

**MOHD AFIFUDDIN
ZAHARUDDIN**



011 1061 5113



afifuddinzahar3201@gmail.com



afifuddnzhr_32

PKT HYPERMARKET

PKT Hypermarket name from Pengkalan Kubur Trading and start operation on 27 September 2007. PKT Hypermarket provide home grocery also have a few branches in Kelantan and Terengganu. PKT Hypermarket attract customers who have family in line with the tagline 'PUSAT MEMBELI BELAH SEKELUARGA'. For this project, I would say this is about to be a major rebrand for PKT Hypermarket because I applied a new and simple design and stay with blue and yellow color to not change thier iconic and strong identity. Besides that I applied thier Emotional Selling Proposition(ESP) this company in thier new logo for attract more customers.

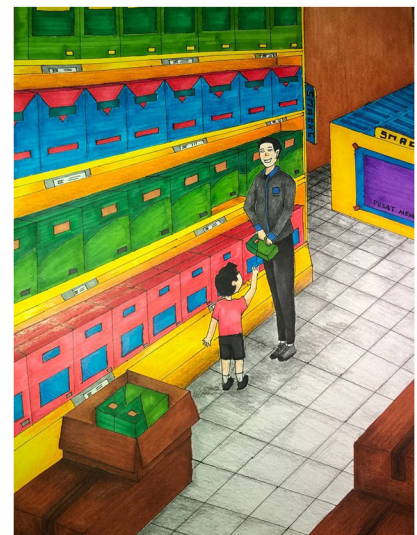
Logo



Print Ads



Manual Illustration



Uniform



Merchandise



Livery Design



SMT



Website

