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## Household Appliances Dropship Business (Me Home)

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### Abstract

This study focuses on the dropship business that sells household appliances online on the Tokopedia marketplace. The business name is Me Home. The problems in the dropship business include the small number of suppliers, less varied products, and product promotion on social media. The scope of this study is the addition of provider partners and product catalog creation. The purpose of this activity is to find suitable supply partners, create catalogs, and increase product sales in the Me Home dropshipping business. The target of this dropship business activity is to increase the number of supply partners, design product catalogs, and add business promotional media. The research methodology used is a qualitative research methodology. Data collection techniques using semi-structured interviews. The selected informants were sellers of household appliances and buyers of household appliances. The results obtained after carrying out this activity are increasing the number of suppliers in the dropship Me Home business, having a catalog, and using social media as a marketing tool.

**Keywords:** *Dropship, Household appliances, and Marketplace*

### Introduction

An online seller problem is how to carry out promotions, for online promotion efforts using social media is the main thing to do (Weismueller et al., 2020). Consumers currently obtain product-related information on social media because social media enables its users to create and share content with other users on the Instagram platform which is visually oriented and generates word of mouth advertising by enabling its users to continue sharing and recommending promotional content (Lee & Kim, 2020).

Dropship business requires suppliers to supply goods. Sellers must look for suppliers who sell goods at low prices and with good quality. Suppliers must also have a large variety of goods. Sellers select the right supplier according to product price, delivery, product quality, technical capabilities, and other criteria play an important role for the survival and development of the company (Fei et al., 2019). The seller can consider the profit from each sale of goods.

The partner used for community dedication activity is Me Home. This business has been established since December 2021. Me Home is engaged in selling household appliances online, which sells household appliances on the Tokopedia

marketplace. The business model on Me Home is dropshipping. In the dropshipping strategy, online sellers receive online orders from customers and request suppliers (manufacturers or distributors) to ship these orders directly to customers (Kamalapur & Lyth, 2020). Sellers do not need to store merchandise. Sellers only need to create an online store account at Tokopedia. The system works when consumers order goods, the seller will forward the order to the supplier. Me Home cooperates with the name PT Evermos as a supplier who will provide the product, package the product, and send it directly to the consumer's address. The profit obtained by Me Home comes from the price difference between the price sold to consumers and the purchase price from supply partners. The current business condition is that there is still a shortage of products in store windows and it is necessary to make promotions to attract consumers. Media promotion is done through Instagram (Salmi Mohd Isa et al,2020).

The current condition of partners is that there is a shortage of products in store windows or product catalogs. Therefore, community dedication activity focus on compiling or designing the Me Home product catalog. In addition, it is necessary to increase product sales at Me Home and increase the number of supply partners so that there will be a variety of products and many choices for consumers and increase sales. The use of social media on Instagram as a means of promotion to increase product sales. The purpose of this community service activity is to find supply partners, create a catalog design, and increase sales of Me Home products. (Candy, 2021).

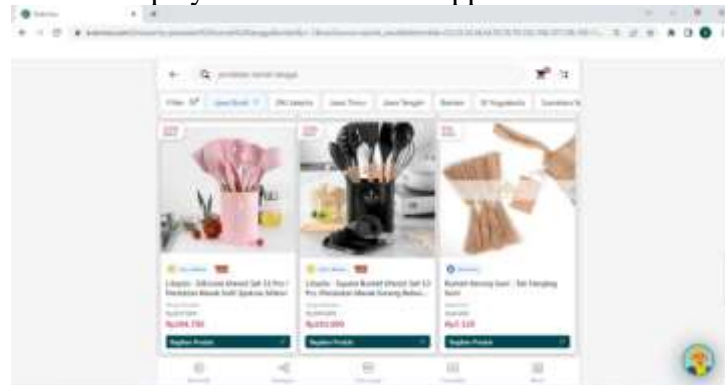
## **Methods**

Researchers use primary data sources. Primary data is data directly obtained by data collectors. Primary data collection is done by interview technique. An interview is a meeting between two people to discuss and ask questions with each other with the aim of obtaining information so that the topic of conversation can be constructed. Interviews are the right choice for collecting data if researchers want to find out more in-depth information from sources. Interview data collection techniques are based on self-reports or self-reports from the informant's knowledge. The type of interview used is a semi-structured interview, the interview process is freer and more open. The resource persons will be asked for their opinions and ideas (Sugiyono, 2019). The parties interviewed were sellers/store management who sell household appliances and consumers who have purchased household appliances both in stores and online marketplaces (Elok S et al,2020)

## **Result and Discussion**

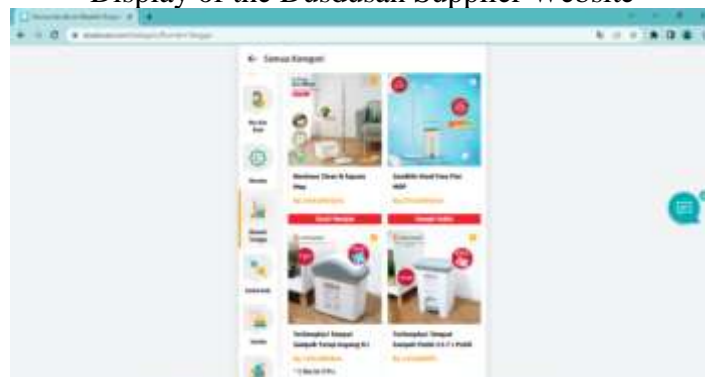
In this dropship business, there are three suppliers of selected goods, namely Evermos, Dusdusan, and Demanda. After getting a supplier that sells household appliance products, proceed with creating an account on the supplier's site to order goods. When a buyer buys goods at Tokopedia, the seller will order goods from one of these suppliers.

Picture 1.  
Display of the Evermos Supplier Website



Source: Author

Picture 2.  
Display of the Dusdusan Supplier Website



Source: Author

Picture 3.  
Display of the Demanda Supplier Website

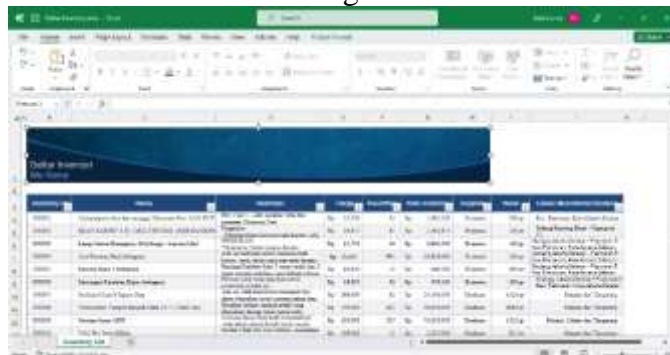


Source: Author

The researcher made a catalog to record a list of goods from suppliers for sale. Item data entered the catalog, namely inventory ID, product name, description, quantity, inventory value, supplier, weight, and warehouse location.

Picture 4.

Product Catalog on Me Home

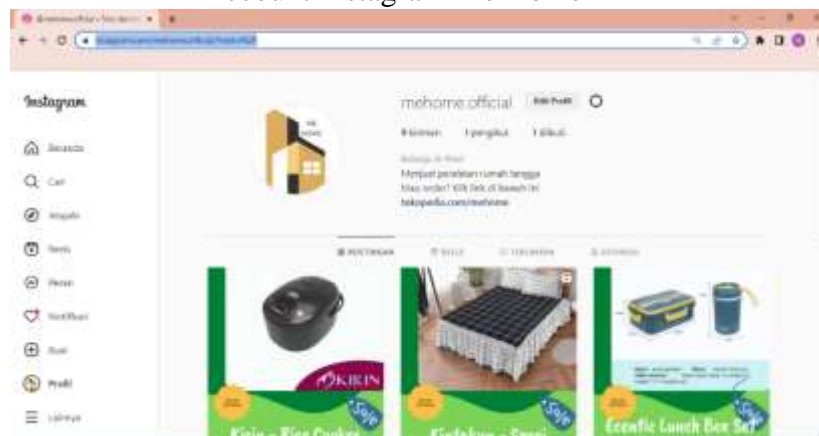


Source: Author

In the implementation process, selling household appliances on the Tokopedia Marketplace. The process includes uploading images of goods, including descriptions of goods, and determining the selling price. In addition, the author also includes a list of products in the catalog and creates an Instagram account for promotion.

Picture 5.

Account Instagram Me Home



Source: Author

## Conclusions

The theme of this community service activity is building a dropshipping business by selling household appliances products online at Tokopedia, the name of the online store is Me Home. The names of supply partners for Me Home are Evermos, Dusdusan, and Demanda, the supplier will provide and deliver the goods to the buyer's address. The author also makes a catalog to record product lists and create an Instagram account as a means of promotion. The implementation method

starts with interviewing sellers and buyers of household appliances to find out what products are best selling and are mostly bought by consumers. After getting the information, proceed with making a practical work proposal. The output of this practical work is a dropshipping business and an online store account for selling household appliances on Tokopedia, Instagram accounts, and catalogs. For the future more optimized in marketing in order to get more consumers. In addition, the number of products and suppliers must also be increased so that they do not only depend on one supplier so that the store has many products variations

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