







UHAK 1012- SECTION 65

Group Project 1

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Event Proposal: Young Entrepreneur Talks

1.0 Introduction

This project is to propose an event involving one entrepreneur. The title for our event is Young Entrepreneur Talks. We will invite Vivy Yusof as our motivational speaker. Young entrepreneur talks is to introduce how the business work to the students. Then, Vivy Yusof also will be sharing her business experiences from bottom and how she can succeed.

2.0 Objective and target group

The event is will be hold for 30 participant (minimum). The participation is not only for UTM students and staffs but also for public. Therefore, all people around UTM can join the event. The main targeting group is for beginner online sellers.

The main objective for this event is expose how to start business to beginner. As we know, knowledge is very important to develop successful business. Without it, we can start developing the business but the business only for short time. Then, the event is to motivate the beginner on how to become entrepreneur. In business, we must have role model or coach to guide us in developing business. Therefore, if we have problem, they can motivate us and give some advice to boost our spirits. Moreover, the participant can learn how the motivator manage his/her business and overcome challenges as a successful entrepreneur. It was interesting to know how a successful entrepreneur manage their business and overcome their challenges because to be a successful entrepreneur, his/her must have get through a lot of up and down.

3.0 Event agenda

Below is the schedule for the one-day event starting from 8.00 a.m. until 12.30 p.m.

Time	Event
8.00 a.m. – 9.30 a.m.	Registration and breakfast
9.30 a.m. – 11.00 a.m.	Slot 1: Experience and challenge
11.00 a.m. – 12.30 p.m.	Slot 2: Setup business for beginners
12.30 p.m.	Lunch and dismiss

Slot 1:

Experience and challenge, the motivator (Vivy Yusof) will have to share her experience about her roller coaster ride as an entrepreneur, how to developed or start a business with particular amount of money or budget and also how she managed to handle the up and down of a business world.

Slot 2:

Setup business for beginners, participants will learn on how to develop a customer relationship so that they can gain their customers trust to buy their products. Other than that participants also will learn on how to advertise their product through social media and market place, this can help them to enlarge their business to many platforms. To attract customers, ones must know how to tackle their customers by editing or creative marketing where they can get from this slot.

4.0 Budgeting

Expenses	Estimated Cost
VENUE	
Room/hall rentals	RM200.00
Furniture rentals	RM150.00
Equipment rentals (speakers, microphones, etc.	RM100.00
REFRESHMENTS	
Foods	RM100.00
Drinks	RM100.00
Others	RM50.00
PROGRAM	
Presenters	RM500.00
Participant Fees	RM750.00 (RM25 EACH PERSON)
SPONSORSHIP	
HEP (Hal Ehwal Pelajar)	RM2000.00
Breakfast from Gardenia	RM100.00
MISCELLANEOUS	
Name tags/badges	RM80.00
Printed agenda/programs	RM50.00
Stationary/pens/pencils	RM50.00
Banners	RM100.00
Others	RM30.00
GRAND TOTAL	RM4360

5.0 Conclusion

From this young entrepreneur talk, the objective is successfully achieved where beginners who came to this talk with nothing and come out with something. They also will be able to apply what they have learnt in this talk to make their business become more successful in the future and being inspired to become a success entrepreneur like Vivy Yusof, the motivator. From this talk also, it will help to generate younger entrepreneur in the future. Overall, the event went well as planned and hoping that this event will change beginner's perspective about being an entrepreneur and help them to thrive for more.

Biography of the Entrepreneur: Vivy Yusof

1.0 Biodata of the entrepreneur



Name: Vivy Yusof (Vivy Sofinas Yusof)

Born : Kajang, Selangor (11 Disember 1987)

Occupation: TV Personality, Co-founder of Fashion Valet and The Duck Group

Status: Married

2.0 Company background

2.1 How Vivy Yusof can involve in business?

She started blogging back then when she was in London,UK when she pursued her study in Law. She has been blogging for almost 3 years at Proudduck.com about everything under the sun; love, life, career and family. At first, being a businesswomen was not her dream. After graduating with a law degree, she returned to Malaysia to work with her dad's company which is in property development and though her legal life wasn't for her. Her eager spirit make her to have business by her own. She and her boyfriend (now husband) came up with the idea of having an online store, after they saw that she had a big following online through her blog of fashion-savvy females. Thus, Fashion Valet was born.

2.2 Fashion Valet



Fashion Valet is one of the largest fashion sites in SEA, it is the pioneer multi-label online stocking over 400 fashion designers and brands from South East Asia. It is also the first multi-label online site in Malaysia with only 10 local brands. They offer a wide selection of ready-to-wear garments for women, men and kids, from modest and contemporary attire to lingerie, accessories, shoes and swimwear. They started off their first flagship store in Bangsar Village, KL and at that times are in the midst of setting up in Singapore and Brunei as the next locations. Fashion Valet started off in November 2010 with only RM100K from their own savings and borrowings. They came up with the name of Fashion Valet which was for the symbol of ying and yang; F for Fadza and V for Vivy. Fashion Valet is also seeing strong growth momentum in terms of its business. Fadzarudin says the company has grown revenue fivefold over the last two years. In fact, revenue increased threefold in 2016 and is estimated at almost RM40 million. Fashion Valet Sdn Bhd's revenue more than doubled to RM7.9 million in the financial year ended Dec 31, 2014 (FY2014) from RM3.42 million in FY2013, according to filings with the Companies Commission of Malaysia. Net loss doubled, however, to RM1.34 million in FY2014 from RM616,668 a year earlier.

3.0 History

3.1 Success

FASHIONVALET SECURES 'MULTIMILLION-DOLLAR' INVESTMENT FROM ELIXIR CAPITAL

By Digital News Asia March 3, 2015

- Funds to help FashionValet expand online reach, scale to other Asian cities
- Now the SEA 'centrepiece' for Elixir's multi-market investment platform in e-commerce



After several years involving in this relatively new e-commerce scene, they able to secure Series A multimillion-dollar investment funding from Elixir Capital and become one of the only companies in Malaysia to get funding from this tech city. Elixir Capital is a global private equity firm based in Silicon Valley, California. This investment by Elixir Capital is intended to help Fashion Valet accelerate the expansion of its online reach through avenues. This would allow the brand to scale its operations to other Asian cities. Fadzarudin Anuar, the co-founder of Fashion Valet said that the investment from Elixir Capital marks a significant step for Fashion Valet as we continue to really develop the brand beyond Malaysia and pave the way for retail e-commerce locally.

3 minute read

Jeffrey Cheah, Vivy Yusof among Malaysians honoured at Asean@50 awards



Hosted by the Asean Business Advisory Council (Asean-BAC), The Asean@50 Achievement Awards is an activities in leading the economic pillar private sector celebrations of the Asean's 50th anniversary this year. According to Asean-BAC chairperson, Munir Majid said, these companies and individuals will help raise Asean's profile among Asean peoples. Vivy Yusof is one of the ten Malaysians honoured at Asean@50 awards. Young Entrepreneur of the Year Award, presented to FashionValet co-founder, Vivy Yusof.



Love Vivy is an Astro Ria reality show that features the life journey of Vivy Sofinas and it was aired on 2016. The episodes splashed the utmost reality of emotions and inspiring stories. The stories on how Vivy managed her business From family upbringing to a career and anything in between. There a mix of her personal life; how she juggles being an entrepreneur, being a wife, a daughter and being a mother, and also trying to keep up with writing on her blog. Most importantly, each episode were featuring 1 or 2 of the top local designers we have on Fashion Valet. It is always Fashin Valet's aim to make local designers more known to the public so she can appreciate our own local talent. Then, later on, Love Vivy season 2 was aired on 21 February 2017 on Astro Ria.

3.2 Income

According to Wikipedia, Forbes, IMDb & Various Online resources, famous Entrepreneur Vivy Yusof's net worth is \$1 Million - \$5 Million at the age of 31 years old. She earned the money being a professional Entrepreneur.

Estimated Net Worth in 2019	\$1 Million - \$5 Million (Approx.)
Previous Year's Net Worth (2018)	\$100,000 - \$1 Million
Annual Salary	Under Review.
Income Source	Primary Income source Entrepreneur (profession).

4.0 Characteristics

4.1 Open risk taker

Vivy Yusof is a risk taker because she spend RM100K of her and Fadza savings and borrowings. She doesn't care if the money that she spend not worth it but she believes and take the risk to borrow the money and open the business called FashionValet. After two years on the relatively new e-commerce scene, they participated and won MYEG Make The Pitch Season 2, a nationwide TV program in 2012. They were able to expand FashionValet with our winnings and the exposure from the show widened our audience.

4.2 Observant

Vivy at first, she wanted to be a businessperson and a dream to open a real estate based company. However, due to the fashion world obsessed and prone shopping experience for five years during the study in London She intends to open a fashion business called FashionValet.net of a web local designers sell their work through online. She make an observation regarding her business and notice that fashion industry can be successful if she knows what people needs and wants.

4.3 Visionary

Vivy Yusof is one of the entrepreneur that really compatible for this trait. When she is in London, she always shops online and even for groceries. When she back to Malaysia, she saw the opportunity because Malaysian not so use to e-commerce. She slowly plans for e-commerce business with her best friend and now her husband, Fadzruddin Shah Anuar. Vivy really loves fashion so that she wants to build a business for fashion. When she was in London back then, most of the business there, really appreciate for local brands, so she thought of starts a business with a local design brands and make it popular not even in Asia but in the eyes of the world.

4.4 Open culture

Vivy Yusof was keen in to see the development of fashion in United Kingdom and does not want to be left behind. Thus, she always keeps her appearance feminine. Besides, the United Kingdom residents are appreciative about the local designer's works. Thus, establishing an online shopping process is also not a novelty in that country at that time. Compare to Malaysian, most of the people in United Kingdom would love to shopping through online rather than going to the mall and need to go through traffic jammed. Otherwise, people in United Kingdom even online shopping for groceries. Upon her graduation, she came back to Malaysia and she helped her father in the business or real estate.

4.5 Does not stay in a comfort zone

She doesn't know how to take it chill. Being restless is what made her dive into exciting things in the first place. From studying to career, she tried a lot of things and never stood in one place for too long. In business or e-commerce, every day is something new to be handled. Now, as I stated above, she doesn't like to stay in one place for too long. During her school years, she changed schools very often because she wants to. Public school, boarding school, all-girls school, Islamic school and private school, you name it.

4.6 Fight for what she want.

Education is key for being successful. She made an agreement with her parents that if she get to the top of her class, she could get out from boarding school. Guess what? She did get the top.

4.7 Came from an entrepreneur family

By accompanying her father during her school holidays, the spirit of entrepreneurship sparked within her. When she graduated from her university in the UK and came back to Malaysia, the absence of e-commerce made her take the initiative to start it. Thus, bringing forth FashionValet.

4.8 Set up new goal

For Vivy Yusof after finishing one, so it's never the dead end. With that, she learned that competing to be the best should always come from how it all started. We tend to forget what we were when we are busy attaining the title of being the best while we are already being the best of what we are doing.

5.0 References

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