

Universiti Teknologi MARA

Rebranding of Corporate Identity,
Wet World Shah Alam

Siti Fatimah binti Mahat

2010125261

**B.A HONS (GRAPHIC) FACULTY OF ART
AND DESIGN**

JAN 2013

LIST OF CONTENT	PAGE
List Of Content	1
List Of Figures And Plates	13-24
List Of Appendices	40-42
Author Declarations	4
Acknowledgements (Preface)	5
Introduction.....	6
 CHAPTER 1 BACKGROUND RESEARCH	
1.1 Introduction.....	7
1.2 Problem Statement.....	7
1.3 Suggestion of Reseach.....	8
1.4 Significance Of Study.....	9
1.5 Limitation.....	9
 CHAPTER 2 OBJECTIVES AND RESEARCH METHODOLGY	
2.0 Introduction.....	10
2.1 Objective Of The Study.....	10
2.2 Research Methodology	10
2.3 Interview.....	11
2.4 Observation.....	11
2.5 Questionnaire.....	12

AUTHOR'S DECLARATIONS

The material included in this academic writing has not been submitted for any academic award or qualification other than that for which it is now submitted.

The programme of Bachelor Degree (Honours) of which this writing is part has consist of:

- (i) Research Design and Methods course
- (ii) Supervision tutorials.

Siti Fatimah Binti Mahat

January 2013

ACKNOWLEDGEMENT

Without the help and support of a number of people it would not have been possible to prepare this academic writing. My thanks also go to the Faculty of Art and Design, University Technology MARA (UiTM) for giving me the opportunity to seek and gain all the knowledge available at this university. There are several kind-hearted individuals who are help me to complete my academic writing paper . I would like to thank my advisors who always give an advice and encouragement in carrying out academic research and writing since the first day of learning. I am thankful and really appreciate it. The special thank also goes to Puan Ida Hartini Binti Zainol, Lecture Department of Graphic Design, Faculty Of Art & Design University Teknologi Mara, who give an idea to get the title for my academic writing . Thanks for her comments, encouragement and support throughout the completion of this report. The co-operation is much indeed appreciated.

Thank you to my comrades from the graphics department for the support and guidance when I am doing the process of doing this research and academic writing. I'm also deeply grateful to my friend Mohd Zulhelmi Zainuddin for the advise about the arrangement and organization of this report. To my parents, thanks for your support always give me an advice to success to do this academic writing.

Finally I would like to thank everyone else who contributed to this academic writing especially to respondents to complete my questionnaire and everybody that patient in helping me complete this report. Without their commitment and dedication , this report would not have complete and materialised . I hope that these individual assignments will be able to help and provide valuable input to all especially for the researcher that who want to study about it.

Thank you.

INTRODUCTION

Rebranding is the creation of a new look such as new name, term, symbol and feel for an established product in order to differentiate the product from its competitors. The goal of rebranding is to influence a customer's perception about a product or service by revitalizing the brand and making it seem more modern and relevant to the customer's needs. According to Donnelly and Linton (2009), the rebranding process may consist of bringing changes to the overall physic image of the brand (like the logo, symbols, name) or it can involve more organizational aspects like the marketing behind the brand, advertising or simply a change of strategy.

This academic writing is about rebrand corporate identity for Wet World Shah Alam. From this academic writing, I have to study about the importance of rebranding. I also do the evidence searching to gain more information about rebranding and Wet World Water Park information . After I will make and finding from the data that I get and finally conclusion and recommendations base on the finding.

In this academic writing divided into four chapters. The first chapter is about background of research. This chapter is about the overview of the background research based on literature reviews. The second chapter is about objective and research methodology. This section sets forth the research objectives to be attained and with appropriate methodology to be undertaken for research project. For chapter 3 is about analysis and finding. This section provide the discussions based on the original data obtained from research method. The final chapter is about conclusion and recommendation. This section is highlights the conclusion, which is drawn in line with the objectives, and the development of practical recommendations based on the relevant research findings.