

DESIGN EXHIBITION 2022

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ACAR PADU AZRAH PRODUCT

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Acar Padu Azrah is a fresh homemade acar that is known as a Malaysian's side dish that normally eats with rice main courses. It is also known as an appetizer to bring up the consumer's appetites. The meaning of Acar Padu is to represent the colorful taste of acar. Meanwhile, the name Azrah is a combination of the owner's name and his wife's name which are Azlan and Farah. In addition, the symbols on the logo are to represent the main ingredients of Acar. This product contains the real northern tastes of fresh gutter fish considering that they are originated in the northwestern part of Peninsular Malaysia. This explained the meaning of the tagline "Sedap betoi" which means extraordinarily delicious. The ingredients used in this product are salted fish, nutmeg, vinegar, ginger, garlic, onion, cooking oil, sugar, salt, dried chilies, and mustard seed. The name of the founder of Acar Padu Azrah is Azlan Abdul Rahman. The product's name was originally called Mama Ad'z and it was displayed alongside their old tagline "Rasa Asli Utara" which translated to the real northern taste in English. The shop is located at Bandar Laguna Merbok and they handled their business platform through Instagram. The logo design of this product is meant to appear classier yet still maintain the traditional touch to represent the traditional side dish. Meanwhile, the packaging design is mainly inspired by the atmosphere of Malaysian cuisines. These have solved the problems of the product's old packaging design which was appeared to be unrecognizable for some customers. The container that stored the Acar has a wider surface and is made from glass instead of unsustainable plastic to be more appealing in the eye. The target audience for Acar Padu Azrah is a woman around 20-40 years old. This is mainly because of there's a lot of young woman and mothers who consume acar for their meals with family. In conclusion, Acar Padu Azrah is an appetizer to make the consumers feel more satisfied with their meals by adding more flavors into them. The goal of this project is to make the product reach a wider audience in the market by making it look more appealing and recognizable to the viewers. It is important to make the viewer understand what the product is all about by simply catch a glimpse of it.

Acar Padu AZRAH
Acar Ikan Talang Asli

SEDAP BETOI

Acar ikan talang merupakan lauk pembuka selera yang sedap dinikmati bersama nasi dan lain-lain

Diperbuat daripada isi ikan talang yang segar

0194215828

Kawan www.acarpaduzrah.com

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**MINORREKA
HYBRID**

College of Creative Arts, UTM Kedah Branch

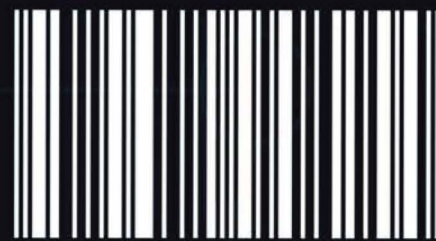
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