



Faculty Of Applied And Creative Arts

PACKAGING OF MALAYSIAN BRAND SKIN CARE PRODUCTS

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Packaging of Malaysian Brand Skin Care Products

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This project is submitted in partial fulfillment of
the requirements for the degree of Bachelor of Applied Arts with Honours

(Design Technology)

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UNIVERSITI MALAYSIA SARAWAK

2016

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Abstract

Skin care products consider hygienic of skin under cleanliness and simplicity with appropriate washing, cleansing, and use of soaps. The aim of this research is to identify the problem of the design of Malaysian brand skin care product packaging. The packaging design of skin care product that available in the market is lacking visual identity which most of the product used complicated typography and imageries. Method to repackaging and making it effective to the consumer will be studied and increase the sale by designing a new Malaysia brand skin care products of that can compete with overseas products for a global marketplace which including international regulatory guidelines and the challenges associated with the overseas manufacture that will contribute to Malaysia's sale and industry.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Packaging is an important material to package all products and ensure the deliverance of goods to consumers in the best condition. For this study, packaging of Malaysian brand skin care products will be focused.

The main purpose of this study is to design a new packaging of skin care products. From the existing packaging of the Malaysia brand skin care product in the market is mostly targeted to Muslim female consumers on concern towards halal. The demand and growth of Malaysian brand towards halal skin care products today is rapidly growing since the consumers are becoming more religious through knowledge and information such as Tia Amelia, Nouvelle Visages, De Putih, Safi, Nour Ain, Dnars and others. Through this study, the problem is identified whereas most of the existing packaging of Malaysian brand skin care is lacking visual identity which most of the

product used complicated typography and imageries. Besides, the material is the important component which significantly impacts product condition.

Consequently, the research, it is meant to create a new brand and design of packaging for skin care product by highlighting the choice of colour used and graphical elements to make it looks further effective and eye-catching, method to repackage and making it effective to the consumer will be studied and increase the sale. By designing a new Malaysia brand skin care products of that can compete with overseas products for a global marketplace which including international regulatory guidelines and the challenges associated with the overseas manufacture that will contribute to Malaysia's sale and industry.

1.2 Background study

According to Euromonitor (2012), personal care and beauty have been upheld and sure standpoint reacts from the industry organizations over Malaysia. The manufacturers and marketers use Halal certification and logo to tell their target market that their goods are Halal and Shariah-compliant. In common, the Malaysian Muslim buyers bring the propensity will trust over and purchase the product with the depend on the Halal certification issued by the Malaysia's Department of Islamic Development (JAKIM) which is under the preview of the Ministry of the Prime Minister's Department. By having the Halal certification, the companies will use it on their packaging products or display it at the company's premise. Halal Development Corporation (HDC)

is the agency responsible for creating awareness among the members of the society toward the significance and the importance of Halal to them.

Skin care products more consistently went through toward ladies look at comparing men (Norudin, 2005) as the objective purchasers of organizations more center among the female shoppers (Kumar, 2006). Eventually, halal is to convey a significant serenity to the Ummah (Hamid, M. A. 2006). Then again, it stays indispensable that the vision of gave that halal mark to skin care items must obtain an endorsement from JAKIM. Malaysia's determination to set the standard for halal products according to Islamic ethics is an expected new effort by JAKIM to get the credibility of the halal logo for skin care products as well. Then again, how does this issue catch the female Muslims in Malaysia today, as they are the primary target business sector of most healthy skin care organizations? What are the perspectives included in settling on the choice to buy the halal healthy skin care items? According to Baker (1992), although branding to Muslims could make use of the branding methods industrialized by Western, it has to take into consideration the spiritual needs of the targeted Muslim customers. To distinct Muslims who need aid rationally raised, all their movements would bound together.

In the past, the packaging of Malaysian brand skin care product used in plastic tubing or glass. In this study, the packaging of skin care products is in glass and plastic packages, aimed in enhancing customer suitability. A new skin care packaging design will encourage all consumer to purchase which will not only for modern Muslim women who more consider of their appearance

and good looks. The characteristic of this packaging is simple stockpiling, which is conspicuous when contrasted with past packaging methods. Other than that, the small packaging design is adaptable, making it compact. The new packaging design of skin care products will be conveyed in the Malaysian market.

In the early stage, the introduction of Malaysian brand skin care products in just focus the needs and wants of modern Muslim women. In time, the younger generation was not familiar with these Malaysia brand skin care products because of the number of manufacturers that were significantly sinking compare with other international brands such as The Body Shop, The Face Shop, Etude House, Natural Republic, Benefit, SKII and other more. In this way, the goal of this study is to guarantee that the Malaysian brand healthy skin item creation proceeds to start with one era then onto the next notwithstanding sending out it toward the western nations later on.

1.3 Existing Packaging Design Malaysian Made Facial Products

Packaging has been characterized as an idea to ensure any sort of item and to ensure the buyer get the best condition in the conveyance of products. The definition gave by Packaging Institute International (Glossary of Packaging Terms, 1998) concerning packaging is that it ought to have the capacity to perform the accompanying capacities, for example, regulation, conservation, utility, assurance, and correspondence.

Packaging has various capacities. For example, it shield the substance from breakdown and sullyng makes it less demanding to transport and store products and additionally gives uniform measuring of substance (Hine, 1995). In this study, the existed package of Malaysian brand skin care products in the market are using the plastic tubing or glass to the package. The Malay language was found on the existing graphical element on the skin care packaging surface. In context with that, all the product description was printed mostly in the Malay language.

The market price of Malaysian brand skin care products with plastic tubing cost around RM50 below, whereas the other material packaging with glass more expensive around RM100 above for each if compare in East Malaysia. Other than that, the visibility of similar of Malaysian made skin care products are quite low in West Malaysia if compare with East Malaysia.

The greater part of Malaysian brand healthy skin items as an organization of restorative items with the prize of Good Manufacturing Practice (GMP) and Original Design Manufacturer (ODM) status allowed by the Malaysian government which an organization that plans and makes the healthy skin items as measured and in the long run rebranded it as Malaysian brand by another firm available to be purchased. An essential characteristic of this healthy skin plan of action is that the ODM possesses as well as outlines in-house the items that are marked by the purchasing firm before came to the customers.

1.4 Problem Statement

Every product must possess its own packaging to be in sale on the market. Without packaging, all the products selling would be chaotic, inefficient to actuate the buy expectation of buyer. For this study, the issue proclamation of most existing packaging of Malaysian brand skin care product is lacking visual identity. Most of the product used complicated typography and imageries. Other than that, the packaging material of skin care products is also the main essential element that will significantly impact the condition of the products.



Picture 1: Existing Malaysian Brand Skin Care Packaging

1.5 Research Question

In this study, there are few inquiries to be investigated keeping in mind the end goal to get a top to the bottom comprehension of the research.

i) What sorts of material and container is suitable to package Malaysian brand skin care product?

The right determination of skin care packaging materials and innovations is basic in keeping up item quality and freshness amid dispersion and capacity. Materials that have been customarily utilized as a part of skin care packaging incorporate glass, paper and paperboards, and additionally plastics. Today's skin care packaging regularly joins a few materials to exploit the capacities and stylish properties of every material. These days, the improvement of kind disposition to the earth is noteworthy in the packaging segment. There are an always developing number of requests for additional biologically agreeable packaging, which can mean decreased, reused, or reused packaging (Prendergast and Pitt, 1996; Rundh, 2009).

It is stipulated that the material of existing packaging Malaysian brand skin care product uses the plastic tubing or glass to package their product, causing it to be easily leaked out especially during using it. There are assorted sorts of material suitable to package skin care products with a specific end goal to utilizing it to convey comfort to buyers. Packaging materials are chosen to suit the way of security required, its foreseen timeframe of realistic usability, and their similarity with the item (Gopakumar, 1993).