

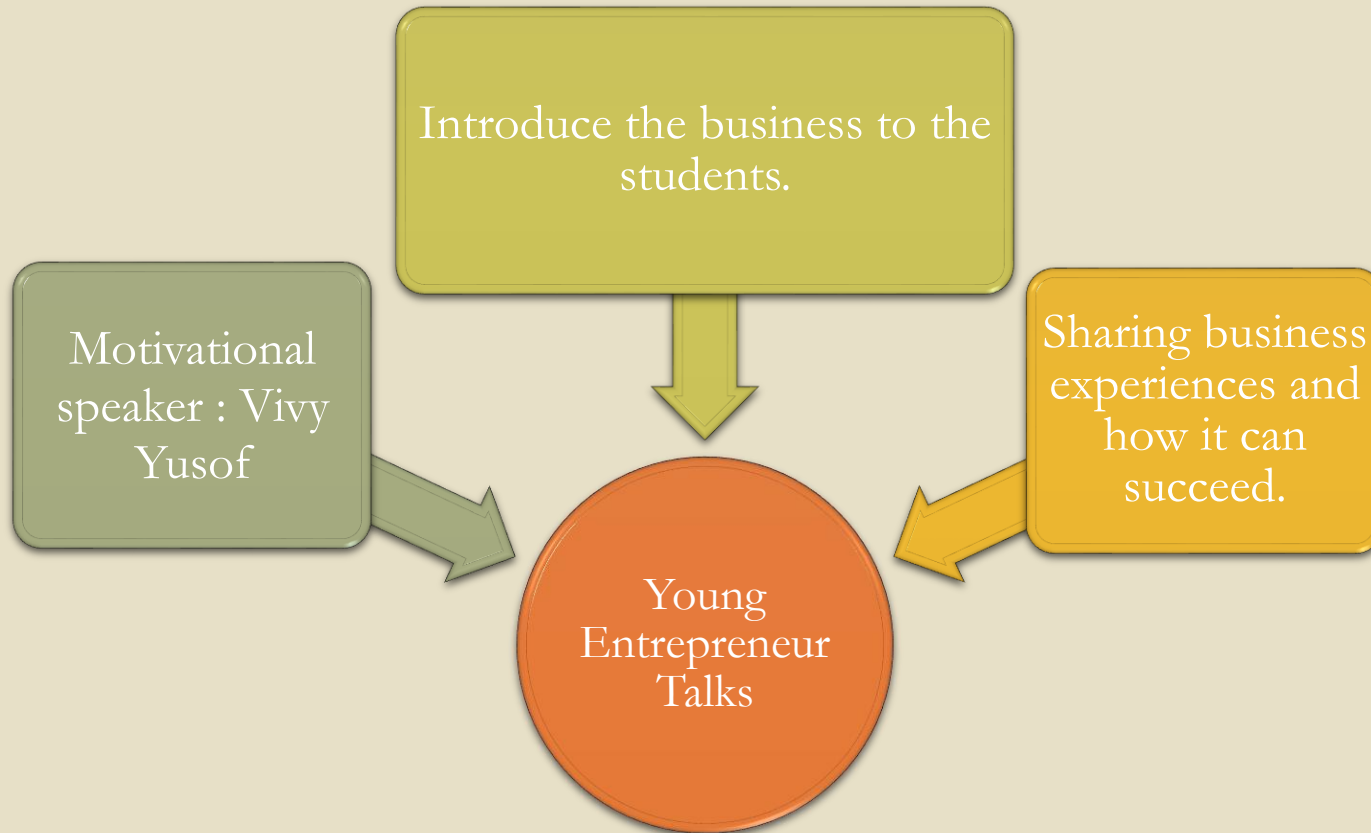


EVENT PROPOSAL

Young Entrepreneur Talks

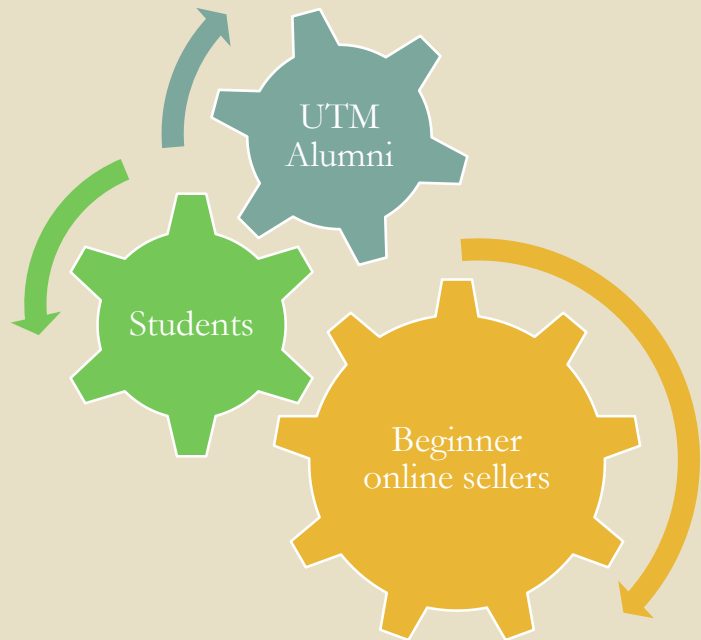
- Nur Firzanah Binti Maharani
- Nor Zarifah Amirah Binti Mohd Zakama
- Nurul Syazwani Binri Za'ba
- Nurul Nabila Binti Tumin

Introduction



Target group and objective

Target group



Objective



Expose how to start business to beginner.



Motivate the beginner to become entrepreneur.



Learn how the motivator manage his/her business and overcome challenges as a successful entrepreneur.

Event agenda

Tentative

8.00 am -9.30 am

Registration and Breakfast

9.30 am – 11.00 pm

Slot 1 : Experience and challenge

11.00 am – 12.30 pm

Slot 2 : Setup business for beginner

12.30 pm

Lunch and dismiss

Event agenda

Slot

Slot 1 :
Experience
and challenge

- How he/she start developed business
- Challenge during the up and down

Slot 2 : Setup
business for
beginner

- Customer relationship
- Sosial media and market place
- How to use software editing picture tools

Budgeting

Sponsor



- From bakery company such as gardenia
- For breakfast food

Fee



- RM 50
- Payment for motivator speaker
- Breakfast and lunch
- Hall reservation

Food



- Breakfast- Bread/kuih-muih and drink
- Lunch- Nasi lemak

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

Conclusion





BIOGRAPHY 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

Company Background

She started blogging back then when she was in London, UK when pursue 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 businesswoman 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 after 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, FashionValet was born.

Company Background

FASHIONVALET

- Launched in November 2010
- Kick started with RM 100,000
- First flagship retail in Bangsar Village, KL
- Fashion Valet : the name they choose for their enterprise was a symbol of this balance, yin and yang: F for Fadza and V for Vivy.
- The first multi-label online site in Malaysia with only 10 local brands.
- 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.



History

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



- A multimillion-dollar investment led by Elixir Capital, a global private equity firm based in Silicon Valley, California.
- The investment by Elixir Capital is intended to help FashionValet accelerate the expansion of its online reach through avenues.
- This would allow the brand to scale its operations to other Asian cities

History

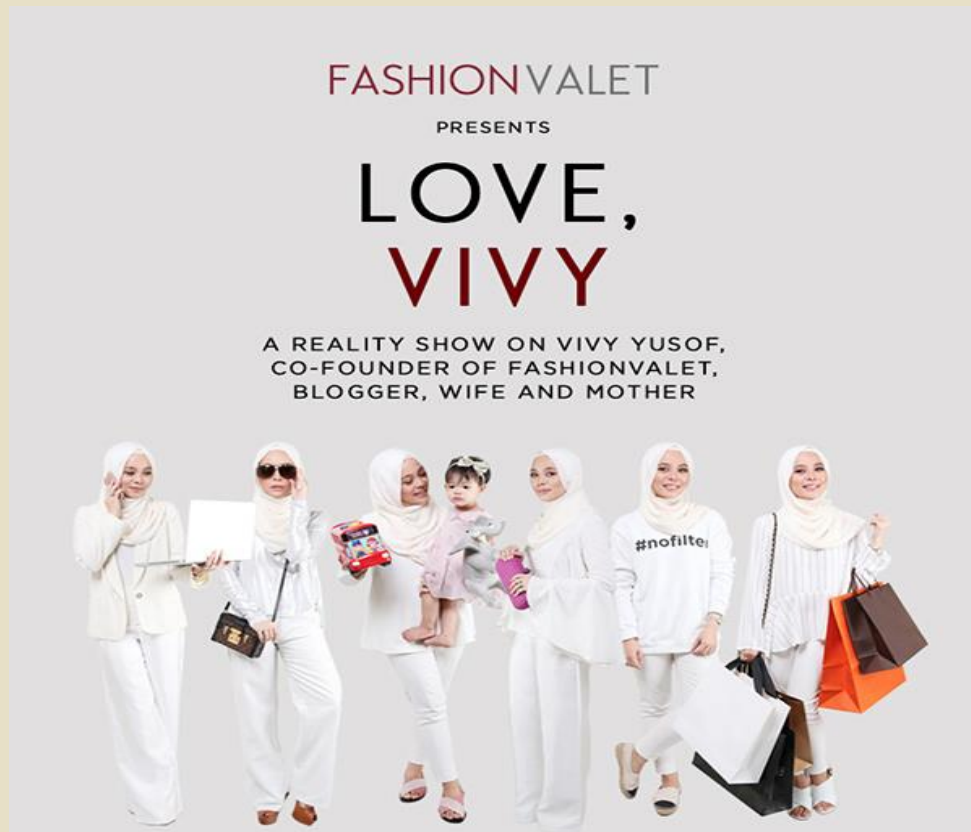
3 minute read

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



- Vivy Yusof is one of the ten Malaysians honoured at Asean@50 awards
- The Asean@50 Achievement Awards were a part of Asean-BAC Malaysia's activities in leading the economic pillar-private sector celebrations of the Asean's 50th anniversary this year.
- Young Entrepreneur of the Year Award, presented to Fashion Valet co-founder, Vivy Yusof.

History



- Love Vivy is a 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.
- Stories on how Vivy managed her business
- From family upbringing to a career and anything in between.
- Later, Love Vivy season 2 was aired on 21 February 2017 on Astro Ria.

Characteristics

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 programme, in 2012. They were able to expand FashionValet with our winnings and the exposure from the show widened our audience.

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.

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, Fadzaruddin 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.

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. Even though she could not find the real satisfaction and she has deep interest in fashion.