

UNIVERSITI TEKNOLOGI MARA

**AN APPLICATION CORPORATE IDENTITY AND GRAPHIC DESIGN
IN SERVICE: QAWA COFFEE AND SANDWICH**

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Thesis submitted in fulfillment of the requirements
for
Bachelor Degree (Hons) in Graphic Design

Faculty of Art & Design

FEBRUARY 2022

CONFIRMATION BY EXAMINER

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This article describes the importance of corporate identity as the primary graphic element to support a service called Qawa Coffee and Sandwiches. It is about the signature of services. Qawa Coffee and Sandwich is a cafe of small service and provides coffee and sandwich unfortunately, they did not have their own identity. When people recognize that service, it means that their corporate identity is successful to attract people to know more about them. That is why it is very important to be able to create an identity of a service like their logo, packaging and merchandise. The research aim is to study the development of corporate identity Qawa cafe in Kuala Terengganu, there are two stages to development, first, to analyse the importance of corporate identity in Qawa services and the second, the creative graphic work to research and market segmentation to create a new corporate identity for Qawa services. These two stages achieve the possibility to make a corporate identity lifting and this is an urgent need for innovation for a better understanding in their consumers. The research is based on data from the survey questionnaire that required people regarding the factor of the corporate identity of Qawa cafe that is not being recognized. The data were analyzed to evaluate the new ideation and strategy. The results of the study also suggested that a new corporate identity approach is needed for the small services to successfully manage. It is hoped that the study can contribute to the improvement of Qawa Coffee and Sandwich management in Kuala Terengganu.

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