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UNIVERSITI
TEKNOLOGI
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**DIPLOMA IN PUBLIC ADMINISTRATION
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ENT300

ASSIGNMENT TOPIC:-

Project 1:

Individual Case Study

(Fashion Valet)

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1.0 EXECUTIVE SUMMARY

This case study is about FashionValet. The founder of this company is a pair of spouse who are Datin Vivy Yusof with her husband, Dato Fadzarudin Anuar. The purpose of this case study is to learn and gain more about entrepreneurship. The case study was conducted by Muhammad Bashri Bin Bukhari. One of the components in the report is business description. In business description, the researcher include the business background, business milestone and also personal biodata of the choosen entrepreneur. The other component is entrepreneurial characteristics that the reseacher need to identify from entrepreneur's characteristics through Personal Entrepreneurship Competencies (PECs). PECs need to be highlighted because PECs are in the syllabus of Fundamental of Entrepreneur (ENT300). Last but not least, the researcher attached some of the articles about the choosen entrepreneur.

2.0 BUSINESSPROFILE

Business profile means a snapshot of the business the entrepreneur runs or are already running. Business descriptions are the business profile, business background and also personal data of the entrepreneur.

2.1 Entrepreneur Profile

Datin Vivy said when she was starting the company, she had to convince many designers but only 10 of them believe in them and trust them to do this together but now Datin Vivy has around 500 designers in her company.

FashionValet is a partnership company because they have around 500 designers that associated with them in order to make their company become more successful both online and offline.

They have a lot of challenges in order to make their company success. One of it is they need to acquaint off their limit and develop a solid customer base through internet. The aim of FashionValet is to push Malaysia towards expanding its customer habit, to promote local designers and their immense talent.

Eventhough they only started the company with only several fashion designer but now they have around 400 designer whose sold their clothes under the FashionValet company. They really empathise the quality of the cloth they sold so that they can satisfy their customers around the world.

Datin Vivy's achievement is very impactful. Her first retail shop is at Bangsar Village, Kuala Lumpur and now they have a lot of stores around Kuala Lumpur such as One Utama Shopping Complex and others as well. Datin Vivy also has other shop other than FashionValet which is dUCK Store. This dUCK Store also has many stores around Kuala Lumpur such as dUCK Pavillion, dUCK Suria KLCC and dUCK Setia City Mall. dUCK store also has their own store at Singapore. dUCK group not only sell scarf but they also sell cosmetics like lipsticks, blushers and others as well.

Datin Vivy's company is not only around Malaysia but they also have several outside the Malaysia such as Jakarta and Singapore.

Back then in 2010, they like to work in small group because they can feel the teamwork's cooperations towards each other, but as the FashionValet keeps growing, they

enlarge the team. Datin Vivy always remind her team that they still small team eventhough the company already known in the entire Malaysia.

2.2 Business's Achievement

Business achievement is something that the business obtain when the company is running for the company's reputations.

For FashionValet, in 28th September 2018, the company manages to get their very first billiboard around Kuala Lumpur. Everyone in team worked very hard so that they will not disspoint themselves becuae the billiboard was their first one. This process of hanging out the banner at billiboard was recorded in Datin Vivy's reality television show, "Love, Vivy".

Other than that, FashionValet also managed to announce the successful closing of Series C investment from Khazanah Nasional Berhad. This is because FashionValet plans to use proceeds from the fundraise to wider the business not around Malaysia but also overseas. FashionValet's current footprint already extends beyond Malaysia, serving customers in more than 15 countries. The countries are Singapore, Brunei, United Kingdom, United States of America, the Middle East and Australia. This annoucement was made in March 29,2018.

Lastly, The dUCK Group team mananges to make an event for their customers who lived in London. The event was to celebrate all the duckies (customers who wears dUCK Scaves) so that they become more closer to each other. This event was successfully made by the great teamwork of the team under both FashionValet and The dUCK Group.

2.3 Business Background

Business background is a section of describing in detail about the company's founder, locations of the stores, method of doing business, the products they sold, their target market and the price of their products.

2.2.1. Company Background

| | |
|--------------------------|--|
| Name of company | FashionValet |
| Company Address | 3.16, Level 3. Glo Damansara, 699, Jalan Damansara, Taman Tun Dr Ismail, 60000 Kuala Lumpur |
| Warehouse Address | Petaling Jaya, Malaysia |
| Factory Address | China |
| Website | Fashionvalet.com |
| E-mail | - info@fashionvalet.com |
| Phone Number | +603 2730 2100 |
| Type of their Business | - Ready to wear garments |
| Types of Brand they sell | - dUCK Scarf -dUCK Cosmetics - Lilit by Izara Aishah - Mel and Molly by Asma Nasaruddin |
| Date of Registration | November 2010 |
| Registration Number | - 583211-k |
| Operation Hour | - Office opens every Monday to Friday from 9am to 6pm - Website of FashionValet can be access everytime, everyday |
| Delivery | Worldwide Express Delivery |
| Total Workers | Around 8 people of a branch |
| Company History | -Founded in November 2010 -Founded by a pair of spouse, Dato' Fadzarudin and Datin Vivy -From only 10 designers to more than 500 designers now |

2.2.2 Company/Store Locations

The location of both company and stores are really important because customers will know their nearest store around them when they want to pay a visit to the store.

Company/Office Location

The company or known as office of FashionValet is located at Kuala Lumpur. The address of the company is at 3.16, Level 3, Glo Damansara, 699, Jalan Damansara, Taman Tun Dr Ismail, 60000 Kuala Lumpur.

The office opens every Monday to Friday from 9 a.m. until 6 p.m. They only opens the office during working hours.

The location of the office is in the middle of Kuala Lumpur city where it is very strategic for everyone to go for work.



The view inside the FashionValet office

Store Locations

FashionvValet has a lot of stores such as at Bangsar Village, Publika and IoI City Malll. Other than FashionValet, they also have another store called dUCK scarves store.

The dUCK scarves only sell the scarf of their vrey own brand. The dUCK scarves is one of the most quality scarf that everyone willing to buy eventhough the scarf is quite expensive. The stores of dUCK scarf are at dUCK Pavillion, dUCK Suria KLCC and dUCK Setia City Mall.

The dUCK Group starting from local only but not they have their own store at Singapore, Brunei and Jakarta.



The FashionValet store at Pavillion



The dUCK Cosmetics store at Paviliion

2.2.3 Product of the company

FashionValet has variety types of products that they sold. They are all suitable for men, women and kids to wear. They sell varities types of cloth such as prayer wear,

activewear, dresses, jumpsuits, maternity and others. They also sell the shoes such as flat shoes and heels even though the brands are belong to other brand designers.

As for dUCK Group, other than selling the scarf, they also sell cosmetics and handbag. Most of the cosmetics are so unique and always sold out quickly after the launching of the products. Same goes with the handbag, almost of the stocks are sold out five minutes after the launching. This is because the quality of both handbags and cosmetics are very nice and good to wear. After that, the collaboration of the products are very insane, like 'dUCK Cosmetics x Barbie'

Other than that, FashionValet also supports the local designers products by selling the products through their website. This is because, they will face a lot of different types of customers, so they want to make the customers become more easier in choosing or ordering their own favourite types of cloth and also the designer.

These are the example of products sell at Fashionvalet:



LILIT – Kak Dot Set in Brown



dUCK – The Mariam Bag in Blue

2.3 Entrepreneur's Personal Background

Datin Vivy Sofinas Yusof or also known as Datin Vivy Yusof is a Co-founder of FashionValet and The dUCK Group. Even though she is a law graduate from London School of Economic (LSE), but now she is the Chief Creative Officer (CCO) at FashionValet, a e-

commerce company founded by herself and her husband, Dato' Fadzarudin Shah Anuar in November 2010. They were just 23 years old around that time. At that time, they only had 10 workers but now FashionValet become one of the largest fashion sites in South East Asia.

Datin Vivy was born and raised in Kuala Lumpur. Datin Vivy also is the youngest daughter of Dato' Yusof Jusoh who is a Malaysian entrepreneur active in the construction, real estate development and production of IBS (Industrialized Building System).

Datin Vivy also is one of Malaysia's popular blogger with 250K hits monthly on her blog, Proudduck. She also become one of the fashion and social media icon in Instagram with over one million followers.

The idea of founding an online company was because when Datin Vivy and her husband were already graduates from London, they went home to Malaysia. In Malaysia, there was nothing like London. They thought why not they introduce the online shopping like in London. In London, they shop everything online because it was more easier that they can choose everything and pay for it on the spot at that time.



Datin Vivy Sofinas Yusof

2.4 Entrepreneur's Personal Achievement

Following Datin Vivy's success in both FashionValet and The dUCK Group, she has won several awards including, Bella Business Awards 2013, Ikon Wanita Puteri UMNO 2014, Women's Weekly Malaysia's Finance and Commerce Nominee for Great Women of Time Awards 2015 and Young Entrepreneur Awards from Tribute To Women Malaysia.

Datin Vivy also has been featured in many international media including BBC, The New York Times and Forbes. Other than being featured in international media, she also become the covers of several famous magazines in Malaysia such as HerWorld, Prestige and Tatler.

In April 2017, Datin Vivy was listed on Forbes as one of Asia's Top 30 under 30. Then in Mac 1, 2017, Datin Vivy and her husband became parts of Endeavor officially. Endeavor is a global organisation that "selects, mentors and accelerates high-impact entrepreneurs." They also are the first Malays to be part in Endeavor Team.

In May 26, 2019, Datin Vivy has be appointed to become Board of Directors for Universiti Teknologi Mara (UiTM) by Ministry of Education because of her achievements as entrepreneur for both FashionValet and dUCK Group. She also is the youngest members of UiTM's directors.

Last but not least, she also has her own reality television series, Love, Vivy. In Love, Vivy, she showed to everyone about how she leads her life with both works and personal lifestyles. Not everyone entrepreneurs in Malaysia have their very own reality show that reveal their lifestyle in business and personal.

3.0 ENTREPRENUERIAL CHARACTERISTICS

Entrepreneurial characteristics is important because it is the frame of work in identifying the key characteristics that the successful entrepreneur has in order to have a successful business. There are some PEC that the reaseacher has found in choosen entrepreneur.

3.1 Self Confidence

Self-confidence is very much required in any entrepreneur so that they can market their own brands with their own skills. Self-confidence can be described as entrepreneurs are brave enough to market the product they produce even though they do not realise the impact of the product until it has been launched.

The researcher assumes that Datin Vivy has a high degree of self-confidence that any time she tries to launch the products, she will attest to the products by first using them before they are launched. She maintains that the goods are good for consumers to use. She still reveals the items that are still in her InstaStory testimonial so that she can still get input from her customer and also make her customers wait patiently for the goods to be launched.

Also, Datin Vivy still shares her regular outfit on her Instagram site. She used various styles of apparel and labels for daily mail. By using this approach, the researcher assumes that she is very good at bragging about her trust, since not everybody is able to share her regular appearance on social media.

Datin Vivy is still really self-confidence to get it right. When she was framed by a lot of people in Malaysia, she would stand on her feet and make it clear by illustrating and proving the true storey.

She has also been vlogging since 2017, and requires high self-confidence because she has to monitor her lifestyle both at home and in the workplace. The researcher feels that if she doesn't have strong self-confidence, she's never going to do the vlogging for her fans and followers.

Last but not least, even though she was blamed for being one of the boards of directors of UiTM, she nevertheless demonstrated her self-confidence by not thinking much for the viewpoint of others and trying to do her job perfectly. This is because she was graduated from other university and not from Alumni of UiTM.

3.2 Concern for High Quality Work

Information seeking is the process of finding new information or activity of attempting something new to obtain more information in business world.

Datin Vivy always making sure that none of her products are being made into a counterfeit or known as fake products. This is because, the activity of faking someone's product is not good in the world of business.

Datin Vivy had already made a video in her YouTube channel about the product of fake scarves that was made in Vietnam. She also made the differences between the fake one with the original one. This is because, Datin Vivy always says that The dUCK Group does not have any factory in Vietnam, but they have a large factory at China.

Datin Vivy also always make her products different from other entrepreneur. Datin Vivy is one of the entrepreneur that always collaborate with other brands such as Barbie, Swarovski and others.

These collaboration make her products become always out of stocks everytime her company launch the products.

Datin Vivy also make sure her products has the best quality that the customers will love to wear and feel worth it of buying her products. Most of her products are a very high quality materials because she always make the research about the materials before proceed to the next steps.

Last but not least, Datin Vivy always repost her customers feedbacks on her InstaStory about the products that they buy or recently launched. The researcher thinks Datin Vivy very empathetise her customer's feedbacks so that her teams and also herself can improve more for the next products.

3.3 Use of Influence Strategies

Influence strategies in business is the ability to convince people to buy your products. It is also the ability to influence other parties to take actions favorable to your company.

Datin Vivy has over than one million follower on her Instagram so it will more easier for her to promote her products through her Instagram account. Everytime she will launch the new product, she will post it on her Instastory and tell her followers when the product will be launch, the dates and time.

Datin Vivy also uses her blog, Prodduck and her YouTube channel to make review about her products which makes her customers want to buy it as well. In one of her videos in YouTube, she also shows her followers about how her products which is dUCK Scarves were produced. It was in her video when she went to China to visit her factory and also the outcomes of her products. This strategy makes the customers know how her products were produced without being doubt to her.

The researcher thinks Datin Vivy uses her popularity very well in order to attract more customers to buy her products.

Lastly, Datin Vivy is one of the fashion and media social icon, she also manages to use this strategy to attract more customers whose are mostly from youngsters.

3.4 Problem Solving

Problem solving is the process of finding solutions for complex problems. Problem solving is very needed for every entrepreneurs because they need to solve every problems that will happen in the future.

Datin Vivy has her own style of solving her problems. This is because, some customers say her products are quite expensive so always makes offer promotions for her products. She also always makes sure that her products are in high qualities and in good conditions so that her customers will become more satisfied with their purchased.

She also always has meeting with her meeting so that she will always keep track with all progress that happen within her company.

When FashionValet is launching new products with promo, the website will always gets crashed due to many people surfing their website in one time. She will quickly called the Information and Tecnology team to settle up this issues. She also will always update her customers in her Instagram about the progress in restoring the website form being crashed to

in good condition. When the website is good to use, she will announce the good news to her customers through her Instastory in Instagram.

The researcher thinks Datin Vivy is very good in handling the problems that she gets everyday by good communications with her members of the teams both in FashionValet and The dUCK Group.

3.5 Persuasion

Persuasion or persuasive is an activity in convincing people to buy the products that entrepreneur sells. The entrepreneur will persuade the customer to buy the products with making videos or make review before launching it.

Datin Vivy also has this Personal Entrepreneurial Competencies (PEC) by making videos of her products in her Instastory before launching it. She makes sure the products looks nice when she revealed the products for the first time and convince people by buying her products because of the unique collaborations and something worth it to spend over.

She makes sure that she does not lie to her customers when doing the review, like in her makeup videos that she made for her customers to watch it.

She also always persuade her customers not to support fake products from her company because by doing that, they support illegal activities. This is because it is not a good activity to follow by others.

The PEC proved that when Datin Vivy persuade her customers in her Instastory about the products, after the launching of the products that she reveal, the website gone crashed and the products were sold out within 10 minutes. Every entrepreneur has their own style of persuade people to buy the products that they produced. This PEC is the last one that the researcher can identify for the chosen entrepreneur.

4.0 OVERALL REPORT

As for the conclusion, the researcher can conclude that when doing this case study, the researcher managed to gain more knowledge about entrepreneurship and also the PECs.

The researcher can see the good quality the company has that can be a role model to another company. In addition, they have a products that symbolizes their business symbol which attract customers to visit the website and buy their products. This business inspires other people to be a successful entrepreneur for their own business. The researcher also learns many new things about entrepreneur such as how to problem solving, how to keep struggle for success and how to persuade customer to buy the products. It teaches the researcher as student to become one of the successful entrepreneur in the future or also in the researcher's self.

5.0 REFERENCES

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