UNIVERSITI TEKNOLOGI MARA

REDESIGNING CORPORATE IDENTITY
THAT LEADS INCREASING SALE
CASE STUDY: BERJAYA AIR SDN BHD.

WAN MOHAMAD HAKIM ZUBILLAH BIN WAN HASSAN
2010821933

BACHELOR OF ART AND DESIGN (Hons.)
GRAPHIC DESIGN
FACULTY OF ART AND DESIGN

JANUARY 2013
AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulations of University Technology MARA. It is original result of my own, unless indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event that my academic writing be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of University Technology MARA.

Signature of Candidate's :

Date :

Wan Mohamad Hakim Zubillah Bin Wan Hassan

January, 2013
INTRODUCTION

This chapter will explain about the research background, problem statement, and objectives of the research, scope of the research, limitations of the research, significance of the research and overview of the research.

Since the birth of flight in 1903, air travel has emerged as a crucial means of transportation for people and products. The hundred-plus years following the invention of the first aircraft have brought about a revolution in the way people travel. The airline business is a major industry, relied upon by millions not only for transportation but also as a way of making a living. Airplanes were around the first few years of the 20th century, but flying was a risky endeavor not commonplace until 1925. In this year, the Air Mail Act facilitated the development of the airline industry by allowing the postmaster to contract with private airlines to deliver mail. Shortly thereafter, the Air Commerce Act gave the Secretary of Commerce power to establish airways, certify aircraft, license pilots, and issue and enforce air traffic regulations. The first commercial airlines included Pan American, Western Air Express and Ford Transport Service. Within 10 years, many modern day airlines, such as United and American, had emerged as major players. In 2001, the industry dealt with the effects of another economic downturn, as business travel decreased substantially while labor and fuel costs increased. The events 9/11 greatly magnified the airlines' issues, leading to a sharp decline in customers and significantly higher operating costs. Losses continued for years; the industry as a whole didn't return to profitability until 2006. A relatively stable period followed, although controversies arose over service quality and passenger treatment in terms of flight delays, particularly those involving planes waiting on the runway. In 2010 and 2011, the U.S. Department of Transportation issued a series of rules mandating that the airlines provide adequate modifications for passengers in extenuating circumstances.
# TABLE OF CONTENT

List of Contents.................................................................................................................i

List of Tables....................................................................................................................ii

List of Figure ...................................................................................................................iii

List of Appendices ............................................................................................................iv

Author's Declaration.............................................................................................................v

INTRODUCTION..............................................................................................................1

CHAPTER 1: BACKGROUND RESEARCH........................................................................2

1.1

INTRODUCTION...........................................................................................................2

1.1.1 Problem statement .................................................................6
1.1.2 Research question ................................................................8
1.1.3 Purpose of study .................................................................9
1.1.4 Limitation of the study ...........................................................9
1.1.5 Scope of research ................................................................9
1.1.6 Literature review ................................................................10
CHAPTER 2: OBJECTIVES AND RESEARCH METHODOLOGY ..................................................31

2.1 Research objectives .................................................................................................31

2.2 Research Method .......................................................................................................31

2.2.1 Methodology .........................................................................................................31

2.2.2 Location and population .......................................................................................31

2.2.3 Determining sample size .......................................................................................32

2.2.4 Research design ....................................................................................................33

2.2.5 Research collections ............................................................................................34

2.2.6 Respondent ...........................................................................................................35

2.2.7 Location of study ..................................................................................................35

CHAPTER 3: ANALYSIS AND FINDINGS .........................................................................36

3.1 Results of Questionnaire .........................................................................................36

CHAPTER 4: CONCLUSION AND RECOMMENDATION ..................................................47

4.1 Conclusion .................................................................................................................47

4.2 Recommendation .......................................................................................................48

4.2.1 Design solutions ..................................................................................................49

References .......................................................................................................................58

Appendices .....................................................................................................................59