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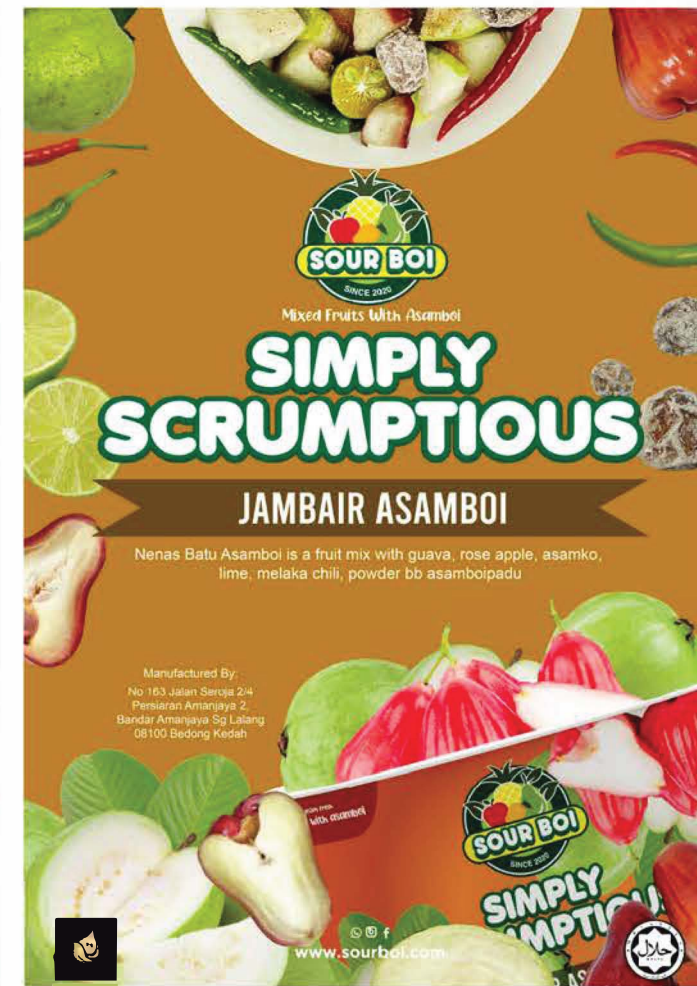
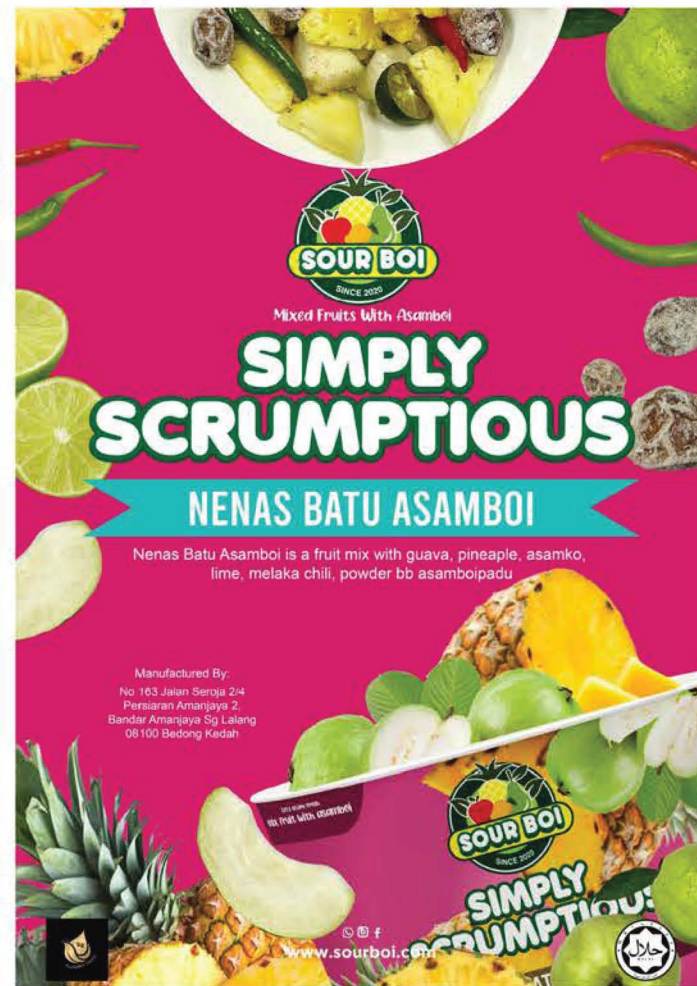
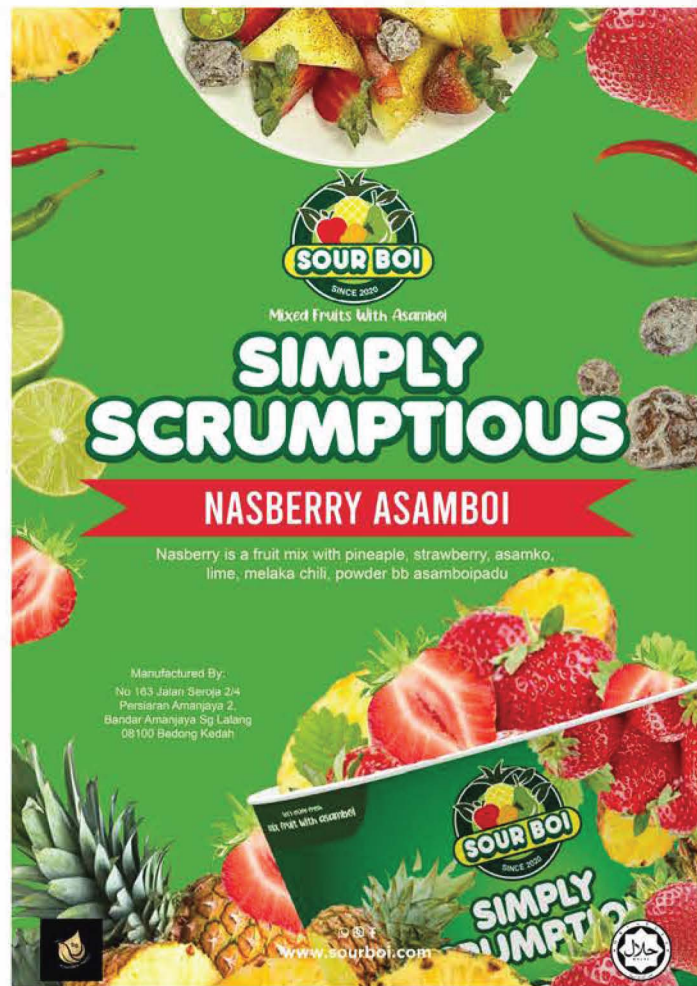


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SOUR BOI FOOD AND BEVERAGE

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

The product produce is mixed fruit with asamboi named as Sour Boi. Name of the founder is Mohd Asyran Juzailie bin Hamdan and the company established since 17 February 2019. The company journey began with the sale of common fruits, and at one point they expanded the business by selling fruit rojak as well as boi sour powder. They were able to get a positive response from customers, and now expanding the business by developing new flavours. The product description is mixed fruit with asamboi that selling three unique flavors of rojak asamboi which are Nenas Batu Asamboi, Jambair Asamboi, and Nasberry Asamboi. The tagline of this service is "Simply Scrumptious" which is nearly to let people know that the company provide a good quality of very tasteful fruits. They want the buyers to enjoy the best of the product. It's not just about the taste of the fruits, they target to give rise to the buyer's live more healthy. At this moment, they are trying to provide the best possible product than another seller. Sour Boi was widespread in 2020 and is located in Kedah. The target customer woman and also children because the woman has a craving toward fruit especially for pregnant woman and children like the taste of fresh when eat with asamboi. They were a lot of competitor that selling the similar product. Even though the other dealer got more familiarity and have their regular customers, the company try to make a difference where the company provide a good quality of packaging, tasteful fruits, homemade with good condition fruits, all this can be available with affordable price. The design use bright colors and to show it fresh and healthy look packaging in attracting people. Variety of color for the packaging and fruit image can persuade consumer to buy the product. In addition, the company also have some regular customers and they also help in promoting the product over the social network such as our website page, Facebook, Instagram, WhatsApp, and through phone number so that our creation will be better known and help in boosting the company earnings. In conclusion, the company hoping that customers will enjoy the product and will repeat the order next time. They also seek feedback where it can improve for the better. For the taste senses, mixed fruit is a combination of sweetness and even a hint of sourness.



Nasberry Asamboi



Nenas Batu Asamboi



Jambair Asamboi



GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022
**MINORREKA
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TOSHIBA



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