A STUDY ON HOW ADVERTISING AFFECT ONLINE SHOPPING COMPANY (HUMAN FACTORY)

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AUTHOR’S DECLARATION

I’m hereby certify that this thesis and the research to which it refers are the product of my own work and that any ideas or quotations from the work of other people, published or otherwise, are fully acknowledged in accordance with the standard referring practices of the discipline.

Signature : ...........................................

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Date : 21 JAN 2013
Human Factory is an online apparel retailer based in Malaysia built on a foundation of love for clothing. It was around 2011 started Human Factory and operates from the basement (still now). Human Factory source for the brand that company and customer absolutely adore. Human Factory is always exploring to expand the range of the brands and products that customers will love.

Human Factory is selling various kind of fashionable tees, handbags and pants. Somehow, we only focus on the tees. Human Factory selling “Threadless” tees which is 100% cotton and worth-buying. The tagline for the company is “be uniquely you” which we hope our customers can get some exciting, vibrant and creative style and fashion for yourself.

Graphic Design is one of the technical aspects to create effective communication and information in advertisement to solve this issue. Graphic design plays an important role on the