



GDT 312

Final Storyboard

: (AMMARUL EDDRIE SHAH)

: (AL - IKHSAN)

A close-up photograph of several round, rustic bread rolls, likely ciabotta or similar, dusted with flour. They are arranged on a metal perforated tray. The lighting is soft and focused, highlighting the texture of the bread and the dusting. The background is dark and out of focus.

Product Review

AL – IKHSAN

Al-Ikhsan Sports Sdn Bhd is Malaysia's No. 1 sports retailer which is primarily involved in the retail of sports footwear, apparel and equipment.

Al-Ikhsan Sports was established in 1993 with a single 150sqft store in Holiday Plaza, Johor Bahru by a husband and wife team, Tuan Haji Ali Hassan and Pn Marina Abu Bakar.

From a sole proprietorship enterprise, the Company has evolved to a Private Limited Company now known as Al-Ikhsan Sports Sdn Bhd.

The business has grown tremendously and currently has over 125 stores located throughout Peninsular Malaysia.

Since its inception, the company has grown from a singular sports convenience concept to a multi-category, multi-concept sporting goods giant with a clearly segmented strategy to address consumers and sports lover across different income groups, offering global brands at affordable price.

In 2011, the Company was awarded the ASEAN Business Outstanding Award 2011 – Industry Class Sector Sports Retail by ASEAN Retail & Franchise Federation.

2016 was an important milestone in Al-Ikhsan's history when the Government linked PE fund Ekuinas (Ekuiti Nasional Berhad) decided to buy 35% share in Al-Ikhsan Sports. The board then decided to bring in a globally experienced Sports and Lifestyle retail veteran as their CEO and a new management team. Since then the company has shown a double digit growth in sales and extremely strong profitability.

The Sporting Good Intelligence Report ranked Al-Ikhsan as the 63rd largest Sporting Goods Retailer in The Galaxy in 2018.

Al-Ikhsan Sports has also received the "Brand of the Year" Award for Malaysia from World Branding Council, UK at a glittering ceremony in Nov 2019.

Company
Al - Ikhsan



Old Logo

**STUDIO
PROJECT 1
GDT256**



Name : Ammarul Eddrie Shah Bin Azman Shah
Student ID : 2018653124
Group : AD111 4F
Semester : 20204 - Session 1 2019/2020
Lecturer : Wan Nurul Izzati Wan Muhammad Zulkifli
Year : July, 2020



Logo



Greyscale



Logo white on black



Logo black on white



Corporate Items



Signage and other collateral items

Company
Al - Ikhsan

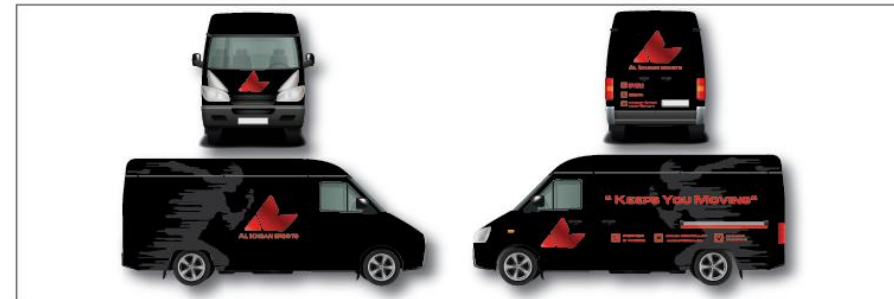
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Uniform



Livery



Website

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Idea of Storyboard
