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GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch



**HAIKAL
HAKIMI**
HAMIZAN
2019244168

BEE BOSS PRODUCT (FOOD AND BEVERAGES)

Design Advisor : DR. NEESA AMEERA MOHAMED SALIM , EN.MOHD SYAZRUL HAFIZI BIN HUSIN

Bee Boss is an ice-cream that comes with pure honeycomb. The creaminess of an ice-cream and some chunks of pure honeycomb will definitely make your day cooler! The tagline for Bee Boss is "Cool and Sweet". The creaminess of ice-cream and the crumbly of honeycomb is a suitable combination for the dessert and it is very related to the tagline, "Cool and Sweet". The USP of my product is the flavoured ice-cream with some chunks of pure honeycomb. The honeycomb is a mass hexagonal prismatic wax cells made by honey bees. The honeycomb is sweet, chewy, and also provides nutritional benefits. The honeycomb is freshly taken from Sitiawan, Perak. The founder of Bee Boss Cafe is Encik Mohd Fahmi since early 2021. The cafe is located at Sungai Petani, Kedah. Which is a strategic location for this business. This cafe comes with three types of ice-cream flavours, which are vanilla, strawberry, and mint. They also sell cold drinks such as Vanilla Caramel Frappe, Honey Frappe and much more. For the final year project, I decided to propose a new look for Bee Boss honeycomb ice-cream. I was inspired by the packaging design from big brands such as Nestle, Baskin Robbins, Ben and Jerry, Wall's and much more. With the types of flavours included, it will attract more customers to taste the delicious honeycomb ice-cream. All ages are the target audience, especially teenagers and adults. With the new concept proposed, Bee Boss hopes to be one of the best ice-cream products among the competitors. The concept for the Bee Boss product is elegance and simplicity. The elegance concept can be shown through the packaging design itself. I use typography and illustration design for the packaging. Meanwhile, the simplicity concept can be shown by the minimal use of colours. I use three different colours, which is Ivory Black, Fuel Yellow and White. The colour that I use is suitable with flavours proposed. Bee Boss honeycomb ice-cream aims to make the business successful. Since honeycomb ice cream is a unique product in the current market. The local cafe such as Bubblebee, Bar Bee and Mokti's are the main competitors for the Bee Boss Product. As a designer, I am really proud with the design that I have created for Bee Boss honeycomb ice-cream. Thus, I hope this product will be a successful ice-cream product in Malaysia.

Original honeycomb ice cream

Cool & Sweet!

100% pure honeycomb

VANILLA HONEYCOMB ICE-CREAM

Delicious & Nutritious

Also available in - 3 flavours
Vanilla, Strawberry & Chocolate

Try it today
IG: @beebossempire
www.beeboss.com.my

Original honeycomb ice cream

Cool & Sweet!

100% pure honeycomb

STRAWBERRY HONEYCOMB ICE-CREAM

Delicious & Nutritious

Also available in - 3 flavours
Vanilla, Strawberry & Chocolate

Try it today
IG: @beebossempire
www.beeboss.com.my

Original honeycomb ice cream

Cool & Sweet!

100% pure honeycomb

MINT HONEYCOMB ICE-CREAM

Delicious & Nutritious

Also available in - 3 flavours
Vanilla, Strawberry & Chocolate

Try it today
IG: @beebossempire
www.beeboss.com.my



Vanilla



Strawberry



Mint

TOSHIBA



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JABATAN KEBUDAYAAN
& KESENIAN NEGARA

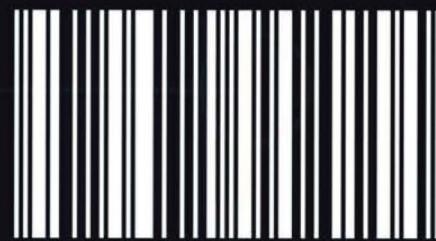


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