

GDT 312

FINAL STORYBOARD

NAME	NOR SHAHRIL AIDIL BIN NOR EDDIE
MATRIX	2018234298
LECTURER	MOHAMAD QUZAMI AN-NUUR BIN AHMAD RADZI

PRODUCT REVIEW

IPOH HAINAN CHICKEN RICE

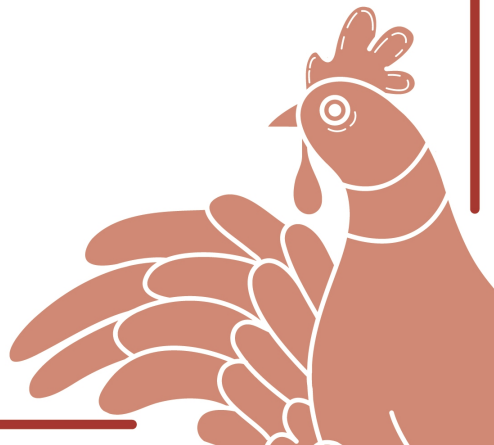


CLIENT/ COMPANY INTRODUCTION

DESCRIPTION OF IPOH HAINAN CHICKEN RICE

When Ipoh Hainan Chicken Rice were established in 2009 located at Jalan Raja Musa Aziz in Ipoh Town, Perak. We are known for our Bean Sprout Chicken, Fried Beeh with Chestnut and Roasted Chicken Rice. The restaurant is also Halal certified. Therefore, it also has been a staple of Ipoh, even sometimes having it referred to as Ipoh Chicken Rice. Meticulous efforts

are put into preparing this simple, yet popular dish of poached chicken and rice, giving th flesh a unique smooth texture accompanied by the subtle, natural flavour of chicken enhanced by a light soy sauce.



NAME : IPOH HAINAN CHICKEN RICE
TYPE : EATERY

AN EATERY THAT LOCATED AT JALAN RAJA MUSA AZIZ IN IPOH TOWN, PERAK. KNOWN FOR HAINANESE CHICKEN RICE AND DISHES ACROSS EAST ASIA COUNTRIES SUCH AS JAPANESE BENTO CRAB MEAT, AND MANGO SALAD WITH HALAL QUALITY.



STORYBOARD IDEA

USP DRAFT 01

1st draft

Describe Your Target Audience

- Young and adults
- Families and friends

Explain the Problem You Solve

Young and adults tends to be quite stressful at times

- Stress reliever, starts or ends consumer's day with less stress

Families and friends can't think of any eateries that are cheap and tasteful

- Easy to access thus satisfy what consumers crave easily.

