



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT300 - FUNDAMENTAL OF
ENTREPRENEURSHIP**

ASSIGNMENT TITLE: CASE STUDY

**ENTREPRENEUR: VIVY YUSOF
COMPANY: FASHION VALET**

CLASS: D1BA1184C

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SUBMISSION DATE: 12 MEI 2021

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1.0 EXECUTIVE SUMMARY

The objective of this case study is to research the famous Malaysian entrepreneur Vivy Sofinas binti Yusof who is co-Founder of Fashion Valet and founder of Duck Group. I made a research on company and identify the background of company. Fashion Valet Sdn. Bhd. is a fashion E-commerce platform based in Kuala Lumpur, Malaysia by Vivy Yusof and her husband, Fadzaruddin Shah Anuar. The reason why I choose Vivy Yusof because she is one of the successful Malaysian entrepreneur.

At first, I briefly explained the introduction in my case study that consist of background Fashion Valet Sdn. Bhd. followed by Duck Group. Next, followed by Vivy Yusof profile and background information on how she and her husband managed to open a Fashion Valet. Then, I explained a Entrepreneurial Competencies refers to the key characteristics that should be possessed by successful entrepreneurs to perform entrepreneurial functions effectively that show on Vivy Yusof. The Entrepreneurial Competencies that I choose are initiative, commitment to work, self confidence and concern for high quality of work to explain the characteristics of Vivy Yusof to be a successful entrepreneur.

At the end of this case study, I learned on how to business in real world. Every entrepreneur does not start with pleasure and big capital, bust mostly starts with small business. However, the characteristics of entrepreneurs who try to inculcate in themselves make them able to rise and glow in line with the existing market, and thus able to compete with other successful entrepreneurs. This proves the importance of the application and practice of the traits and characteristics that every entrepreneur should have, whether old or new. It is very important to ensure the success of a business run by every entrepreneur in the country.

2.0 COMPANY PROFILE

Fashion Valet was founded on 16 November 2010 by a popular Forbes 30 Under 30 Asia 2017 recipient, Vivy Yusof and her husband Fadzarudin Anuar. Fashion Valet is Southeast Asia's premier online destination for Asian brands selling modest fashion apparel, shoes and accessories. Fashion Valet is getting to bring the newest fashion trends to our doorstep. Fashion Valet offers a large selection of ready-to-wear garments for ladies, men and children from modest and contemporary attire to accessories, shoes and swimwear. They're an organization that boasts fast delivery also best in class user experiences for consumers round the world.

Fashion Valet today employs over 150 staff with three physical stores in the Malaysian capital located at Bangsar Village II, Publika Shopping Gallery, and IOI Putrajaya. With offices in Malaysia and Singapore, Fashion Valet proudly carries home-grown brands and designers from across geographic region serving as a key platform for up and coming designers from these countries.

In 2012, MYEG one among South Asia's most well-known publicly-listed Internet companies invested into Fashion Valet after the founders overcome 40 competitors to win the MYEG 'Make The Pitch' knock-out competition. Over the year, Fashion Valet has secured a series of investments from Elixir Capital based in Silicon Valley and Zozotown, Japan's leading online fashion mall.

Beside that, Fashion Valet also has another subsidiary which is that the dUCK Group. The dUCK Group launched on May 5, 2014 and since then has risen quickly in its popularity among scarf-wearers. A way of life brand for the trendy city girl dUck is that the new cool for lifestyle fashion accessory wear and living. The dUCK Group could be a company that offering scarf collections, stationers and home-living products in exciting graphic prints and living color. They even have stores in Pavilion, KLCC, One Utama, Singapore and Setia City Mall. The cosmetics line are currently featured in Sephora and Watsons nationwide.

In addition, vision of Fashion Valet is to grow Fashion Valet into a multi-million dollar company that champions the local designers in Asia and their mission is to elevate the local fashion scene to a global stage. Here at Fashion Valet, they encourage employees to grow and develop together with their company and they even have ample opportunities for career growth. They also believe that a vibrant and conducive working environment increases productivity and efficiency. Above all, they believe that there's no place for discrimination within the Fashion Valet team.

However, in Fashion Valet have many benefits that they offer to their employees. There are five benefits that Fashion Valet offers. Firstly, mummies day off is for mothers who must spend more quality time with their kids. Secondly, staff discounts is benefits that Fashion Valet offer to their employees. They will get their favorite products from Fashion Valet at with a special staff discount. Thirdly, Fashion Valet also offers flex benefits claim. It's important keep fit and always strive to self-improvement. For instance, the Fashion Valet team can claim for fitness equipment and self improvement books. Fourthly, health benefits one in all benefits that Fashion Valet offers. Lastly, the benefits that Fashion Valet offers is travel allowance benefits. As an example, economy class tickets, hotel accommodation, sim card and daily meal allowance.