

DESIGN EXHIBITION 2022

MAKIN BANGUN
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HAKIM**
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2019258502

PEYEKZ PRODUCT

Design Advisor : DR. SHAFILLA SUBRI , MRS. NURUL ATIKAH ADNAN , MR. SYAZRUL HAFIZI HUSIN

Peyekz is a traditional food which known as Rempeyek. This Product come with three different type of flavors such as salted egg, spicy, and cheese. The name, Peyekz is the stylized word from Rempeyek. It gives the new fresh name from the traditional word. Produced by Puan Zahirah since 2019. It is located at Taman Paya Rumput Permai, Melaka. The tagline is "Crunchiness come happiness" claims that people who try this new peyekz will feel happy by the good taste and crunchiness of the product. The uniqueness of this product is their new taste, which cannot found anywhere. Bring along with crunchiness it will makes people start to love this traditional food again.

Rempeyek is one of the favorite Malaysian food and many people will looking for it especially for wedding and event. Peyekz is targeting on local markets, which is for Malaysian, and after the product get a good impact in local then Peyekz will go for international market. To be on par with other competitors such as "potato chip" and "twisty", Peyekz forecast the market value of Peyekz is RM15.90 each pack.

The concept design for the Peyekz is set out to be fun and happy. Posters and social media posting for the commercial is one of the target medium to promote. Peyekz is focusing on giving happiness to the customers. The design that we use also focusing on our mission which is to bring happiness to customers and that is why the design looks cheerful and happy where the use of bright colors where it is very suitable when it comes to giving the feel of happy. Supporting with design elements that brings the feel of happy especially on the packaging. Peyekz will bring the uniqueness to the market so they can easily grab people attention.



SALTED EGG



SPICY



CHEESE



GRAPHIC DESIGN & MEDIA DIGITAL

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