

Research on the Dropshipping model and implementation of an online fashion sales channel on eBay.

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Abstract: In the context of the strong development of e-commerce, this topic aims to study the Dropshipping model as an effective solution for startups in the fashion industry. The objective of the research is to build and deploy an online fashion sales system on Ebay with the purpose of optimizing operational costs and enhancing customer experience. The research methodology includes synthesizing knowledge from theoretical sources and conducting practical experiments to evaluate the effectiveness of the Dropshipping model in this specific case. The expected results will contribute to the understanding of applying the Dropshipping model in fashion e-commerce, while providing business owners with practical recommendations and solutions.

Keywords: Dropshipping, E-commerce, Ebay, Online fashion