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UNIVERSITI  
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MARA



COMPANY LOGO

CASE STUDY

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FASHIONVALET SDN.BHD

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## **1.0 EXECUTIVE SUMMARY**

FashionValet Sdn.Bhd is a e-commerce platform in fashion that located at Kuala Lumpur. This company has been recognized by Malaysian people and also the other countries. In my information, this company has been famous because of the multi-label online site stocking over 400 fashion designer and brands from South East Asia. FashionValet Sdn.Bhd offers a wide selection of ready-to-wear clothes which include Muslimah for swimwear, shoes, handbag, make up, scarves, and accessories and more others product. They also offer their instant delivery services that they are able to provide the best experience for customers around the world.

From this case study, I have learned and know many things about how can FashionValet Sdn.Bhd managed to be successful company until now and famous around the world. Based on my research at the internet and having an interview with workers who works at this company, I have gained more knowledge about their business such as the idea and process of how to start up this FashionValet Sdn.Bhd, the strength and also difficulties that they faced, and opportunity with hardship that they need to become a success company.

Based on my research, the founders of FashionValet Sdn.Bhd are Vivy Yusof and her husband, Fadzarudin Shah Anuar. FashionValet Sdn.Bhd have a few physical stores in Malaysia such as Pavillion and Bangsar Village II, Singapore and Brunei. Both of them have built the strength and faced any hardships that they need to overcome when they started this business such as lack of capital. They also did not take any salary for a few months until the company was stable. They work so hard and they should be praise because of their efforts in encourage many local designer to expand their product to the public and collaborate with them.

## **2.0 ENTREPRENEUR PROFILE**



Figure 1: The Founder of FashionValet brand

### **2.1 ENTREPRENEUR BACKGROUND**

Fadzarudin Shah Bin Anuar or known as his commercial name, Dato' Fadza Anuar was born at 15<sup>th</sup> April 1988 at Kuala Lumpur. He is a person with a degree in Aeronautical Engineering from The Imperial College of London. He holds the position of CEO and he is also an entrepreneur, television personality and the founder of the FashionValet brand. Dato' Fadza Anuar has started his career by holding a role as a management advisor at an international company and from there, he began to learn into e-commerce platform.

On the other hand, Vivy Sofinas Binti Yusof or known as her commercial name, Datin Vivy Yusof was born at 11<sup>th</sup> December 1987 at Kajang, Selangor. She has started working for FashionValet brand after graduating in the United Kingdom with her fiancé, Fadza Anuar at that time. Vivy Yusof has been a blogger for 10 years who has been sharing her insights about her life and the entrepreneur journey through her personal blog, [www.proudduck.com](http://www.proudduck.com).

Vivy Yusof is the Chief Creative Officer at FashionValet Sdn.Bhd, a fashion e-commerce company founded by herself and her husband, Dato' Fadzarudin Shah Anuar in 2010. According to the success of FashionValet and dUcK, Vivy Yusof has received many awards and achievements include Entrepreneur Par Excellence by Malaysia Tattler Ball Awards in 2019. She also got awards of Forbes' 30 Under 30 Asia list in 2017 and Young Global Leaders List by the World Economic Forum in 2018.

## **2.2 BACKGROUND OF BUSINESS**

FashionValet Sdn.Bhd become a famous company that already known around the world. The founders of this brand are Vivy Yusof and Fadzardudin Shah Anuar. This company founded at 2010 and it's being known for 11 years. The location of the company is 699 Jalan Damansara, No 3.16 - 3.22, Taman Tun Ismail 60000 Kuala Lumpur, Malaysia. They also hired 51 until 200 employees for this company. The company type is privately held and the customers can call at 03-27302100 for any consult or more details about the brand and products.

The idea of FashionValet brand came when both of them studied in the United Kingdom. When the idea came, Fadza Anuar and Vivy Yusof couldn't stop thinking about the idea, and the excitement and passion just grew until at the point, nobody could say 'no' to them. While they studying in London, they were introduced to online shopping and e-commerce. Eventhough they had a little capital, but Vivy Yusof has a big following in her blogand she thinks that she can promote her product at the blog. They were willing to take any risk when Vivy Yusof mentioned it in the interview that the husband-wife team was very risky. They got the support from their family and friends, and they improved the idea how to overcome the potential problems and challenges that they will faced it.

They started off the business with only RM 100,000.00 of their own savings and borrowings in November 2010 when the FashionValet website was up and ready to sell. Before started off the business, they need to sign on brands, contact to website designers, processed the stocks, make the photoshoot of the product and set up the company with rented and renovated a small office. In the beginning, they have three people and 10 brands that signed on with them but now they have a team of over 80 based in Malaysia, Indonesia and Singapore with 400 brands from Asia. They also already became the one of the largest e-commerce websites in Asia.

With their successful business, now Vivy Yusof and her husband, Fadza Anuar had also launched three fundraisers to help the frontlines in Malaysia to fight the COVID-19 Pandemic. In total of this situation, they raised over RM 2.1 Million for the cause and making them of the biggest fundraisers in the country. Furthermore, Vivy Yusof and Fadza Anuar also launched a new initiative called the FV Bazaar to help provide a platform that vendors can promoted their businesses during the pandemic. There are have 4500 vendors that joined the platform for making this initiative a huge success.