

DESIGN EXHIBITION 2022

MAKIN BANGUN  
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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**SOFIA ALIA  
NATASYA**

SOFFIAN  
2019209514

## VITA MILK BOOSTER PRODUCT

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

VitaMilk Booster is a health supplement based on goat milk. The product contains a variety of ingredients that are good for health. Vita is an abbreviation of the word vitamin and then combined with the word milk; VitaMilk Booster. It is easy to pronounce and remember. Product description for VitaMilk Booster is goat milk powder. It is because the main ingredients for this product is goat milk and this product is sold in powder. This can make VitaMilk Booster easier for consumer to store and carry it anywhere. "Healthy in Every Sip" is the tagline for VitaMilk Booster. This tagline wants to show to the consumer that every sip of VitaMilk Booster that they take is good for health because the ingredients that use to make it contain many benefits and nutrients. VitaMilk Booster produce three different flavor such as vanilla, chocolate and apple. Each flavor has its benefit like vanilla which has vitamin B that are good for skin and heart, chocolate can control blood pressure and reduce heart risk and for the last flavor is apple which can lower cholesterol level and blood pressure. VitaMilk is not only scrumptious to consume it also does not have a musty smell like powdered milk out there. VitaMilk Booster can be consumed by all age groups but the company targets audience is the women in their 20s to 50s. This is because that is an age where people want to take care of their health especially women. The founder of VitaMilk Booster was Ayuni and Ahmad Wildan. The company names are Awanees Empire. Their business establish since 2020. The company location is at Pasir Mas, Kelantan. You can get VitaMilk Booster on @vitamilkhq Instagram and shoope. Idea of the design for this product came from the goat milk. The illustration and color are based from the flavor which is brown, green and blue colors. The concept design for this product is simple and trusted. As a healthy supplement, there is a lot of competition from other big companies. To maintain sales VitaMilk booster offers very affordable prices for consumers. In conclusion, VitaMilk Booster have an attractive packaging design that can attract customer to buy the product. This product also is good supplement for consumer to maintain the health of the body and also good to maintain their beauty.

**NEW PRODUCT**

Vita Milk Booster  
GOAT MILK POWDER

# Healthy in every sip



Vita Milk Booster  
GOAT MILK POWDER

Healthy In Every Sip  
VANILLA

Net Weight: 550gram

Health supplement based on goat milk with vanilla flavour that good for your heart and promotes healthy digestion.

AWANESS

[www.vitamilkhq.com.my](http://www.vitamilkhq.com.my)



**NEW PRODUCT**

Vita Milk Booster  
GOAT MILK POWDER

# Healthy in every sip



Vita Milk Booster  
GOAT MILK POWDER

Healthy In Every Sip  
CHOCOLATE

Net Weight: 550gram

Health supplement based on goat milk with chocolate flavour that help lower your cholesterol level.

AWANESS

[www.vitamilkhq.com.my](http://www.vitamilkhq.com.my)



**NEW PRODUCT**

Vita Milk Booster  
GOAT MILK POWDER

# Healthy in every sip



Vita Milk Booster  
GOAT MILK POWDER

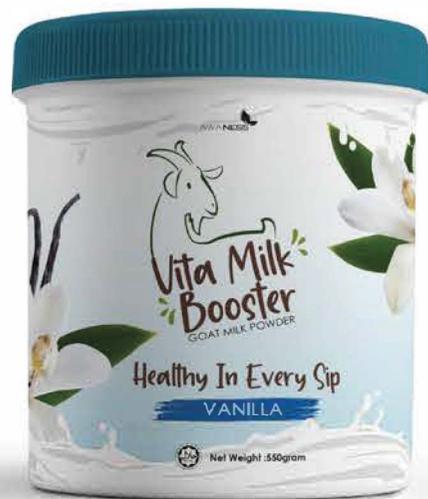
Healthy In Every Sip  
APPLE

Net Weight: 550gram

Health supplement based on goat milk with apple flavour that good for your liver and prevents skin cancer.

AWANESS

[www.vitamilkhq.com.my](http://www.vitamilkhq.com.my)

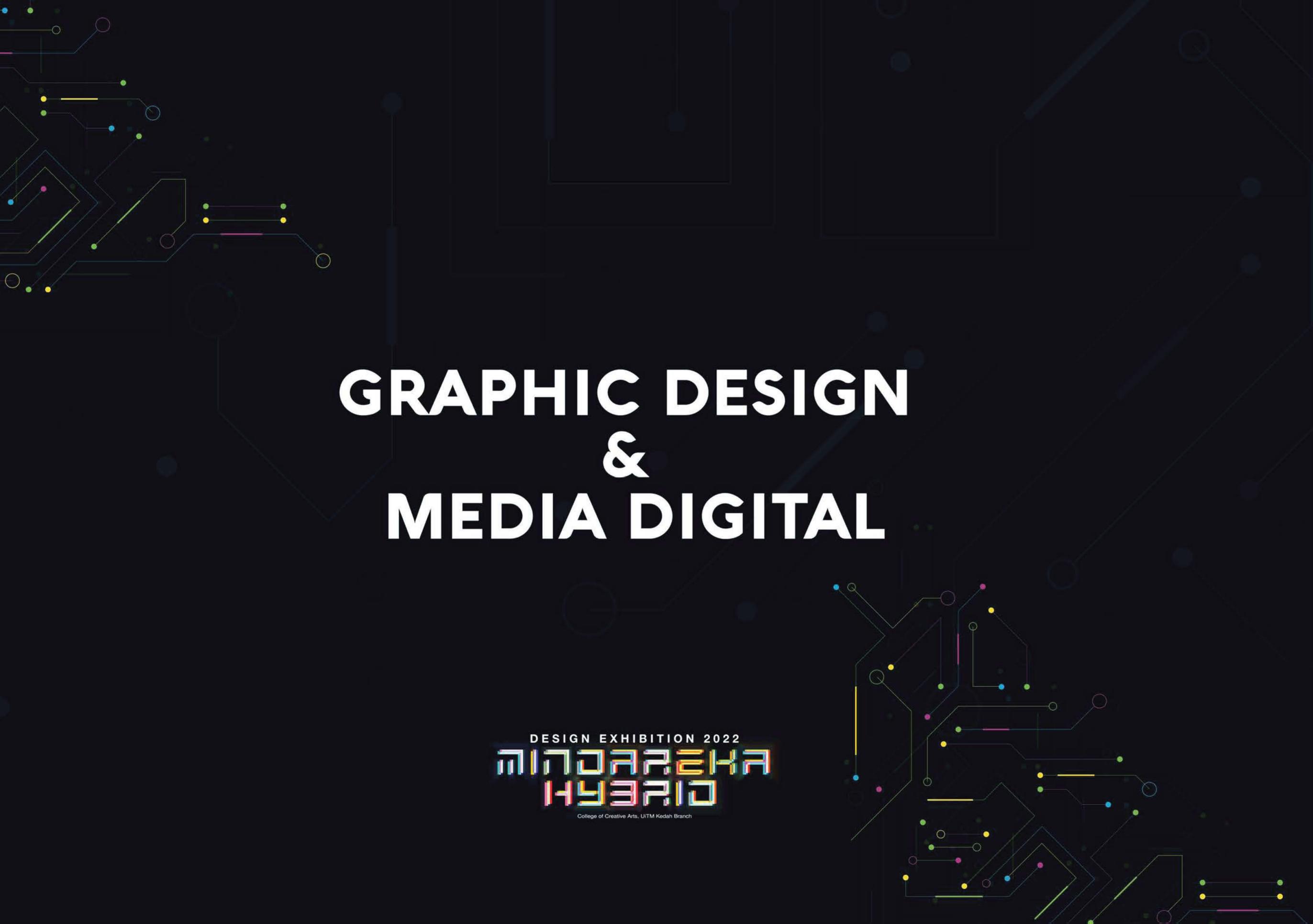
VANILLA



CHOCOLATE



APPLE



# GRAPHIC DESIGN & MEDIA DIGITAL

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**MINORREKA  
HYBRID**

College of Creative Arts, UTM Kedah Branch

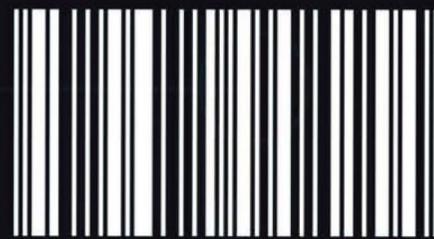
**TOSHIBA**



**JKKN**  
JABATAN KEBUDAYAAN  
& KESENIAN NEGARA



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