

IDA MASLINA

CHIEF OPERATION OFFICER
U SMART VENTURES PLT

" Don't easily give up
until you get what you
want to achieve
in life "

PERSONAL INFORMATION

 +6013-602-7452
32-2, Jalan Dagang 1/1A
Taman Dagang 68000
Kuala Lumpur

 usmartventures@gmail.com

 @idamaslina

DATE OF BIRTH
30 August 1979

PLACE OF BIRTH
Kuala Lumpur

MARITAL STATUS
Married with 4 kids

BUSINESS VENTURE

- Convenience Store
 - M STATION at MITI KL & KBS Putrajaya
- Cafe
 - Uniputra Terrace Cafe @ UPM Golf Club
 - Putra Bistro @ UPM Chancellery & Faculty of Science UPM
 - Putra Lounge @ UPM Chancellery
 - Legenda Bistro @ Studio Merdeka FINAS
 - University Bistro @ KTDI 1&2, UKM
- Smart Service Business Concept
 - M BIZZ at MITI
- Freshmart
 - Agromart @ Ampang
- Budget Hotel
 - Aster Hotel @ Bukit Jalil
- Telco Concept Store
 - redONE Authorized Partner in Campus UIA

BUSINESS EXPERIENCE

2007

MUFFINS MONSTER

- Built a homebased online business focusing on baking muffins & cupcakes
- Featured in Nona & WHI TV3 for muffin baking demo
- Featured in Mingguan Malaysia as a mompreneur

2013

LUVHLEE WARDROBE

- Design a fashion brand for petite & modest ladies. Market it online & supply to a few vendor boutique in KL & Melaka.
- Participate in Malaysia Fashion Week 2016 at Matrade

2017 till current

U SMART VENTURES

- Started as convenience store brand M STATION at MITI in 2016
- From there we grow through collaboration with other partners to build business strength and enlarge our opportunities.

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*" You may thought that
all the sacrifices that
you have made is
worthless until you
wait for the
end result "*

EDUCATION BACKGROUND

Primary School

SEK REN KEB TAMAN MELAWATI

Secondary School

SEK MEN TAMAN MELAWATI

University Putra Malaysia

1998

MATRICULATION IN ENGINEERING

2002

BACHELOR DEGREE IN
ENGINEERING
(COMPUTER & COMMUNICATION
SYSTEM)

PARTICIPATION IN ENTREPRENEUR GROUP

Peoplepreneur Business School

2008 - 2010

- Join to learn from online milionaire mentor Dr Irfan Khairi and MLM Icon Dr Azman Ching.
- Get to know and network with other entrepreneurs who just begun their journey towards entrepreneuership.
- Take part in their annual 3-days event "Dari Kosong Hingga Jutawan" that gather most of the reputable mentor in Malaysia.

Rootwommers

2011 - 2014

- Join this entrepreneur networking group to get connected with other entrepreneurs and grow the business together.
- Apply word-of-mouth marketing system in between the members in the same chapter and also in between other chapters.
- Still in contact with most of the entrepreneurs in the group & sharing business contact & collaborate with them.

Peniagawati

2015 TILL NOW

- Join as a ordinary member to get in touch with the successful women entrepreneur and learning from their success story.
- Appointed as one of the committee member for consecutive year 2017-2019.
- Get involved actively in all programs organized internally and also attending other events organized by government agency or private company that related with entrepreneurship.
- Appointed as the organising committee for Business Trade Mission to New York in 2018 and co-organised fashion show during New York Fashion Week 2018 for Malaysian Designers that joined the runaway.
- Been appointed again as the committee member for the year 2019-2021.