



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FASHION  
VALET

**FASHIONVALET SDN.BHD**

**ENT600- TECHNOLOGY ENTREPRENEURSHIP (CASE STUDY)**

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## TABLE OF CONTENTS

### Table of Contents

Acknowledgements.....	2
EXECUTIVE SUMMARY .....	4
1.0 INTRODUCTION .....	5
1.1 Background of the Study.....	5
1.2 Problem Statement .....	6
1.3 Purpose of Study .....	6
2.0 COMPANY INFORMATION.....	7
2.1 Background.....	7
2.2 Organizational Structure .....	7
2.3 Products.....	8
2.4 Technology .....	8
2.5 Business, Marketing, Operational Strategy.....	9
2.5.1 Marketing Strategy.....	9
2.5.2 Operational Strategy .....	10
2.6 Financial achievements.....	10
3.0 COMPANY ANALYSIS.....	11
3.1 Strengths, Weaknesses, Opportunities and Threats (SWOT) .....	11
4.0 FINDINGS AND DISCUSSION.....	12
4.1 Findings.....	12
4.1.1 Problem 1: Talent Management.....	12
4.1.2 Problem 2: Finding a unique identity.....	13
4.2 Discussion.....	13
4.2.1 Solution problem 1:.....	13
4.2.2 Solution problem 2:.....	14
5.0 CONCLUSION.....	15
6.0 RECOMMENDATIONS AND IMPROVEMENT .....	16
7.0 REFERENCES .....	17
8.0 APPENDICES .....	18

## EXECUTIVE SUMMARY

As a student in UiTM Kota Bharu, I got the opportunity to explore the entrepreneurship industry and learn how the real business world works. In this case study specially focused on analyze the strategic implementation of FashionValet as an online fashion enterprise.

This company was founded by Fadzaruddin Anuar Shah and Vivy Sofiana Yusof, a husband and wife team who will be discussed in greater detail later in the report. I also able to use SWOT analysis to assess the company's strengths, weaknesses, opportunities, and risks. As a result, i investigated and discovered the company's problem and solution.

## 1.0 INTRODUCTION

### 1.1 Background of the Study

Fashion in Malaysia is influenced by the historical fusion of Malay, Chinese, Indian and various other indigenous cultures. Fashion is better described as the style or styles of clothing and accessories worn by groups of people at any given time. There can seem to be distinctions between the high-end designer fashions seen on the runways of Paris or New York and the mass-produced sportswear and streetwear seen in malls and markets around the world. The fashion industry, on the other hand, includes the design, manufacture, production, marketing, retailing, advertisement, and promotion of all styles of apparel (men's, women's, and children's), ranging from the most exclusive and costly haute couture (literally, "high sewing") and designer fashions to daily clothing ranging from couture ball gowns to casual sweatpants. Since the early 2000s, Kuala Lumpur Fashion Week has served as a core forum for positioning Malaysia as a vibrant emerging fashion city. With high(er)-income neighbors such as Singapore and Brunei looking to invest and spend some of its resources on style.

Malaysia's fashion can consider as more conservative and restrain. Local fashion designers have to consider culture and religion factors when designing clothes. Kuala Lumpur fashion week is an useful platform or tool for new fashion designers to be spotted by press and marketers. Kuala Lumpur Fashion Week Ready to Wear was founded in 2013 as a B-2-C platform for Malaysian designers to showcase their Ready to Wear collections, highlighting the country's strength and creativity to local and international customers. Over 100,000 people attended the Fashion Week last year, which took place over five days at Pavilion Kuala Lumpur and featured over 80 local designers' collections. KLFW 2016 will invite international designers from China, the United Kingdom, Australia, Singapore, and Indonesia to create a bilateral dialogue and promote the international growth of local designers in the near future, as well as draw more revenue to the industry, in collaboration with Tourism Malaysia.