



اَوْنِيُوْزِ سَيِّتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
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MARA

ENT 300

FUNDAMENTALS ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: CASE STUDY

FASHION VALET SDN. BHD.

(DATIN VIVY YUSOF)

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1.0 EXECUTIVE SUMMARY



The objective of this case study is to research the famous Malaysian entrepreneur Datin Vivy Sofinas Binti Yusuf who is co-Founder of Fashion Valet and founder of Duck Group and Duck Cosmetics. 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 entrepreneurs.

At first, I briefly explained the introduction in my case study that consist of background Fashion Valet Sdn. Bhd. followed by Duck Group and Duck Cosmetic. Next, followed by the complete company information on how she and her husband managed to open a Fashion Valet. Fashion Valet focus on women clothing than men clothing. Beyond the successful of Fashion Valet, Vivy created a Duck Scarves and Duck Cosmetic. Then, I explained a Personal Entrepreneurial Competencies refers to the key characteristics that should be possessed by successful entrepreneurs to perform entrepreneurial functions effectively that show on Vivy Yusuf. The Personal Entrepreneurial Competencies that I choose are sees and acts on opportunities and initiative to explain the characteristic of Vivy Yusuf to be a successful entrepreneur.

At the end of this case study, I learned on how to business in real world. Then, I evaluate the business performance through the SWOT analysis which comprises of strength, weaknesses, opportunity, and threat. From this analysis, a few of the company's SWOT aspects that can be improved over time can be identified.