



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

UHMT1012-27

ATRIBUT KEJAYAAN GRADUAN

(GRADUATE SUCCESS ATTRIBUTES)

ESSAY REPORT PAPER :

Support Our Local : Pro-dUCk

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SUBMITTED ON : 15/07/2020

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INTRODUCTION : History of dUCk and Their Successors

This ‘Support Our Locals : Pro-dUCk’ is a week of us running a campaign with the purpose of raising awareness to locals about local products. The main people that created this product are Vivy Yusof and her husband, Fadzarudin Shah Anuar. They both created fashion brand companies which are named FashionValet Sdn. Bhd and dUCk group. It is both an e-commerce platform and retail stores. Now, they both have become successful entrepreneurs in Malaysia.

Vivy Sofinas Yusof (also called Vivy Yusof) is co-founder of FashionValet and The dUCk group. Back then, she has been a blogger for about 10 years who has been sharing her life and entrepreneurial journey through her personal blog, www.proudduck.com. She graduated law from London School of Economics, United Kingdom. Now she becomes a multi-million dollar company with 150 employees and carrying 500 fashion brands. Vivy has won several awards including; Bella Business Award 2013, Young Entrepreneur Award from Tribute To Women Malaysia. She also has been featured in many international media including BBC, The New York Times and Forbes. In April 2017, Vivy was listed on Forbes as one of Asia’s Top 30 under 30. She married Fadzaruddin Shah Anuar in 2012.

Fadzaruddin Shah Anuar, husband of Vivy Yusof, was born and raised in Kuala Lumpur. He graduated with a Masters in Aeronautical Engineering from Imperial College London. In 2010, Fadza co-founded FashionValet with Vivy Yusof, with the mission of elevating the local fashion industry. He becomes CEO and leads the company’s strategic planning and business development. He has been awarded one of Augustmen Men of The Year in 2015 and listed the Malaysia Tatler Gen T List in 2017. Fadza also actively speaks about his experience in universities and entrepreneurship events by organisations like MAGIC, MATRADE and Cradle.

dUCk, a lifestyle brand for the modern city girl, is new cool for lifestyle fashion accessory wear and living, offering scarf collections, stationaries and home living products in exciting graphic prints and living colours. dUCk launched in May 2014, and was born out of the love for well-branded scarves, aiming to convert the message that wearing scarves should be a celebrated act among women. The dUCk brand which revolves around a character named D, rose quickly in its popularity across the world, and has since expanded to become the dUCk group.

OBJECTIVE

The main objective is to live up to the title of this event itself, Support The Local : Pro-dUCk. In other words, our team is trying to **spread awareness about the benefits in supporting locals**. The benefits are to strengthen our local economy, increase job opportunities and lower taxes. Thus, these beneficial outcomes are obvious and will surely give an impact to the society. We planned to **promote local products by a quick talk that was organised by us. Exposing the products to society will make them know the people behind the product and how the business works**. Since supporting local brands is our main purpose, it is significant to make sure that the future entrepreneurs have a higher chance in expanding their business in Malaysia.

One of other activities is promoting dUCk products such as ‘telekung project’, scarves, cosmetics, stationeries, and bags. Even though ‘telekung’ is out of categories, it has its own meaning too. For example, the company has created a campaign that gives ‘telekung’ freely to public places such as RnR, shopping malls, and much more. This clearly gives a big idea for all users to feel comfort with the telekung. In other terms, it boosts the quantity of customers that they promote due to that very kind campaign.

Throughout the day, there will be activities that would make sure the things learnt are being practiced in their future lives. We aspire to inspire people so that they can live an entrepreneur life.

PROBLEM STATEMENT

The reason why this event was suggested in the first place is because we realized that most **Malaysian tend to support international business rather than local business**. Most people think that local business has no quality while they didn't even try to engage with local business in the first place. Take for example, most people buy overseas products through Amazon, Alibaba and Oberlo. They took risks and willingly paid more tax to get the certain products. The main problem here is that the people are still ignorant of the fact that their small buying products claim to not affect the local's economy. Not only that, **they claimed that the local products are very limited and more expensive than global products**.

Most of the reasons that have been given by them are actually partially agreed. Most of the local products are very cheap to give better for the local economy and stay long in the community. Some of them are selling their products based on what their local customers need and creates a much broader range of product choices. Not only that, thriving local business creates good jobs, with higher-paid positions within the community as well as provides better working conditions because they are more exposed to local communities.

Since all of the problems mentioned are mainly because of mankind, we feel the need to make sure that the ones solving these problems are the same one that created it. Although this event highlights the resolution to only a part of the problems mentioned, we felt like it is still ideal to educate the locals so that they can become a smart entrepreneur and consumer. Thus, the idea of conducting this event in hope that the audience could enjoy and gain a bunch of knowledge on business/marketing strategy and ways to start an e-commerce system.

ORGANISATION STRUCTURE

Member of the executive committee

Program Manager : NUR ALEEYA SYAKILA BINTI MUHAMAD SUBIAN
Deputy Program Manager : NOR HAFIYZHA BINTI MD HUSNI
Secretary : NUR HADIRAH MUNAWARAH BINTI ROZMIZAN
Treasurer : AZRIANA BINTI ZAINAL ABIDIN

Ordinary Committee Member

OCM Venue : NOR HAFIYZHA BINTI MD HUSNI
OCM Registration : NOR HAFIYZHA BINTI MD HUSNI
OCM Certificate : AZRIANA BINTI ZAINAL ABIDIN
OCM Multimedia : NUR HADIRAH MUNAWARAH BINTI ROZMIZAN
OCM Event : NUR ALEEYA SYAKILA BINTI MUHAMAD SUBIAN
OCM Sponsorship : AZRIANA BINTI ZAINAL ABIDIN

DUTY AND RESPONSIBILITY OF COMMITTEE MEMBER

Program manager

- Lead all event committees to be in accordance with the vision and all plans that have been determined.
- Manage the risks and issues that might and do arise over the course of the program life cycle, as well as take measures to correct them when they occur.

Secretary

- Prepare the report and documents for the program.
- Taking notes during the meetings.

Treasurer

- Prepare the financial report after the program.
- Control all the spending that had used in the program.
- Find the sponsor for the program.
- Prepare the budget of the program.

OCM Event

- Make a detailed and specific arrangement of the event.

OCM Sponsorship

- Make a Sponsor list.
- Doing some side business that can provide income.

OCM Venue

- Make sure the venue is appropriate.

OCM Registration

- Make a record of the personal information of the participant.

OCM Multimedia

- Take the photo for the program during the program.

OCM Certificate

- Prepare the certificate for all the participants and the sponsor.

BUDGET

ESTIMATED INCOME

Sponsorship	Amount(RM)
Cash Sponsorship <ul style="list-style-type: none">Persaka UTM	100
Product Sponsorship <ul style="list-style-type: none">Rainbow Art Stationary	100
Total Income	200

ESTIMATED EXPENDITURE

NO	Sponsorship	Quantity	Price per unit (RM)	Total (RM)
1.	Goodies <ul style="list-style-type: none">Certificate	30	2	60
Total Expenditure				RM60.00

SPONSORSHIP PACKAGE

1. Pre-Event

- Insert sponsor logos in posters that will be used for event promotion.

2. On-Site

- Sponsors are allowed to join the event and promote their product

3. Post-Event

- Sponsor companies will be given certificates and souvenirs as an award for being sponsors of this event.

SPONSORSHIP LETTER

6/7/2020

Program 'Support Our Locals : Pro-dUCk'

Universiti Teknologi Malaysia

81310, Skudai, Johor.

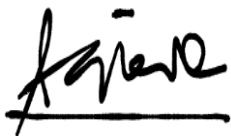
Dear Linda,

My name is Azriana binti Zainal Abidin, a student from Universiti Teknologi Malaysia. My team is planning to conduct a program to promote the dUCk product that was owned by Vivvy Yusof which is our chosen entrepreneur. The purpose of conducting this program is to spread awareness about the benefits in supporting locals. Other than that, we will promote local products by a quick talk that is organised by us. It definitely helps business students and engineering students to explore more about one specific local product, dUCk.

We are humbly requesting you to sponsor our program and we need some money to carry out this program. In exchange, we will help your company by doing a social media shout out while advertising our program and at the same time your company will get more new customers since many students will start to recognize your brands.

With Rainbow Art Stationary by our side at this upcoming program, we are sure to achieve our fundraising goal and objective of 'Support Our Locals: Pro-dUCk' program. We hope that you can accept our request to sponsor this program. I will follow up with you by e-mail within a week to see if you are interested to be our official event sponsor.

Sincerely,



AZRIANA BINTI ZAINAL ABIDIN

Treasurer of program 'Support Our Locals: Pro-dUCk'

PROGRAMME SCHEDULE

Time	Activity
10.00 am	Registration of audience
10.30 am	Briefing of the program tentative to the audience
11.00 am	Slot 1 : Vivy's Biography
11.50 am	Short break
12.00 pm	Slot 2 : Pro-dUCk
13.00 pm	Program ends

ACTIVITIES

VIVY'S BIOGRAPHY

Date : 13 July 2020

Time : 11.00 am-11.50 am

Venue : Google Hangout

This slot purpose is to share to the audience a little bit of information regarding our chosen entrepreneur, Vivy Yusof. Since Vivy Yusof is the founder of dUCk, we decided to share with the audience about her efforts, failure and success in building up the company. During the sharing session, we also did a Q & A session where the audience get the chance to ask any unanswered question that has been lingering around their mind regarding the slot, Vivy's Biography.

Pro-dUCk

Date : 13 July 2020

Time : 12.00 pm- 13.00 pm

Venue : Google Hangout

Continuing a short break for 10 minutes after the end of the first slot, we started our second slot which is Pro-dUCk. Firstly, we started the session by sharing some information regarding all of dUCk's products to the audience. Later on, we start to emphasise each product's details and persuade the audience to buy most of the product that dUCk sells, which most of their products are of high quality.

CONCLUSION

Finally, it may be concluded that the entrepreneurial trait and good personal qualities are the requirements to become a successful entrepreneur. To be exact, the entrepreneur traits are networked, open risk taker, observant, visionary, failure is an option, open culture, outcome oriented, team oriented and proactive towards successful businesses. These entrepreneur traits are the main value that each of us tried to sow in ourselves during this event in order to build a good personality as a newbie in this field. Apart from that, Vivy Yusof gave us so much inspiration to keep on trying new things and come out with unique ideas to keep on competing with other businesses. In fact, there's a quotation that we got from her speech where "Ask questions, self-reflect, remember that everything has a solution. The most important thing is that you never lose spirit, and you never forget to enjoy the rollercoaster ride to success."

We believed by doing this event, we could somehow create a spark in our audience's heart to get out of their comfort zone and start doing businesses in order to be a successful entrepreneur that someone will look up to. We feel blessed that our event has been supported by the audience and most of them come out with positive feedback. We hope that this kind of event could be held again in future and let's support our local products because most of them are comparable with some international products.

SELF REFLECTION (NUR ALEEYA SYAKILA)

I took in a great deal of lessons from this project report. Particularly, as a group leader, I figured out how I could tune in to my individuals, in light of the fact that for me a pioneer would not be heard, would not get regard from bunch individuals on the off chance that he didn't tune in to others. I need to thank my colleagues who can cooperate and helpfully well indeed. As I would see it we have no issue in planning with one another, we hear each other out, do tasks that have been entrusted, and in particular offer guidance to one another that I think tuning in to one another and offering guidance is the most significant point in a group.

In making this proposal I encountered various challenges. One of the challenges that we confronted is the way to deal with this huge program. We never conducted any big program in one day and we are apprehensive if our program didn't run as arranged. In any case, we didn't surrender and accept this as our open door to deal with a program. We ask a few people who have experience taking care of a program before to get information that can assist us with sorting out our program. So as to ensure this program advances effectively, we have meetings and discussion about movement that will be done all through the program. The entirety of this discussion needs us to be capable and have the soul of collaboration to get the best arrangement of working.

SELF REFLECTION (AZRIANA)

We chose 'Support Our Locals : Pro-dUCk' because we realized some people did not even care about our local product and support international brands. Buying locally has advantages beyond mere convenience. When we support local business owners, you get a better level of service and help make your community a better place to live. This is in addition to the health benefits and access to unique products that you can't normally find in chain locations. With regard to this major issue, we believe that we should carry out a program to raise awareness of animals and our earth.

We face a variety of difficulties in planning the programme. The search for support poses one of the challenges. We must find some funding for our program, because we are all students of the first year. I'm in charge of writing a sponsor letter that will support our program and find the company. I consider it hard for me because I have never been responsible for the company and I have never learned how to deal with it. But for the sake of the program, I am learning many things. I learn how a good proposal to convince them is to be prepared. I want to convince you that all parties profit from our programme.

Throughout this program I learn a lot of things, especially that we should work in a team in order to make the program successfully complete. We should listen to other teammates' ideas as well. This part is very important because we need to carry out a big program in one week together. If we do not cooperate well in a team it will be one more big problem.

I would like to thank my group members because they helped each other and worked as a team when carrying out this program. I would also like to thank my lecturer Dr Lokman bin Ali for helping us in completing this task.

SELF REFLECTION (NUR HADIRAH MUNAWARAH)

Firstly, I would like to thank all of my group members for giving their best in completing this proposal and program. We have done a lot of group discussion to choose the best topic to create the proposal for the assignment. Each of us are required to suggest one topic so that we can get a variety of ideas in doing the proposal. As the younger generation, we do agree that local business needs to be emphasised among students.

What I have learnt in this project is that students need to expose themselves with business skills in university. This is because even a small business can give a big income if we know basic skills such as marketing skills and so on. By doing this project, I gained a lot of knowledge. After finishing the tasks that have been given to me, it really gives me a chance and opportunity to understand how actually business life is. It is very important for the younger generation to be involved in any event or program related to local business. Moreover, they youngsters will also appreciate and cherish business and can be implemented in their future.

However, I faced a lot of hardships. I learned that response from each member is very important. Hence, we made a quick meeting using Google Hangout to discuss together. Other than that, it is hard to find the best and suitable time for us to really discuss about proposal for each of us has different schedule in home during covid-19 pandemic. The solution with this problem is that we set our due together and need to complete it before that time. Therefore, we manage to overcome these major challenges we faced during the process of making this project.

SELF REFLECTION (NOR HAFIYZHA)

During our brainstorming session, we've decided to choose the entrepreneur event as our proposal's topic because we noticed that some of the students are likely to start doing a small business especially when there's an event held in UTM. However, some of them don't have the courage to keep on doing their business just because they didn't succeed at once. The objective of the event that we proposed is to support our local pro-dUCk where not only the dUCk itself but most of the small businesses and to gain our audience trust on local products here in UTM.

Our first meeting is to decide our position where I have been chosen as the ordinary committee members where I have to come out with a good venue and registration section. The first challenge that I faced is to find a suitable venue for this event since it held on this pandemic crisis. Not only that, to hold an online-based program is not an easy task where we have to be concerned about the audience internet connection since not all of them have a strong internet connection. In fact, I have to analyze the tentative of this event to decide whether this online platform is suitable or not.

For the registration section, I have decided to create a form in order to estimate the number of participants for this event. By doing this method, I could find the best online platform that could fit more than 50 participants at once. I've chosen Google Meet as a platform for this event since it's the most suitable software to use whether the audience has a good or slow internet connection.

In conclusion, I would like to thank my teammates for giving full cooperation and their commitment in order to execute this event. Although it is a first-time experience to be able to execute the tasks, yet the trust that they put in me is something that I would really be grateful with. Last but not least, I would like to thank our lecturer, Dr Lokman who gives us a lot of advice and tips in order for us to complete our project. Without the guidance of his, we would not likely be able to complete the Support Our Local: Pro-dUCk event. .

APPENDIX

dUCk in the News

A QUICK TALK

SUPPORT LOCAL :
PRO-dUCK



FREE OF CHARGE

JULY 13th

Open to Business
and Engineering
Students

Time : 12:00 pm -
13:00pm

Activities:

- *Local business tips
- *History of dUCK
- *Failure and Success
- *This products
- *Q&A



Kindly download [Google Hangout](#) to follow this event



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MINUTES OF MEETING

Date: 1 July 2020

Location: Google Hangout Video Calls

Time: 9:30 pm.

Present: Munawarah, Azriana, Syakila, Hafiyzha

Meeting Agenda:

1) Deciding what to do

We had a discussion on what would be the most suitable event to conduct. We made some research and shared our opinions on what entrepreneur that we should choose. Lastly, we agreed to choose Vivy Yusof as our chosen entrepreneur and we will promote her product since it is local product and have good quality like an international product.

Date: 5 July 2020

Location: Google Hangout

Time: 9:00 pm.

Present: Munawarah, Azriana, Syakila, Hafiyzha

Meeting Agenda:

1) Suggesting and organizing activities

With the information gathered by each of the team members, we shared our opinions and suggested the activities we think will be suitable for the event. We organized the time, venue and budget together and also explained a bit about the new things we discovered just so everyone has the same knowledge and understanding.

2) Part distribution

After discussing and so, we distributed our parts equally. Since it would be time consuming to meet up regularly, we decided to do our own parts and later share it through the Whatsapp group we created for us to compile afterwards. We would check each other's work and improvise together as well as solving confusions regarding the proposal.

Date: 10 July 2020

Location: Google Hangout

Time: 10.00 a.m.

Present: Munawarah, Azriana, Syakila, Hafiyzha

Meeting Agenda:

- 1) Deciding on roles

During the meeting, we discussed the roles we should take during the event. We also had to decide on who would be the one presenting and who will be the one answering questions from the audience. At the end, we decided on two presenters, Syakila and Munawarah while Azriana and Hafiyzha will be the ones answering during the Q&A session. We talked on what should be on the slides of the presentation.