

## Book Review: 'Make Money by Selling Clothes' (Malay Version)

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### Introduction

Clothing sales business is a profitable business and has a good potential for successful progress. Readers should buy this book because this book was written to increase knowledge and skills to individuals who are involved or interested into the business of selling clothes. The strength of this book is to help entrepreneurs to succeed in the business of selling clothes. Clothing sales business is business that provides a wide range of clothing for adults and children, both boys and girls. This business is able to do for all ages and whether the working person or housewives.

This business requires a strong desire to succeed. This is because the number of high competition either does business from home to home, clothing stores, boutiques, supermarkets, business online and others. Thus knowledge and skills in the business of selling clothes is important. This book describes a variety of things and the intricacies of the business so that the reader can practice it properly and successfully. We can choose to run the business by moving from house to house, the night market, the focus area or business online. We can also perform all three businesses at once if you have the opportunity and time.

In addition a variety of skills has to be learned. This book provides basic guidelines and tips in starting a clothing business. Although clothing business looks easy and fun, but this business cannot be overstated, especially in matters such as the type of product, price, marketing, customer communication, competition and others. This book was written based on the author's own experience as well as successful entrepreneurs. This helps us in shaping step towards becoming clothes entrepreneurs. Clothing is a need; therefore we should take the opportunity to succeed in this business because every individual needs a dress no matter the children and adults.

Entrepreneurs need skill. Skills are practical, so entrepreneurs need a lot of skills and knowledge related to their businesses. Skills help entrepreneurs to redouble their efforts in developing and improving business performance. Skills can be enhanced when entrepreneurs themselves want to succeed. Supply is the important thing for entrepreneurs. As entrepreneurs we need to know where to get supplies and equipment so that our businesses can thrive and develop. A lot of competition in the business of selling clothes helps us to get to know the source of supply. Every business requires capital. If the business is larger, then the capital is greater. While starting a business selling clothes with a small capital, we do not have to worry because it is in the early stages of starting a business. Our businesses can grow and progress little by little. Starting a business with low capital also reduce the risk and becoming a pioneer in the direction of success.

In any business, the customer is the key to success and progress. Therefore we need to examine the target customers so that we know what is required and the number of customers who turn to our businesses. Managing a business is not an easy job even for small-scale business. Business management is to plan, manage and find ways to maintain and develop business. Good management can bring success in business. Among the important things in business management are financial management, product management, customer management, time management and risk management.

The offer price is an important aspect that should be taken seriously by every entrepreneur. Entrepreneurs need to be smart in setting bid prices. This is because customers now have better purchasing power with many sources of information in addition with various types of competition such as clothing stores, night markets, supermarkets, kiosks and others. Among the steps to success in business is wise in promotion and marketing as they both play an important role for the development of the business. When become an entrepreneur, we need to formulate a plan of promotion and marketing business so that we move forward and be successful.

This book also enumerates the ways and tips for running a business selling clothes. For business from home to home, what is stressed is looking for a customer, the target area, product diversification, leaving cards and brochures, personal appearance, select the appropriate time, committed, collect personal information, learn how to attract customers, do not rush, provide products according to the customer, make an appointment for the next, leaving brochures, offer payment in installments and do not select customers. For business focus area, what is stressed is seeking authorization or a provisional license, create surveys rival, select a cheap site, always looking for a site, follow the law, additional promotions, selling of the vehicles and selling products for their clients. For the night market business, what is stressed is the need of buying second-hand stores, avoid selling the same product, the attractive composition, our customers are looking for, select the night market that is less competitive, extend trade and expression. For online business, what is stressed is the start to build a blog, build important information, constantly updated, has internet, construct a simple blog page, select the product according to the season, added customer confidence, get a sample of suppliers, diversifying selection, have a business partner, entered the social networking site, fast delivery, packaging and examples of blogs and sites.

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