



Faculty of Computer and Mathematical Sciences
UNIVERSITI TEKNOLOGI MARA KELANTAN
Semester March – August 2021

ENT300

Case Study

FASHIONVALET SDN.BHD

D1CS1104A

STUDENT NUMBER	STUDENT NAME
2019226776	NUR ALYA TASNEEM BINTI BAHAROM

Submission Date: **11.05.2021**
Prepared For: Puan Nur Hazelen binti Mat Rusok

TABLE OF CONTENTS

1.0	Executive Summary	3
2.0	Entrepreneur Profile	4
3.0	Entrepreneurial Competencies	8
4.0	Appendices	11

1.0 EXECUTIVE SUMMARY

FashionValet Sdn.Bhd has been recognized by all Malaysian people and others countries. This is because of the multi-label online site stocking over 400 fashion designer and brands from South East Asia. Services and products that were offered by this store was shoes, makeup, bags, scarves, accessories and so on.

From this case study, I have learned many things about how FashionValet Sdn.Bhd managed to be successful until now. Based from my research at the internet and personal interview from workers who works there, I gained more knowledge about their business like idea and process of starting up FashionValet, strength, difficulties, opportunity and hardship that they need to overcome to success.

Besides that, I also know that FashionValet Sdn.Bhd is not just fashion e-commerce platform but also they have a few physical stores in Malaysia for example Pavillion and Bangsar Village II, Singapore and Brunei. Addition more, they also held fashion shows to introduce their new collections such as FashionValet Gaya koleksi Raya in 2017 and 2016.

Addition more, the influence from the founder Vivy Yusof and her husband Fadzarudin Shah Anuar who helped many local designer to expand their product to public should be praise because of their efforts to encourage the local design collaborate with them. The hardships that both of them need to overcome when they started this business such as lack of capital and how they did not take any salary for a few months until the company was stable.

2.0 ENTREPRENEUR PROFILE



Figure 1 Founder of FashionValet

2.1 FOUNDER PROFILE

Dato' Fadzaruddin Shah Anuar was born on 8 April 1988 is a Malaysian entrepreneurs and husband to Vivy Yusof. He is the co -founder of FashionValet, where he served as CEO. Prior to founding FashionValet, Fadza began his early career as a management advisor at an international company and began taming himself with e-commerce platforms. He was once invited to share his knowledge and experience in the field of business at the university.

Meanwhile Datin Vivy Sofinas Yusof was born on 11 December 1987 is Malaysian entrepreneurs and the co-founder of FashionValet and The dUcK Group. Vivy has been a blogger for 10 years who has been sharing insights about her life and entrepreneurial journey through her personal blog, www.proudduck.com.

Vivy Yusof is a law graduated from London School of Economic (LSE). Vivy is the Chief Creative Officer at FashionValet, a fashion e-commerce company founded by herself and her husband, Dato' Fadzarudin Shah Anuar in 2010 when they were 23 years old.

Following the success of FashionValet, Vivy Yusof have received many awards and achievement include Entrepreneur Par Excellence by Malaysia Tattler Ball Awards in 2019, Forbes' 30 Under 30 Asia list in 2017 and Young Global Leaders List by the World Economic Forum in 2018.

2.2 IDEA AND PROCESS OF STARTING UP FASHIONVALET

The idea of FashionValet came from when both of them studied in the United Kingdom where online consumerism was a part of daily life because in there you could even buy your groceries with the click of a button. Also, they enjoyed the convenience of shopping online and it soon took over the way they conventionally shopped.

After graduating university and returning Malaysia, they realized that e-commerce was non-existent at home back in 2010. After being frustrated at the lack of online shopping options available to Malaysians. They decided to fill the gap by themselves, they talked to local designer and realized they were having challenge in reaching out to masses and developing a solid customer base.

They started off in 2010 with only RM 100,000.00 of their own savings and borrowings. After two years on the relatively new e-commerce scene, they participated and won MYEG Make the Pitch Season 2, a nationwide TV programme, in 2012. Then, they were able to expand FashionValet with their winnings and the exposure from the show widened the audience. In 2016, they secured Series A investment funding from Elixir Capital in Silicon Valley, California earlier this year and became one of the only companies in Malaysia to get funding from the tech city.

Back then both of them, Fadza and Vivy did not have any background in e-commerce or fashion in which they did law and Aeronautical Engineering. Therefore, they had nothing to do everything from scratch with the limited amount of capital they had. Meeting local brands every day and convincing them of this new idea was easy because they were excited about the