

UNIVERSITI TEKNOLOGI MARA

PACKAGING AS AN EFFECTIVE MARKETING TOOL FOR PRODUCT

FADZLINA BINTI MOHD FADZIL

2009168891

BACHELOR OF ART AND DESIGN (Hons.)

(GRAPHIC DESIGN)

FACULTY OF ART AND DESIGN

JANUARY 2013

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 not submitted.

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

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

Fadzlina Binti Mohd Fadzil

January, 2013

Acknowledgement

Praise to Allah SWT for his blessing and strength to complete this academic research. This research would not have been possible without the generous support from my parents, which I could not have go on without their blessing. My appreciation for the moral support that comes from my immediate family. To my academic advisors, whose patience, directions drive me to pull through this assignment.

My biggest heartfelt thanks go to my peers for saving my sanity umpteen times.

Introduction

Packaging is the science, art, and technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of design, evaluation, and production of packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use. Packaging contains, protects, preserves, transports, informs, and sells. In many countries it is fully integrated into government, business, institutional, industrial, and personal use.

This chapter discuss about packaging as an effective marketing tool for product. It will also examine the background of the problem, problem statement, research objective, research questions, scope of research, significant of the research, concept definition, operational definition and limitation of research. Besides that, this chapter will also be the medium to observe the packaging effect on the mean and how it attracts the viewer's. Additionally, this research will also discuss other factors such as the impact of packaging and the buyer perception towards a interesting packaging Kerepek Ubi Pedas packaging through this proposal.

List of Contents	Page
List of Contents.....	iii
List of Tables.....	iv
List of Figures and Plates.....	v
List of Appendices.....	vi
Author's Declarations.....	vii
Acknowledgements.....	viii
Introduction.....	1-2
Chapter 1: Background Research.....	3-9
Chapter 2: Objectives and Research Methodology.....	10-13
Chapter 3: Analysis and Findings.....	14-19
Chapter 4: Conclusion and Recommendation.....	20-24
References.....	25-26
Appendices.....	26-37