

: NOOR FATIHAH BINTI
MOHAMAD

: BUBBLELAB LAUNDRY



Product Review



COMPANY INTRODUCTION

Bubblelab Laundry Sdn. Bhd. was incorporated in Malaysia under the Companies Act, 1965 on 12th April 2013 as a private limited company. Bubblelab Laundry has established with operating a chain of 24 hours self-service laundry outlets throughout Malaysia. Our main focus is "To Build, to Operate and To Maintain, the 24 hours self-service laundry. Provide more than a Laundry Service especially Wi-fi, Entertainment, Relaxation area, Fun place, Radio & etc. To make it a conducive environment that create 'Laundry can be so much FUN' together with our care value; Cleaner, Faster & Cheaper we built strong competitive advantage over our competitor.

Services BUBBLELAB



Old Logo

STUDIO PROJECT 1 GDT256

Name : Noor Fatimah Binti Mohamad
Student ID : 2018233476
Group : AD111 4F
Semester : 20204 - Session 1 2020/2021
Lecturer : Ashraf Bin Abd Rahaman
Year : July, 2020



Greyscale



Logo white on black



Logo black on white

Logo



Corporate Items



Other collateral items and signage

Services BUBBLELAB

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Uniform



Livery



Website



Idea of Storyboard



FINAL IDEATION & USP

1st draft

Step 1

- university students
- spouse-less person/single

Step 2

- wifi are available so student can surfing internet while waiting for the laundry.
- detergent & softener machine are provided are suit for most of youth that does not have their own detergent&softener.

Step 3

- laundry with a complete facilities such as wifi, detergent&softener machine and vending machine.
- laundry with happy hour discount price at the half of normal price

Step 4

- clean and fragrant clothes guaranteed
- full of laundry facilities

Step 5

- customer from students or youth circle can afford to wash and dry their clothes at the low prices with full of facilities that they does not have.

Step 6

- fully facilities laundry with cleanliness guaranteed.