


Dropship Strategy In The Leather Industry

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Article Info	ABSTRACT
<p>Keywords: Dropshipping, Descriptive Qualitative Research, Business Process, Supply chain, Leather Industry</p>	<p>Dropshippers have a role to promote and sell company products. This research aims to reveal the dropshipping business process on the Shopee application and the use of social media Instagram and TikTok by a business actor named Anne Leather. This type of research is descriptive using qualitative methods to present all business processes from sales and ordering to delivery of goods to consumers. Data was collected through observation, interviews and documentation. Data analysis techniques through interactive model analysis form data reduction, data presentation, and drawing up conclusions. This research shows that in this Dropship System, there are three related actors: buyers, suppliers and dropshippers. The dropshipping business process for Anne Leather's business begins with recording orders and communicating via the Shopee application and social media TikTok and Instagram. Dropshippers don't need to buy goods, don't need to carry out stock, don't need to pack and send goods, the supplier carries out all these processes. Consumers can make transactions via the Shopee application with drop shippers. Delivery of goods will occur if there is a transaction in which the consumer transfers the money to the designated bank, and the wholesaler will send the goods to the consumer. The supplier provides goods that have been agreed with the drop shipper and sends them to consumers. Thus, this dropship strategy is needed to increase sales for leather entrepreneurs and profits for intermediaries (dropshippers). Apart from that, it is easy to carry out sales transactions for consumers.</p>
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INTRODUCTION

Technological advances have an impact on changes in the business environment for companies. The effects of this condition spread to companies, especially the retail industry, in terms of product sales distribution. The mushrooming emergence of online buying and selling shops has greatly influenced companies in marketing and distributing their products to consumers. The needs of consumers who want fast, good service and to provide satisfaction to consumers must be responded to by the company. Consumers are the controllers of the company (market-driven company). Therefore, companies must pay attention to this condition positively as an opportunity, not a threat (Cahyadi., 2018). The accessibility of the Internet and its large client base resulted in most companies moving their retail operations online. Today, all businesses feel that they must build an online presence to reach a wider range of potential clients and increase brand recognition (Nanehkaran, 2013). Almost all

brands, regardless of industry, have an online presence these days. Both physical stores and online marketplaces offer their goods. Recent market trends show that organizations that move their operations to the Internet experience a significant increase in revenue (Khan, 2016).

When selling online, you need a dropshipper professional. Dropshippers have a role to help promote and sell company products. Dropshipper activities are related to dropship activities. Shipping via dropship in e-commerce is increasingly growing. Although dropshipping was first popularized several years ago, many businesses are now turning to dropshipping due to the unexpected growth of e-commerce (Khan, 2016). Instead of storing their products in physical stores, shop owners can now sell their goods directly to customers (Dr.Rajasekar, Sweta Agarwal, 2016). Dropshipping activities are seller activities that do not provide stock (inventory) of goods, and when the seller (dropshipper) receives an order, the seller immediately forwards the order and details of sending the goods to the distributor or supplier or manufacturer (Hadi, 2019)

The dropship system cannot be separated from internet digital media. Dropship sales activities are when an item is marketed through an online shop by displaying display items or a catalog of the products offered. Consumers can make transactions via online stores with dropshippers. Delivery of goods will occur if there is a transaction in which the consumer transfers a sum of money to the designated bank, and the wholesaler will send the goods to the consumer. In this way, the dropshipper does not own the goods at that time, the goods are with the supplier/manufacturer/wholesaler. This is only possible by building trust and providing facilities to its customers, so that significant growth can be seen in the online shopping experience by customers (Toland, 2011; WTO, 2013).

Dropship systems are gaining popularity due to their relevance to e-commerce, especially during the COVID-19 pandemic (Clinton, 2023). According to a dropship market research report, the global dropship market size was estimated to reach \$100 billion in 2018 and \$149.4 billion in 2020 and is expected to record a CAGR (compound annual growth rate) of 28.8% by 2025 (Winiarski & Marcinkowski, 2020). However, dropshipping faces challenges such as demand uncertainty and lack of inventory control (Dejan & Bono, 2022). Manufacturers and retailers are exploring dropship to optimize e-commerce order fulfilment, with benefits including reduced working capital for retailers and increased sales for manufacturers (Simone et al., 2019). By implementing strategies such as Collaborative Planning, Forecasting, and Replenishment (CPFR), supply chain performance in dropshipping can be improved through increased collaboration and communication between suppliers and sellers (Christopher, Alan & Nora, 2016).

Researchers have previously developed lot sizing, stockpile and period length models to deal with high demand variability and shortages in single and multi-echelon supply chains. Khouja (2001) and Bailey & Rabinovich (2005) studied optimal order quantities in dropshipping and in-house inventory systems. Khouja (2001) uses a single-period model framework in different demand distributions, assuming that only a small portion of customers are willing to accept delivery of goods if a shortage occurs. Bailey & Rabinovich (2005) proposed a model that uses dropship for demand that cannot be met with internal stock, assuming that linear cycle costs are fixed. On the other hand, Chen et al. (2018) developed

an integrated model for the problem of online product placement and inventory control using a hybrid strategy in case of shortages during lead time.

Other research has also been conducted by Ayanso et al (2006) developing a simulation model for non-perishable goods in a B2C environment that uses partial delivery of goods. This model classifies customer orders by priority and reserves internal stock for high-priority orders using appropriate replenishment rates to provide greater profit opportunities for e-tailers. Jimenez G et al (2019) suggest a similar policy where requests are served with a delay, thereby allowing more precise inventory and demand information to allocate stock. The policy divides orders between e-tailers and suppliers, using order size and order margin as criteria. Order fulfillment rates and total margins are improved while eliminating the need to ship orders in more than one shipment.

Other researchers have made comparisons between traditional inventory policies and drop-shipping by establishing appropriate scenarios for implementing either policy. Netessine & Rudi (2006) consider a supply chain with many retailers and wholesalers following a dropshipping arrangement, while Chiang & Feng (2010) consider an EOQ model with pricing and lot sizing decisions. Comparing the drop-shipping model with the traditional retailer-held inventory model, this paper finds conditions when suppliers and retailers will choose dropshipping in a retailer-dominant dual-channel supply chain. Another finding was also obtained by Yu and Deng (2013), namely that retailers can gain benefits using dropshipping in a dual-channel supply chain based on customer channel preferences. Contributing to traditional retail companies is better in online sales using dropship. Research from Ragin-Skorecka and Frankiewicz (2020) found that bringing in business partners is also one of the most important elements that must be considered when running a dropshipping-based business.

The connection between social media and dropship was also made by Renaldi et al (2020) who stated that a dropshipper system that is integrated with social media can increase sales figures by making posts on dropship online stores. It is connected directly to Facebook social media so that dropship system users can see the latest posts.

Previous research shows how dropshipping compares with traditional inventory, analyzing various models in inventory management and the use of social media, especially Facebook. Therefore, this article tries to do something different from previous research. This research will examine how the dropshipping process is carried out in e-commerce and the use of social media in carrying out the dropshipping process from the supplier's perspective. The concept used is a development of the supply chain and this concept has not yet been researched in the e-commerce industry. This research focuses on the dropshipping business process carried out by a leather industry entrepreneur named Anne Leather. This business uses third parties to market it, namely Shopee and Tiktok.

Supply Chain Concept

All actions engaged in transforming items from raw materials to the final stage, when goods and services reach the end client, are included in the supply chain. To give higher value to the end consumer, supply chain management comprises the effective and efficient planning, design, and control of material, information, and financial movements along the supply chain. The supply chain includes manufacturers, suppliers, distributors, transporters,

warehouses, and customers. Firms have recently found that their supplier networks compete in the marketplace, not the firms themselves. (Janat, 2016). The global network of organizations and activities is involved in the following activities:

- a. Creating a set of goods and services and the processes that go with them.
- b. Converting raw materials into finished goods and services.
- c. Making use of these products and services.
- d. A supply chain is the process of disposing of these commodities and services.

Consider all the many organizations inside a company involved in transforming raw materials into a finished product that is delivered. Even a simple product like bottled water is produced and delivered by dozens of businesses. By developing, planning, procuring, manufacturing, delivering, and returning or disposing of a set of products and services, supply chain firms collaborate to create value. Supply chain is occasionally replaced with terms like demand chain, extended enterprise, supply network, and supply web. These terms refer to the idea that a supply chain comprises interconnections and linkages between companies that perform specific activities for a certain set of goods. Swink, Melnyk, Cooper, and Hartley (Swink, Melnyk, Cooper, & Hartley, 2020).

Companies collaborate to exploit strategic positioning and boost operational efficiency in supply chain management (also known as value chain or demand chain management). Each firm's strategy decision is reflected in the supply chain relationship. A supply chain plan is a channel structure that is based on known connections and relationships. Supply chain operations necessitate management strategies that bridge functional areas inside individual firms and connect trading partners and customers across organizational boundaries. On the other hand, logistics refers to the work required in moving and positioning items within a supply chain, as opposed to supplying chain management. As a result, logistics is a subset of the greater supply chain architecture and occurs within it. Logistics integrates a company's order management, inventory, transportation, warehousing, materials handling, and packaging throughout a network of facilities; it is the process that adds value by timing and positioning inventories. Because it links and synchronizes the supply chain in a continuous process, integrated logistics is necessary for successful supply chain connectivity. While the aim of logistical labour has stayed fundamentally unchanged over the years, how it is carried out has changed dramatically.

Supply chain management A collaboration of manufacturers and service providers to generate products or services that end customers require. Physical flows, communication flows, and monetary flows all connect these producers and service providers (Bozarth & Handfield, 2016). A supply chain therefore is the set of entities and relationships that cumulatively define materials and information flows both downstream toward the customer and upstream toward the very first supplier. Materials and requisite information (usage instructions, inventory levels, invoices, etc.) flow downstream or forward from suppliers to customers, with materials being transformed by the various entities into units of the final product sold to the customers. Return materials (e.g., defective units, recyclables, customer returns), requisite information (e.g., demand, forecasts), and monetary payments also flow upstream or backward from customers to suppliers, with information facilitating capacity and inventory planning within the supply chain

The definition of supply chain management: The management of upstream and downstream relationships with suppliers and customers to deliver superior customer value at less cost to the supply chain. Thus, the focus of supply chain management is upon the management of relationships to achieve a more profitable outcome for all parties in the chain. This brings with it some significant challenges as there may be occasions when the narrow self-interest of one party must be subsumed for the benefit of the chain as a whole

Dropship Strategy

Dropship is a supply chain management technique that does not have stock for resellers or retailers. The producer or wholesaler acts as a dropshipper who will later send the goods directly to the customer. Profits will be obtained from the difference between prices from wholesalers and retailers (Hadi, 2019) Dropshipping is a product sale that allows the Dropshipper to sell goods to customers using photos from the supplier/shop (without having to stock the goods) and sell at a price determined by the Dropshipper or a joint price agreement between the supplier and the Dropshipper (Hadi, 2019). Dropship can simply be explained as a technique where the seller does not provide stock (inventory) of goods, and when the seller (dropshipper) gets an order, the seller immediately forwards the order and details of sending the goods to the distributor or supplier or manufacturer.

This dropshipping system does not provide goods but only provides marketing tools. (Massikkikireng et al., 2022). The next problem is that most consumers or customers don't know about the dropshipping system and don't consider the technicalities or transaction process, instead they just buy the product they want without knowing the origin of the item. This often results in consumers feeling disadvantaged because sometimes the goods they buy do not match what they expected. Dropshipping is a product sale that allows the Dropshipper to sell goods to customers using photos from the supplier/shop (without having to stock the goods) and sell at a price determined by the Dropshipper or a mutual price agreement between the supplier and the Dropshipper (Hadi et al., 2019).

This dropship marketing system has become known since the emergence of the digital world of the internet (Cahyadi, 2018). This strategy is often used on the distributor side. Initially, the stages for the product from the supplier to reach the consumer are quite long, but the supplier's drop ship strategy will send it directly to the consumer user and not to the seller, to save time and re-transportation costs. This is what can save costs, including the use of special packaging, special labels, and certain locations of labels or item codes (barcodes) (Siagian, 2005).

METHODS

This research uses a descriptive qualitative research design. According to Strauss and Corbin (2007), the results of this kind of qualitative research are obtained without using statistical techniques or other calculations. Although data can be calculated and presented in numerical form, as in a census, the interpretation is qualitative. Non-mathematical data analysis is called qualitative research. Data collected through tests, observations, interviews, documents or archives, and other methods are used to determine the results of this approach. Qualitative research is used to investigate, analyze, identify solutions, and explain a phenomenon methodically. Reality or events in the field become a guide for researchers (Nugrahani, 2014).

Primary data sources are used in this research. Primary data is data obtained by researchers directly from the original source, for example, the findings of their own interviews. Direct data collection was carried out through interviews with business owners who use dropshipping to sell goods online. with data collection methods through interviews. To determine the number of samples that can be studied and make it easier for the author to obtain data sources, the research informant technique uses a method called purposive sampling, namely taking samples based on several factors according to the desired criteria. Researchers use business actors who directly carry out online transactions as criteria for identifying informants. Researchers used business actors who are directly involved in buying and selling online dropshipping as criteria for selecting informants.

In qualitative research, data analysis is carried out during the data collection process and after a certain period. The answers given by the interviewees were checked by the researcher. If the counter-analysis does not produce a satisfactory solution, the writer will ask questions up to a certain point. Interactive model analysis, as suggested by Miles & Huberman (2014) shown in Figure 1 is the approach used. Three parts make up this interactive data analysis model: data reduction, data presentation, and drawing conclusions.

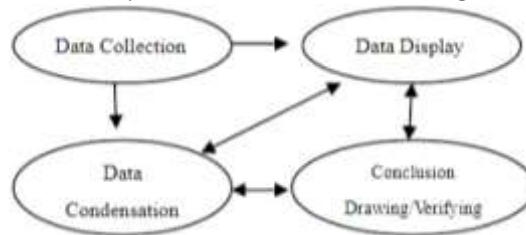


Figure 1. Miles' data analysis interactive model (Miles et al, 2014)

RESULTS AND DISCUSSION

Respondent Characteristic

Garut City is an area that produces famous leather products in Indonesia. The center of leather product manufacturing activities is in the Sukaregang area. The products produced include bags, sandals and shoes as well as jackets. This area is much sought after by tourists both at home and abroad. The contribution to local revenue from the leather trade sector for the city of Garut is 20.5 percent. Apart from that, the existence of the leather industry can employ 1006 people. (Nevi Hendri, 2023). This shows that this industry is very promising and provides income benefits for the local government. Apart from that, the existence of this industry can reduce unemployment in the city of Garut

Dropship Process

Dropship sales activities are goods marketed through online stores by displaying display items or product catalogs on offer (figure 2). Dropshipping strategy is an activity of selling goods belonging to a supplier with the supplier's permission to buyers using a computer and an internet connection. The series of product sales through the Dropship system is when the customer has paid for a product to the Dropshipper. Then the Dropshipper pays the seller and sends details of the products ordered by the customer. Next, the owner of the goods will directly send the product ordered by the customer (Hadi, 2019). Furthermore,

in this Dropship system there are three related actors, namely the buyer, seller (owner of the goods) and Dropshipper.

Buyer

Consumers can make transactions through online stores with dropshippers. Delivery of goods will occur if there is a transaction in which the consumer transfers a sum of money to the designated bank, and the wholesaler will send the goods to the consumer. In this way, the dropshipper actually does not own the goods at that time, the goods are with the supplier/manufacturer/wholesaler. Based on the results of interviews with suppliers (Anne Leather), their consumers are diverse, men and women. But the average person who buys is women, compared to men. Because the average woman buys things like bags, shoes or sandals.

Seller (owner of goods)

The seller in this case is the supplier. The supplier provides goods that have been agreed with the dropshipper. When there is a transaction between the consumer and the dropshipper, the dropshipper pays the seller and at the same time sends details of the products ordered by the customer. Based on the results of the interview, these activities had been carried out by them. One of the most important issues (especially in dropshipping options) is transaction transparency. Splitting an order into sub-orders can reduce transaction transparency for the customer, especially if the split is not visible to the customer and the customer is not informed about it (Wasilewski, 2020). Next, the goods owner will directly send the product ordered by the customer. This can be seen from the image below: In making sales, suppliers can not only sell directly in their shops, but also use second parties, namely using sales services using applications, namely Shoppe and Instagram.

Based on interviews, the existence of TikTok or Instagram, Shopee and the like will provide benefits for the supplier. This happens when there is a pandemic, everyone does not dare to leave the house or interact with outsiders. With online sales, many people order goods.

Dropshipper

Dropshippers offer their goods. Another term for dropshipper is personal selling in marketing activities. The business actors (dropshippers) only serve as marketing personnel and serve buyers in terms of communication. Dropshippers carry out activities of selling goods to customers using photos from suppliers/shops (without having to stock the goods) and sell at prices determined by the Dropshipper or a joint price agreement between the supplier and the Dropshipper.

The price offered is stated in the promoted image. Dropshippers usually explain that the prices listed do not include shipping costs. They will calculate the price that must be sent. Based on the results of interviews regarding prices, sometimes there are discounts. Discounts are given if more than 10 items are purchased. Providing discounts such as 20 per cent sandals, 25 per cent shoes and 30 percent bags. This discount is specifically for old items. Meanwhile, for new items, the discount prices are usually different. Discounts for new items such as sandals 5 per cent, shoes 10 per cent and bags 15 per cent. Special discounts for new goods are under 20 per cent.

The dropshipper will record orders and communicate online using a certain number. The dropshipper's focus is looking for consumers. Dropshippers don't need to buy goods, don't need to carry out stock, don't need to pack and send goods, all these processes are carried out by the supplier (owner of the goods). This is in line with interviews conducted, that the delivery of goods is carried out by the supplier in collaboration with delivery services such as TIKI, JnE, JIT, PT Pos or delivered using application services such as GoJeg or Shopee. The goods sent do not have insurance from the supplier.

When sending goods, they usually do the packing. In this delivery, the manufacturer will carry out packaging. Packaging can be done in 3 ways as follows: (Hellstrom & Saghir, 2006), namely: first, primary packaging, which is the material that wraps and directly contains a product. Second, secondary packaging is used to unite several primary packages. For the second layer or secondary packaging of the product, third, tertiary packaging, is packaging to handle secondary packaging in larger quantities, for storage in warehouses and transportation.

Based on the results of the interview, packaging was carried out using secondary packaging. Goods to be sent will be packaged in two layers. For example, if a bag is sent, it will be wrapped first, then the outside will be wrapped in plastic. This is to avoid damage to goods or avoid unwanted things such as exposure to water or other things.

If the goods provided take a long time, consumers will be notified of the time period they will be able to deliver the goods. However, if the goods ordered must be made first, the dropshipper will notify the consumer when the production is finished online. In essence, on average, dropshippers ask for a money transfer to ensure that the goods are ordered by consumers. The availability of goods in online stores is the result of actual stock in the warehouse. Inventory can change especially in terms of order fulfillment (external issues) and shipments from manufacturers or wholesalers (external receipts). Inventory to a lesser extent is affected by internal warehouse operations (shifts between warehouses), which may be caused by product defects. A typical integration architecture for a standard outsourcing approach is shown in figure 2.

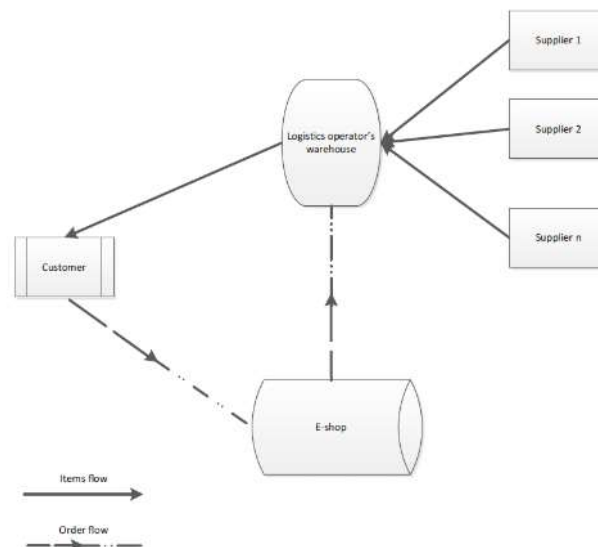


Figure 2. Flow of orders and goods for standard outsourcing models

CONCLUSION

Dropshipping strategy is an activity of selling goods belonging to a supplier with the supplier's permission to buyers using a computer and an internet connection. This Dropship system has three related actors, namely the buyer, seller (owner of the goods) and Dropshipper. The dropshipper will record orders and communicate online using a certain number. The dropshipper's focus is looking for consumers through the Shopee application and social media TikTok and Instagram. Dropshippers don't need to buy goods, don't need to carry out stock, don't need to pack and send goods, all these processes are carried out by the supplier (owner of the goods). Consumers can make transactions via the Shopee application with dropshippers. Delivery of goods will occur if there is a transaction in which the consumer transfers a sum of money to the designated bank, and the wholesaler will send the goods to the consumer. The seller in this case is the supplier. The supplier provides goods that have been agreed with the dropshipper. When there is a transaction between the consumer and the dropshipper, the dropshipper pays the seller and at the same time sends details of the products ordered by the customer. The limitation of this research is that the data source is only from the use of Shopee e-commerce, and the number of leather industries used as a data source is only one. Conduct research on other e-commerce such as TikTok Shop, Tokopedia and Lazada. Adding other topic variables such as inventory and stock can also add richness to future research. The implication of the existence of dropships is to increase sales for leather entrepreneurs and profits for intermediaries (dropshippers). Apart from that, it makes it easier to carry out sales transactions for consumers.

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