch Holder
MYR 26.00

Headphone & Headset 🎵



KR-MAX Wireless Headset (recommend...
MYR 60.00



Celebrate E-Sport Gaming Headset
MYR 95.00



P47 Wireless Headphone
MYR 35.00

Powerbank 🌩



Pineng PN-969T 20000MAH
MYR 125.00



MCDODO 10000MAH
MYR 83.00



PINENG PN-985 10000MAH
MYR 75.00

Wireless Earbuds 💡



INPODS 13
MYR 65.00



AIVR Wireless Bluetooth Headset
MYR 49.00

A F T E R A C T I V I T Y

MOBILE PHONE HOLDER



WONEX



GSI

PRODUCT

THAT I

managed to sell



BUSINESS MODEL CANVAS

Business Model Canvas		Designed for:	Designed by:	Date:
Key Partners		Madam wan shahrul aziah wan mahamad	Nur Miza Farzana Bt Mukhiddin	10/5/2022
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> Gadget Street Ipoh Branch Mobile Phone and basic gaming accessories shop at Taman Song Choon, Ipoh, Perak. I am become their first dropship. Gadget Street Ipoh will received order from me and they were the one who post the items to customers. Delivery company that they choose since beginning is PosLaju Malaysia. 	<p>My job is to promote these businesses on instagram and whatsApp. If there is a customer who is interested and makes a deal to buy from me, I will provide the details of their order together with proof of online payment to the owner of the store. For those who purchase by post, I will give the address, phone number and name of the parcel recipient to the owner of this business.</p>	<ul style="list-style-type: none"> I gave them good service so that they would not hesitate to deal with me and trust me. I also guarantee that the items sold are the best of the stores I helped them make a choice in finding accessories that fit their needs and budget with the best quality. Earphone, Headphone, Headset, Speaker, Phone Holder, Wireless Earbuds, Powerbank, Ring Light and Mobile Holder for car also motorcycle. Functionality, price, choice. 	<p>I receive positive feedback from my customers through social media.</p>	<ul style="list-style-type: none"> Students (specifically UiTM Merbok students) My phone contact and media social followers.
Key Resources	Channels			
Intellectual.	<ul style="list-style-type: none"> COD, delivery (using PosLaju Malaysia) 			
Cost Structure	Revenue Streams			
<ul style="list-style-type: none"> I need zero cost. Being a dropship is also free. 	<ul style="list-style-type: none"> RM 20 and below in one purchase, I will be paid RM3 while if I manage to sell items priced at RM 21 to RM50, I will get RM5. Payment will be increased to RM8 if I sell goods amounting to RM51 and above also in one purchase. Online Transfer and cash. 			

“

How many
customers?

4 customers

How many sold?

Five items in total.

1. Desktop Mobile Phone
2. Green Table Fans
3. KR-MAX Wireless Headset
4. Mini Speaker
5. Celebrat G6 Earphone

”

PROFIT OR LOSS?!



Sales:

NO.	ITEMS	PRICE	POSTAGE/COD (RM8/RM3)	TOTAL
1.	Desktop Mobile Phone Bracket	RM 16	RM 8	RM 24
2.	Green Table Fans	RM 25	RM 3	RM 28
3.	KR-MAX Wireless Headset	RM 60	RM 8	RM 68
4.	Mini Speaker	RM 20		
5.	Celebrat G6 Earphone	RM 20	RM8	RM 48
TOTAL SALES		RM 141		

Dropship payment tables:

PAYMENT RECEIVED FOR SELLS.	
RM 20 and below	RM 3
RM 21 to RM 50	RM 5
RM 51 to RM99	RM 8
RM 100 to 150	RM 15
RM 150 and above	RM 20

Profit:

MY PROFIT	
RM 20 and below	RM 3 x 1
RM 21 to RM 50	RM 5 x 2
RM 51 to RM99	RM 8 x 1
= RM 3 + RM 5 + RM 8 + RM 5 = RM 21	

EXPERIENTIAL LEARNING

GADGET STREET

BRANCH IPOH

“Nothing is a waste of time if you use the experience wisely” - Auguste Rodin

1. Change My Perception

Subsequent to leading this task, I've learned a lot of new things that I didn't think I could do before. Once again stated, this is my first experience of being a dropship. I've never been in business at all. A lot of negative things I've been thinking about over the years, am I capable of it? will my time not be interrupted? Can I afford to serve the customer? I'm too embarrassed to promote the business on social media. However, after trying, I realized, it's not as bad as it is. This project has managed to change my perception of business while studying. Nonetheless, my assumption was past than that. From here, I figured out how to deal with my time well.

Improve myself

2. Improve myself

I learned how to communicate with clients, ways to respond to their messages on social media well so that it looks polite, friendly and professional at the same time. This is to ensure customers feel valued and comfortable buying from me.

I also learned how to manage and divide time well. Changed my mentality to be more open and courageous in taking responsibility and commitment

3. Problem Solving

Problems are something that cannot be avoided. It's a challenge that educates me to be better prepared for the future. Repeating the same mistake is the thing I avoid. Mistakes are part of the experience and experience is the best teacher. Therefore, I accept everything with an open heart. At the beginning of the project, I used my private number to do the ordering process. As a result of too many personnel messages being received, I did not notice that the message order was between the it. As a result, I lost some customers. As a solution I use a separate number phone specifically only for the purpose of this project. With that I was able to answer the customer's questions and orders quickly.

INSTAGRAM PAGE

gadgetstreetipoh •



Professional dashboard

Tools and resources just for businesses.



87
Posts

158
Followers

593
Following

Gadget Street Ipoh

Product/Service

Phone & Gaming Accessories

Nak tengok aksesori gadget



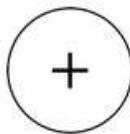
Edit Profile

Ad Tools

Insights

Story Highlights

Keep your favourite stories on your profile



New



WHAT'SAPP BUSINESS

[Back](#) Business Info



Gadget Street Ipoh-ByMe
~Gadget Street Ipoh

[message](#) [audio](#) [catalog](#) [share](#)

Product/service
Closed today

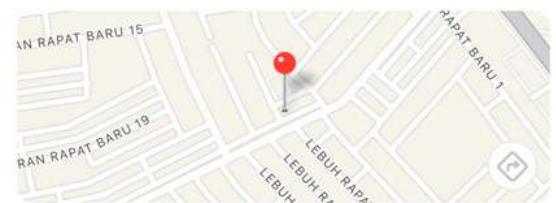
This is a business account. [\(i\)](#)

Catalog [See All >](#)



Phone & Gaming Accessories - Dropship 01

Sunday Closed
Monday 11:00 AM - 9:00 PM
Tuesday 11:00 AM - 9:00 PM
Wednesday 11:00 AM - 9:00 PM
Thursday 11:00 AM - 9:00 PM
Friday 11:00 AM - 9:00 PM
Saturday 11:00 AM - 9:00 PM



81, Persiaran Rapat Baru 20, Taman Song Choon, 31350 Ipoh, Perak, Malaysia

[Back](#) **Gadget Street Ipoh-ByMe** [Edit](#)

Encryption
Messages and calls are end-to-end encrypted. [Tap to verify.](#)

Gadget Street Ipoh-ByMe +60 11-7291 2781 [message](#) [video](#) [call](#)

Dropship-01. Gadget Street Branch Ipoh.
You can called me Miza or Mijaku. 

18/04/2022 at 10:35 PM

[Contact Details](#)

[Share Business](#)

[Export Chat](#)

[Clear Chat](#)

[Block Business](#)

[Report Business](#)

CUSTOMER FEEDBACK



COD:



MyENT Registration



Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	:	2020815538
Nama	:	NUR MIZA FARZANA BINTI MUKHIDDI
Program Pengajian	:	DIPLOMA PENGURUSAN PERPUSTAKAAN
Fakulti	:	Faculty of Information Management
Kampus	:	Kedah

MAKLUMAT PERNIAGAAN

Mod Perniagaan	:	Hybrid
Bidang Perniagaan yg diceburi	:	Peralatan dan aksesori telefon pintar
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	http://wa.me/601172912781
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	14 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	15 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatalkan apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

ORDER !



CONCLUSION

“

In conclusion, this project taught me a lot of new things, made me able to improve myself to be better and hone new skills in me. The profit I made during the course of this project was RM21 with only five items sold with a total sale of RM 141. Although the numbers are small, I'm still proud of myself. The promotion I did on WhatsApp and Instagram at least paid off. Finding a customer is not as easy as it seems but I am still satisfied. This project also taught me important values in life such as discipline, trust in work, respect for people and more. As someone who doesn't like to communicate online especially chat using social media. This project managed to challenge myself to do it. Even after this project ended, I decided to continue be a dropship to Gadget Street Ipoh.

”

