

## **ABSTRACT**

Business transactions on shopping websites via the internet are called Electronic Commerce (E-Commerce) activities. In its development, E-Commerce has turned into a great start-up, Unicorn. Marketers carry out many business strategies to sell various products through e-commerce, one of which is dropship. A marketing method in which marketers do not store goods but directly connect suppliers and consumers. One store that uses the dropshipping technique is Toko Nasalnasstore, which focuses on selling Fashion products with shoe items. The shoes that are marketed are shoes that are currently popular, both sports shoes and casual shoes.

This research is qualitative research using a descriptive approach. Examine the phenomena that occur in the Nasalnasstore Store. Efficient business startups are carried out to start a low-cost budgeting strategy. The results of the study show that the financial ratio in the dropshipping business projection is profitable. This is indicated by a positive NPV of Rp. 1,662,969,333, IRR > 5% ratio of 84.5%, BCR > 1% of 2.01. Within five years, a profit margin of 25.5% was obtained/ month

**Keywords :** Business Plan, Dropship, E-Commerce, Business efficiency and effectiveness.