

DESIGN EXHIBITION 2022

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College of Creative Arts, UiTM Kedah Branch

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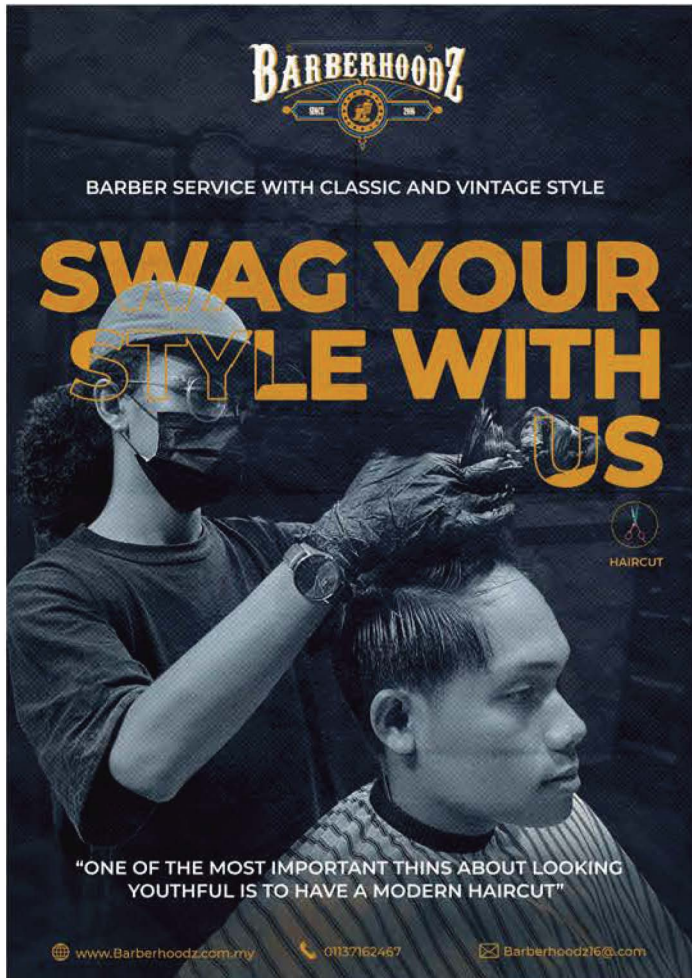
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BARBERHOODZ

BARBER SERVICE

Design Advisor : MISS SYAHRINI SHAWALLUDIN
: DR. NEESA AMEERA MOHAMED SALIM

The name of this service is Barberhoodz which is a barber service. This name is a combination of two words which is barber and brotherhood. The service description of Barberhoodz is Barber Service. "Swag Your Style With Us" is the tagline for this service. This tagline is to inform people that everyone have their own style. Barberhoodz want to help them to upgrade their style according to their wishes. It is not only that, this service also can help them to style their fashion to make more better. When you have a style according to your personality, you will have high confidence in yourself. The USP of this service is Barber Service With Classic And Vintage Style. In this modern age, most people prefer the classic style and there are a few of them obsessed with this classic style. That's why Barberhoodz came out with vintage and classic style idea according to their interest. Barberhoodz was established in 2016 and located in Alor Setar. There are 3 types of services that Barberhoodz provides including haircut, shave and massage. In Malaysia, not many barbershops offer massage services and usually they are only have haircut and shave. Therefore with the massage services provided by Barberhoodz will attract many customers. The target group we target for the customers is starting from the age of 10. For school students, Barberhoodz place great emphasis on styles that suit them because they are bound by school rules. Hence they will style with the style of their choice but still according to school standards. The word customers always right is very synonym with the business. If we talk about the barber, of course it will be related with classic style. Barberhoodz also not far behind in enriching this style. As already stated regarding to USP, Barberhoodz has created a classic atmosphere as if you were in that area. With this classic style will definitely attract more customers. Every business definitely has competitors. In Barberhoodz area there are 3 more barbershop and one of them is a fairly famous barbershop in Alor Setar. Even so it never broke the spirit in continuing to run this business and try to provides best service to the customers. In addition Barberhoodz also has a regular customer and they also help to promote the business to their friends and family. So that the business will be better known to more people and slide help to increase the income. Social media such as Twitter, Instagram and Facebook are also used in promoting business. In addition, Barberhoodz also promote the business through the website to make it easier for customers to access and find various things related to this business such as prices for each service, operating hours, location and so on. Online reservations also made for customers to make it easier for them to book without having to come and wait at shop. So that it is more customer friendly. In conclusion, as a designer who is responsible to be a part of this business, I hope with my idea this will further develop and help Barberhoodz to get better from time to time. I also hope that the concept and ideation that Barberhoodz serve to their customer will make them better in any aspect. They are also the backbone for the business. I hope that Barberhoodz will be better known to more people.



BARBERHOODZ
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LETTERHEAD



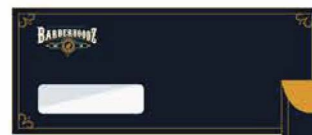
CORPORATE FOLDER



RECEIPT



BUSSINES CARD



ENVELOPE



CORPORATE FOLDER





GRAPHIC DESIGN & MEDIA DIGITAL

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HYBRID**

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