

UNIVERSITI TEKNOLOGI MARA

THE IMPACT OF INSUFFICIENT PROMOTION AND  
UNATTRACTIVE PACKAGING TOWARDS BRAND  
(CASE STUDY : BUNCHO)

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## **AUTHOR'S DECLARATION**

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 (Honors of Art & Design) of which this writing is part has consisted submitted.

- 1) Research Design and Methods course
- 2) Supervision tutorials

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## **INTRODUCTION**

This chapter will describe the whole process of this project, started from the main introduction of the Bunchos' product until its solution. The problem of this product is due to its lack of attention on promoting and redesigning eye-catching packages which may attract customers to purchase it. This whole process consists of four stages which are Literature review, Objectives and research methodology, Analysis and findings, and Proposal. Each and every stage has its own purpose and contents. Basically, literature review focuses on the impact of Buncho coloring product which have reduce in number of demands in the local market, whereby a few researches are made to this products and compares with its competitor. Theoretical study is conducted through references from internet, textbooks, and even written materials such as books and newspapers. A numbers of approaches have been made not only between competitors but in other potential items as well in order to cater the problem. Early reviews are also conducted in this stage to identify problems and any information obtained will be used as a reference to provide a form of observation. The main focus of objectives and research methodology is to promote a new design that will attract more customers on knowing the Buncho coloring materials and significantly increase the market demand. The methodology stated will be the procedure of the project execution as a solution in order to cater the problem.



The analysis and findings is to conduct an analysis including observation and survey that will act as the main center of the project solution on Buncho product. This chapter is very crucial as it may change the outcome of the research and especially to reach the aim of the whole study. This study also involves analyzing the feedback from the 40 respondent in Bandar Tun Hussein Onn places. These last chapters consist of conclusion and recommendation; the results after all the analysis have been done. This also involves coming out with new concept or strategy for the current condition to implement. There will be some recommendation that will be explained for improvement of the case study.