RESEARCH OF CORPORATE IDENTITY OF MODERN CAFE OUTLETS IN MALAYSIA

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Bachelor of Applied Arts with Honours (Design Technology)
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RESEARCH ON CORPORATE IDENTITY OF MODERN CAFE OUTLETS IN MALAYSIA

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This project is submitted in partial fulfillment of the requirements for the Degree of Bachelor of Applied Arts with Honours (Graphic Design)

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ABSTRACT

In this modern age, more and more crowded cafes are opened until passed midnight which reflects that people prefer late night meetings. Modern cafes offer a place of sharing for people of all ages, races and religions. This is a place where most people would like to be seen, enjoying their cup of drinks. Sipping a latte or a cup of dark espresso of the local cafe is so popular in Malaysia that people often forget that this coffee house habit was imported from Europe. Now that this process is coming full circle, Malaysia is prepared to roll out its own unique stylish concept across the Peninsular, Sabah and Sarawak. The title for this project is “Research on Corporate Identity of Modern Café Outlets in Malaysia”. Most modern cafe served coffee as their main beverage either in the form of hot or cold. Their supplies of coffee products are usually imported. As a result, most modern cafes in Malaysia are not concern to popularize local coffee. This study determines the right process to promote local coffee into the local and international market. Modern cafe outlets are waking up, sensing that coffee is a profitsing prospect and growing in the local markets more aggressively. In able to reach into the international market, the first step is though good marketing planning in the early stage.
ABSTRAK

CHAPTER 1

1.0 INTRODUCTION

1.1 Corporate Identity

Corporate identity is seen as a group of visual elements, which are used in various applications to promote the image of an organization. At its most basic, Corporate Identity is a set of rules that defines how logo, branding and marketing communications are put together, at the same time describe the look and feel of a company. Some marketing specialists regard corporate identity as the core of an organization's existence, made up of its history, beliefs, philosophy, technology, people, its ethical and cultural values and strategies. Corporate identity also helps determine the positioning of an organization in terms of its markets and competitors.

The history of logo design and logos dates back to Greece in ancient times. The word "logo" means a name, symbol or trademark designed for easy recognition. Logo design history had its humble beginnings as a symbols consisting of a single letter, and later a design or mark consisting of two or more letters intertwined. The symbols may be either all the letters of a name, the initial letters, or the surname of a person for use on stationery, business cards, or elsewhere. Many early Greek and Roman coins bear the monograms or logos of rulers or towns. The most famous of these early logos is the sacred monogram, which is formed by the conjunction of the first two Greek letters of ΧΡ, Σ, Τ, Ο, and Ω (Christ), usually with the Α (alpha) and Ω (omega) of the Apocalypse on each side of the coin. The
Middle Ages were extremely productive in inventing symbols for religion, artistic, and commercial use. In the thirteenth century, logo design evolved from simple signs to trademarks for traders and merchants. These early examples of logo design include masons marks, goldsmith's marks, paper maker's watermarks and watermarks for the nobility. Other related logo devices are the colophons used for identification by publishers and printers.¹

The emergence of the information age changed the face of logos and logo design. Today, the general public has become increasingly aware of visual symbols, especially those used as trademarks. It is important that the company logo look professional. Company logos are the face of the business, not only to the public, but to its employees and the company itself. Logos have become the front line of the company, the corporate identity. The mark of a good logo is legibility and good brand recognition. Because of the diversity of products and services sold by many businesses today, the need for new, unique logos is even stronger. Since logos are the foundation of a company's visual image, first-rate logo design is very important. A professionally designed logo is a must for anyone who has a business or product that they want to promote via any medium.

¹ Logo Design History-Corporate Identity
1.1.1 Evolution of café

In the year 1802, the term café comes from the French 'café' (meaning 'coffee' or 'coffeehouse') and the Italian 'caffe' (also meaning 'coffee'). Café has been reinvented many times over the centuries. The original coffee houses were the monasteries and inns that had offered hospitality to travelers since the twelfth century. The "first coffee house in Christendom" was established in Oxford in 1650 by a Jew called Jacob at the Angel in the parish of St Peter in the East. Two years later, a Greek servant named Pasqua Rosee, began running a coffee shop in St Michael's Alley, Cornhill in the City of London. By 1670 the coffee house movement had overtaken - and become a key element of - Restoration London. By the 19th century however, coffee houses had become exclusive clubs as a prolific press and an efficient post and transport system undermined the function of the coffee houses as centers of communication. Coffee bars with a reputation for low-life and fast times emerged to mainstream popularity in the 1950's. In 1945 Gaggia altered the espresso machine to create a high pressure extraction that produced a thick layer of cream. The unique selling point of the classic café had arrived.

Originally cafes in Malaysia started with small coffee houses or small stalls around the road side. During the late era, customer who often visits these coffee houses would be mainly men because it was a custom that females do not enter to those places. In the late century, corporate identity of those coffee houses and cafes were not taken seriously until business people realized that having a good design would help to increase their business. In that period,
people were not concern on the design of the cafes and their main aimed were to enable customers to read their company name. The design of the brand name of those coffee houses were usually bold, old typography and do not have any direction of design elements. Besides that, the interior of those cafes were shabby looking with worn wooden furniture and old cutlery which have plain pattern or simple line design. These cafes used shabby posters or even signed photos from local celebrities to become their interior decorations. Menu of the coffee houses usually were written on a wooden board which was framed onto the wall to allowed customers to read it clearly. In general, the old coffee houses do not provide warm or cozy feeling to the customers. Their main purpose was to satisfy their customers by providing meals at a good price and gain more profits in their business. They were lacked of knowledge on long term business strategy and marketing planning.

As time passed, Malaysia began to develop into a modern country and the lifestyles of those citizens have improved. In the new era, perceptions of the society have changes and allowed people of all ages, religions and gender to visits cafes. More modern cafes emerge with new style of designs. The interior designs of those cafes were more to expressing of colors, shapes and moods. Fabrics, furniture and furnishing were upgraded into the new era. Soft furnishings, light fittings tables were also caught up in the new look. Light weight chair and tables which were made of steels became the design features. Besides that, splendid murals were painted on to the wall which gives a relaxed mood to the customers. The corporate identities of those modern cafes are more stylish with modern lettering or typeface and also a good brand name. Modern cafes owners began to concern on establishing a good brand name for their own company. By having an established brand name, customers are enabled to recall and recognized the cafes. The modern cafes will increase of business when
their company is well known because customers tend to spread the news on the cafe by word of mouth or even bring their friends to the cafe. Menus of those modern cafes are design in a brochure form with attractive design which incorporates with the company. By having such changes it provides convenience to the customers and also to the employees. This shows that, knowledge of planning an organization is based on a good company design of corporate identity.
1.2 PROBLEMS STATEMENT

1. Less Promotional Campaign

Lack of promotional campaign is the cause of bad business in modern café. Consumers are not aware of the latest café in town because no promotion or failure in promotional campaign where by did not received much response. It could be the cause of financial constraint in promoting a brand new café or lack of benefits to those customers.

2. Keeping Up with the Ambience

Consumers are too particular on the design and atmosphere of a modern café. Each modern café have to keep up with the incoming trend to suite with the consumer’s preference. Having a good ambience helps to attract customers to visit the cafes more often. Modern café must have the budget to modernize their interior and at the same time must have creative planning in producing excellent ambience for the cafes.

3. Difficulties to Pronounce Brand Name

Modern café tend to use brand name which are difficult to be pronounce. Usually those brand name which have connection with Spanish, French, German, Japanese, Chinese language. Some of the examples of brand names are Cinnabon, Ekachai, Basque Lane Café and Chiku-Ho-Ramen. By having such glamorous names, it is a problem for consumers to recall or pronounce it correctly. These problem causes most modern café lost their uniqueness in their company brand identity.
4. *Trouble with Location*

Bad location is also the cause of bad business to a modern café. Cafes which are located at a far distance will cause problems to customers to visit. Time consuming and difficulties to get a transport to the cafes are the main reason for the customers. For an example, if a modern café is open at the rural area the business of the café will drop because usually rural area does not have the culture to go to café as they are not exposed to have late night meetings. Getting a strategic place play a very important role to succeeds the growth of a company.
1.3 RESEARCH OBJECTIVES

1. *To set a good Marketing Mix*

The research objective was to identify which types of marketing mixes to satisfy consumer's needs. By having a good understanding about consumer's comprehension and liking.

2. *Creating Brand Personality*

The objective was to determine the effectiveness of a good logo to a modern café growth. A strong brand name and logo help to keep the company image in the mind of potential customers by getting the right marketing mix.

3. *Determine the Success of a Company*

The research was to determine whether an effective corporate identity is vital to the success of a modern café. Also to identify what constituted a good corporate identity of a modern café.

4. *Identified Good Business based on Convenience*

Proper location gives consumer's convenience. By being at the right time and right place is important to succeed in a business.
1.4 JUSTIFICATION

This research is to understand the functions of corporate identity of modern café in Malaysia. Corporate Identity pays a great deal of attention to the individual market business. In a multicultural marketplace, marketers and consumers of different ethnic backgrounds the corporate identity of a modern café must not have any confusion or any contradictory towards different cultures.

Determine the type of environment or ambience which consumers will look for, in a modern café. A comfortable environment will gives a good perception to the consumers toward the modern café and this is one of the best ways to get better business in the future. Understand the specific needs of each category of consumers, whereby different age group of consumer require different types of desires in a modern café.

1.5 CONCEPT

Aim to have a good ambience in the latest modern café and introduce all types of local coffee into the local and international market, which at the same time able to attract tourist. Provide expression of mood in the café by using colors and shapes of the interior. The brand name of the café should be simple and easy to pronounce. Importantly, the brand name of this modern café is easily recognized and is able to recall by customers. Besides that, the aim to have a drive-thru service is also considered much more convenient, faster service and at a more reasonable price to satisfy consumer.
2.1 Introduction

This study is to investigate the behavior of consumers on the services, surroundings, and beverages towards modern cafes outlets in Malaysia. Different age of consumers will have different types of preferences and taste. At the ages of 15 to 20’s, teenagers feel that their friends are their most important people in their life and they usually hang out in cafes. Teenagers usually love to gather around in trendy and happening environment cafes that play the latest song. As for consumers age 20-40’s, these are the young and seniors executives who feel that their family are important but nevertheless they still hang out in cafes. These executives most probably prefer to spend time in a more relax and cozy environment cafes. Effective methods were used in this research to discover the types of facilities given in a modern cafe which will satisfy consumers of different ages.

2.2 Literature Review

Effective center management is essential to the success of the property. Some analysis maintain that achieving the proper balance of tenants that fit market needs will be the key controllable element in the future success of the center (Moody, 1987).\(^4\) A balanced mix can

be considered from the consumer’s point of view by determining whether ethnicity identity or modern environment should have in a modern cafe. If the modern cafe offers a set of products or services which does not fit with consumer needs when they come to the cafe, that store is not likely to become successful in the up coming business. Before setting up a new and modern culture business an overall research on the demographic location is very important, with the intention of not hurting different people cultures which have different believes or background.

Finding a good theme, or look for an advertisement is all about picking the right toys out of the basket of popular culture, and playing around with them until you find a combination which people will find arresting and memorable (Simon Anholt, 2000). Advertising is actually made out of popular culture. Every time something emerges from a popular country, the mass media will provide us with the latest promotion and these draw our attention. By doing so, consumer will ask for more of the latest trend and this is the way where others culture began to enter into Malaysia culture.

Theory of human needs was said to be in a form of a hierarchy, or pyramid. At the bottom of the pyramid are physical needs. Above them are social needs, the needs for safety and esteem, the top is the need for self-actualization. The urge to meet needs provides motivation. The basic physical needs, such as food and drink must be met before needs at the next level can emerge. Furthermore, when one set of needs is satisfied another must emerge.

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5Simon Anholt , 2000, Another One Bites The Grass, Making Sense of International Advertising, Canada: John Wiley and Sons Inc. (Chapter 2, The Culture Basket)
man's needs can never be fully satisfied (A.H. Maslow, 1954). A consumer's decision to purchase a product is an attempt to solve or satisfy a need. Brands in the same category are often very similar. Sometimes there is a great different in price. Most consumers buy the more expensive brand mainly for the reason to impress their friends or that is the product their parents used. They may not want people to think they can not to afford the expensive brand. In order to establish a good business, a good brand name is very important.

Marketing's first success with brand-name, packaged goods was Quaker Oats oatmeal, which still appears on today's breakfast menu. Manufacturers soon recognized that with a memorable brand name and attractive packaging they could charge a higher price for goods (Juliann Sivulka, 1998). To establish a memorable brand name, first of all it had to be one that people could remember, feel comfortable with and believe represented a well established firm and produce quality products. If manufacturers could inspire confidence, this gave customers reason to purchase the product instead of a competing brand. Besides that, brand name should suggest something desirable about the product performance. For example, The Coffee Bean & Tea Leaf recommended simply the best in their beverages and services to their customers. To distinguish one product from another, a specific brand name and graphic image or symbol for visual identification this called a "trademark", which identified the source of the goods in trade.

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2.3 Primary Data

2.3.1 Questionnaires

Questionnaires are distributed to target audience from the range of teenagers to adults’ category. Age ranges 15-25 are divided to teenagers and young executives. This method of survey is to understand the priority known in consumers mind on the modern café. Many modern cafes had emerged in Malaysia and those cafes were mainly adapted from western countries’ culture. Crowded cafes are open until midnight or later, reflecting the local preference for late-night meetings. This was the place to be seen for these people to enjoy any espresso beverage, hot or cold. As a result, these questionnaires are made to get responds from consumer on their quality preference of the beverages served in café or the ambience of the café and even the services provided. The response from the questionnaires would determine the types of visual promotions or advertisements which will attract consumers to modern cafes. Getting a better understanding on consumer’s preference will help out on starting a new business.

2.3.2 Observation

The survey is based on general observation where by the five senses in human have been used such as taste, touch, smell, listen and see. Observation on the drinks that the consumers mostly ordered in cafes and their reaction towards it is very essential. The sense of smell can be used to attract customers when different types of drinks are made up from different aroma, some maybe strong and some mild. Observations on the types of music,
which are played in the cafes, also contribute an important feature. The different songs that were played are used to classify the different categories of customers. Usually when there are majority of teenagers in the cafe, the latest song will be played to satisfy their consumers. Light and easy songs are popular among senior executives. Observing a wide range of activities happened in selected modern cafe. Observation was conducted on the average of 30 minutes in a modern cafe. Data is then collected based on the humans’ behaviors and the surrounding of a cafe that have been observed.

2.3.3 Interview

Interview involved two interaction either face-to-face or over the phone. Questions on the brief history of their cafes, mission and vision of the company were asked during the interview. Besides that, in this interview some tips or ways to keep the customers loyal towards the cafe were collected. Details notes were taken during and after the interviews which were not tape-recorded. A range of questions was used to guide the discussion of relevant topics throughout the interview process.
2.4 Secondary Data

2.4.1 Books

Books and newspapers materials are used to do this survey.


CHAPTER 3

3.0 RESULTS

3.1 Introduction

In this chapter, the result is obtained through the collection of questionnaires and interviews that had been carried out. Besides that, observations were conducted on site visits to evaluate the satisfaction of customers. The duration of this data collection was scheduled for three weeks. A number of 120 answered questionnaires and 2 interviews on the modern cafes were taken as a sample to outsource the results. Bar charts and pie charts were drawn to give an overall view on the survey taken place.

3.2 Results on the Questionnaires

A number of 150 questionnaires were distributed to the university campus, housing areas, and the urban area. Those target audiences were divided into two category of age range, 15-20 years old and 21-25 years old. The total of the answered questionnaires that have been returned were only 120 pieces. The rest of the questionnaires were not able to achieve because the period of time given to collects those results was too short.
3.2.1. Results from the Data Analysis

![Bar Chart: Modern Cafés in Malaysia are adapting into the Western Culture]

Figure 3.2.1.1 (Modern Cafés in Malaysia are adapting into the Western Culture)

The bar chart in Figure 3.2.1.1 shows the total of consumers that agreed and disagreed on the question that was asked whether modern café in Malaysia are adapting into the Western culture. According to the bar chart, a total 94 consumers agreed that modern café in Malaysia are adapting into the Western culture. Each categories of consumers strongly agreed on the question asked because as a developing country, it is obvious that Malaysia are moving on to the modern era by adapting Western technology and as well as their culture. The total consumers which disagreed, was only 17 people. The disagreement of consumers may be due to belief that local culture still exist in some modern cafés in Malaysia. And only 9 consumers do not know whether modern café in Malaysia are adapting Western culture. Simply because they are still young or confused whether the modern cafés are adapting the western culture or still maintaining the local culture.
The pie chart in Figure 3.2.1.2 shows consumer’s perception towards modern cafes outlets in Malaysia. The pie chart is divided into five different kinds of categories which are the ambience, service, logo design, visual promotion and food and beverage. The overall view tells that, the customers have fair choices on each of the preferences surveyed. According to the pie chart in Figure 3.2.1.2, consumers are satisfied with the services as well as the food and beverage which have been given to them in a modern cafe. Out of the total of percentage, 21% represent each of the categories on the service along with the food and beverage. As for the ambience and logo design of the cafe, the percentage given was 20% each. This shows that the consumers have an average liking on the logo design of modern cafe and the ambience of those modern cafes in Malaysia. Consumers are not satisfied with the visual promotion such as television advertisement, brochures, and leaflets on modern cafes because only 18% out of the total was given in the pie chart Figure 3.2.1.2. These problems occurred
because many consumers are not well informed on the existence of new cafes that have emerged due to lack of visual promotion to the public.

![Bar chart showing perception of price given in modern cafes](image)

Figure 3.2.1.3 (*Perception of price given in modern cafes*)

The bar chart in Figure 3.2.1.3 shows the consumers' perception towards the price given in most modern cafe for their food and beverage. At the age 15-20 category, the majority of consumers felt that the prices that are offered in most modern cafes are expensive. The same results goes to the consumer's age range 21-25 which is expensive as well. The main reason could be that most of them are still in school or colleges and they do not have much pocket money to spend on this area of entertainment. As for the consumers' age 26-30 and above most of their respond were reasonable on the prices offered in most modern cafes which are located in Malaysia.
Figure 3.2.1.4 (Opinion on more competitive modern cafe outlets in Malaysia)

The bar chart in Figure 3.2.1.4 shows the opinion of each category of consumers whether Malaysia should have more competitive modern cafe outlets. The response for category age 15-20 is that 36 people agreed on more modern cafe outlets competition emerged in Malaysia. As for category age 21-25, the response was that 39 consumers agreed and for the category age 26-30 above, with a total of 35 consumers agreed on more competitive modern cafe outlets in Malaysia. Majority of consumers agreed that Malaysia should have more competitive modern cafe outlets because consumers always prefer variety of cafes. Most consumers would like to experience the differences and uniqueness of each cafe.
3.3 Results from the Observation

The collections of data were based on the observation which took around 30 minutes in each modern café. In The Coffee Bean & Tea Leaf, the consumers here prefer to order iced blended drinks compared to the hot drinks. Usually most customers visited the modern cafes to hang out with their friends or just to relax. Age ranges from teenagers to adults are the customers that mostly visited modern cafes. Different types of music were played according to the majority age range of consumers, this is to satisfy each category of the consumers. Comfortable seats for the customers were used in most of the modern cafes. Usually modern café design their interior with the concept of providing comfortable and warmth environment for the customers. By having such contented interior, customers tend to visit the café more often because these satisfy customer needs. The peak hour for most modern café is around evening to midnight. Many people enjoy hanging out in cafes until late at night. Modern café provide good services to customers in order to gain customer loyalty. The most effective way to make customers loyal is to treat them well by providing good product or service at a reasonable cost and providing friendly customer service at all times. Friendly staff makes customers feel valued and if the quality of service is also good, customers feel a personal tie to the shop.

3.4 Results from the Interview

Two in depth interviews have been carried out to collect data on modern cafes in Malaysia. Each depth interview took about 40 minutes. Relevant topics were asked during the interview such as the management of the company, their company mission and vision,
promotional items and their company background. The first interview was taken at The Coffee Bean & Tea Leaf, the person that had been interview was Mr. Jeffri Bin. Mohd Imran, an Assistance Manager. The result from this interview was majority of customer's that visited the café were Chinese and foreigners. Most of the local resident prefers cold drinks such as the ice blended coffee. Iced and blended drinks are the top sellers in The Coffee Bean & Tea Leaf. Although this café offered tea, only a few responds from the customers and most of them are foreigner or tea lover. The design of this café is standardize in each and other outlets as well. The Coffee Bean & Tea Leaf does not have much visual promotion because the brand of this company is well established and many people know about it. A strong brand creates an image of an established business that has been around for long enough to become well known. A strong brand is most likely to be seen as experienced in their products or service and generally will be seen as more reliable and trustworthy. The peak hour for this café was around 4pm till late at night. Many teenagers and adults love to spend time at the café till night time, this shows that customers prefer night life.

The second interview was carried out at The Bing. The person that had been interviewed was Mr Barahim Kassim, a staff in the café. The Bing was established on the 8th July 2004, although it was newly opened, many customers had visited this café. This café is popular because of the good mixture of interior design and the color combination. The ambience of this café gives the customers the feeling of being cozy and warm. The staffs in this café were given a name as The Boogie Crew and the services given to the customer was pleasant and friendly. The Bing is famous for the coffee, which was the Illy coffee that was made in Italy. It’s known for the delicious coffee. Besides that, The Bing offer imported carbonated drinks from Australia and Canada as well. The peak hour at The Bing is around
5pm till late at night. People of all ages and races enjoy the coffee here. Coffee house and cafes offer a place of sharing. Many consumers prefer to socialize in a spacious atmosphere. This is one of the reasons cafes offer spacious environments and not too crowded with inappropriate decorations.

3.5 Conclusion

Consumers prefer to have late night meetings to socialize in modern cafes. Although the prices of most food and beverage are quite expensive in consumers’ minds, but they still visit the cafes. The reason was most modern cafe offered good value, when customers believe they are getting a good deal, they will be more likely to visit the cafes again. A good brand or corporate identity is often associated with trust, which is a key part of forming loyalty to a business. Branding alone will not bring customer loyalty, but when combined with other factors such as good service and value for money, it can help to increase the loyalty further. Another reason that the customers become loyal is their relationship with the employees of the business, sales and customer service staff especially. Staff greeting customers politely can make those customers feel appreciated, yet spending just one minute talking to each person is all it takes to get the ball rolling.
CHAPTER 4

4.0 DISCUSSION

4.1 Introduction

In this chapter, the problems on most modern cafe outlets will be discussed and solutions will be suggested to solve it. The suggestion will be given based on the results of the data analysis in Chapter 3. Hence providing an efficient guidance to upcoming modern cafe outlets business and getting the right positioning in the market for their products. The problems that will be discussed are the lack of visual promotion towards modern cafes, the interior and ambience of the cafes, the weakness of the brand name and the trouble with the locations.

4.2 Visual Promotion

From the survey that had been done, it showed that most modern cafe outlets are lacked of visual promotion such as television advertisements, brochures, leaflets, posters and many more. The lack of visual promotion to the public causes poor business to those modern cafe outlets in Malaysia. Most consumers are not aware of the latest modern cafe in town because of no promotion or failure in promotional campaign, this may due to less responds from the customers. To solve this problem, modern cafe should do more promotional campaign to attract consumers to their cafes. By having such promotional campaign, it will help to inform the consumers on their cafes. Each visual promotion must show the benefits
and quality of the café in order to gain trusts from the consumers. Consumers are very particular with the benefits that a café can provide them and the feeling that it is worth going to the café.

4.3 The Interior and Ambience

Consumers are very particular on the interior design and the ambience of those modern cafes. Bad interior or surrounding will cause fewer customers to visit modern cafes and this automatically will affect poor business to those cafes as well. An overall research on the incoming trends of interior design should be done in order to satisfied consumers. Comfort will be the first priority to consumers because usually they go to cafes to hang out until late at night. Having comfortable seats and up to date interior will gives consumers the feeling of being in a trendy and cool modern café. Good ambience also plays an important role to attract consumers. Consumers will feel good and able to relax when the café provides good ambience and environment.

4.4 Brand Name

Modern café tend to uses brand name which are difficult to be pronounce. By having such brand name, it is a problem for consumers to recall or remember the café. Brand name symbolizes a bunch of impressions, myths, cultures and values towards the consumers. A modern café should have a simple and easy to pronounce brand name. A strong and good brand name helps consumers to recognize the café. Besides that, to establish a good brand name, the café must give good impression to customers by providing them with quality
services as well as excellent beverages. Consumers will be loyal to the modern cafes when they received such services simply because they feel that it is worth it.

4.5 Location

Location of cafes also plays important conclusion in making good business. Usually modern cafes are open in the urban area because of the high demand compared to the rural area. Generally, the consumers in the urban area are able to pay for the food and beverages served in most modern cafes. In the survey also shows that majority of city citizens prefer to go to modern cafes to have a meeting with friends or just to enjoy a cup of drink. By going to modern cafes consumers are able to boost up their self-esteem by following the latest trend and not wanting to be left out.

4.6 Conclusion

As a result, problems which arise to most modern cafes these days could be solved in many different ways. A good organizational planning is needed to encounter these problems, in order to meet the money limitation and time constraint. Minor problems which occurred in a café should be taken seriously and a quick action on solving it is a must. These actions help to run a business carefully and wisely.
CHAPTER 5

5.0 PROPOSAL

5.1 Introduction

In this modern age, many modern café outlets are having difficulties to persuade consumers to enter their cafes. The reasons of these problems occur because there are too many competitive modern café outlets in Malaysia. Consumers tend to choose the most distinctive and well-known cafes compared to those common or less popular cafes. The proposed modern café will be focusing on coffee beverage which is located in the heart of the city.

5.2 Unique Selling Proposition (USP)

The uniqueness of this modern café is that it sells local coffee products which are locally produced coffee beans. Coffee trees are planted in Malaysia and the type of coffee bean will be Celebes Kadossie which is one of the great coffees from Malaysia, this is a high-acid coffee with a rich flavor and winy after taste. This café also offers coffee drive-thru service which helps to speed up service and give customer's convenient and still preserved the delicious taste of the coffee.
5.3 Positioning

The positioning of this modern café will appear as a new and trendy concept for the young people and young adults. The target consumers for this modern café will be divided into two categories of age from 15-20 and 21-25. Results from the research that had been done shows that these three categories of consumers visited the modern café most often and they are in the categories of living in a modern lifestyle. These are those customers that will be the logical prospects for this modern café.

5.4 Branding

Brand is a name or symbol that is commonly known to identify a company or its products and separate them from the competition. The overall ‘branding’ of a company or product can also stretch to a logo, symbol, or even design features such as used of colors or layouts that will identify the company or its products and services. The modern café will be given the brand name as Just Kofi. Each brand name has its own personalities and Just Kofi characters are fresh, young, excellent quality as well as simple for this modern age. The benefit of branding is that customers are much more likely to remember the identity of a business. A strong brand name or image helps to keep the company image in the mind of potential customers. Just Kofi is easily pronounced and this helps consumers to recall of the brand name. A strong brand projects an image of quality to the business as many people see the brand as a part of a product or service that helps to show its quality and value. Besides that, brand image is an important part of branding. The image can be a logo, symbol or in
typeface version. Brand image helps to fix an image in consumers’ memory and also to get attention from customers.

5.5 Colors

Color is used for a variety of purposes. It creates moods, helps to draw attentions, emphasizes, increase memorability as well as helps to define foreground and background. Color is used as a continuity device as well as for identification. The use of standardized color is an important part of most companies’ corporate identities. The color will reflect on the personality of a brand or corporation. Color communicates and speaks a language of its own and at the same time creates mood and emotion. Usually, most restaurants use bright colors to attract customers and this color gives the mood of hectic and popular. The color of Just Kofi will give a relax mood, comfortable and cozy to the customers. These similar characteristics of mood are frequently practiced among most modern cafes that sell coffee beverage as their main products.

5.6 Promotion

Promotion is a technique that is used to create an awareness of greater brand value among consumers. This is to create a short term of increase in sales to a new company. Consumer market sales promotions includes coupons, price off deals, premiums, contests and sweepstakes, sampling along with trial offers, brand placements, rebates, loyalty/frequency programs, phone, gift cards, and event sponsorship. In Just Kofi, visual promotion such as television advertisements and printed medium will be used to promote the new modern cafe. Television advertisements have the ability to attract more customers.
because research shows that consumers can recall motion pictures compare to those information which was primed without illustration. Printed medium that can be used in business name are on stationery such as letterheads, invoices, compliment slips and advertising such as leaflets, brochures and posters. Having business name printed on such stationery gives a more professional look that customers will be attracted to. Customers are essential, without them the modern café business could not exist profitably. Customers' loyalties are very important to the business because those customers who are loyal will return more often by giving the café higher sales and profits. Just Kofi will offer discounts on future purchase to customers in order to gain their loyalty. These discounts encourage the customers to save more, with the ideal outcome being satisfied customer who becomes loyal to Just Kofi. A popular form of offer is by introducing a ‘friend discount’, whereby if a customer introduces a friend, they both get discount or special offer. This is to provide positive introduction of a new modern café to the new customers. Besides that, a card will be given to the customers as a form of collecting points and the more they spend, the more points they will earn. In return, the customers will receive a free drink of their choice when they had collected enough points.

5.7 Service

Services play an important part to attract customers to the café. The staffs in Just Kofi are trained to treat the customers in a well manner. One of the key achievements to have a successful business is to concern on customers' relationship within the employees of business, sales and customer service staff. Friendly staff makes the customers felt valued and respected. A common way to increase customers is to communicate with them. This is to
make sure that those customers feel appreciated. By spending a minute or two with the customers will help to build strong relationships between the employees and customers. Customers who are satisfied with the services will be more likely to tell their friends and family members about the new café. Word of mouth is the cheapest form of marketing to make the business grow even more. The staffs in Just Kofi also will attend to the customers’ complaints as soon as possible and get to fix it quickly without hassle. Strong loyalty can be build up from the customers when staffs are able to solve the customers’ complaints.

5.8 Conclusion

All modern cafes should have their own uniqueness and personality. Branding alone will not make the customer loyal, it must come within the quality products and good customer service. This gives opportunity to increase loyalty and to develop an establishment of a brand name with good recognitions from the customers. Visual promotions serve as a tool to inform consumers on a new café which had just been opened. Hence, a newly open business also depends greatly on advertisements to make consumers become aware of it. The ability to have personal customer relationships is one of the biggest advantages to be well established in the marketplace.
CHAPTER 6

6.0 CONCLUSION

As a conclusion, to establish a new modern café business in Malaysia is by being able to promote Malaysia products without depending on imported products from other countries. By getting products which are manufactured in Malaysia is much cheaper rather than receiving supplies from different country. This saves cost and time of delivery. Generally, an achievement will be measured when local product such as coffee is able to break into the international market. In order to achieve such result, modern café in Malaysia have to go through many steps before they reach into the international market.

A good marketing planning is important to achieve a successful business. Marketing planning is often seen as a costly and time consuming process but this is one of the main forces that help to increase business. A range of promotional tools are needed to promote modern café outlets in Malaysia. Promotions are able to stimulate consumers to purchase a new product which is fresh in the market. Target audience is also greatly involved in setting up a good business. Target audience is a group of people to whom an advertising message is directed to. Getting the right target audience in the market will provide better future for the modern cafes.

Customer Relationship Management (CRM) is usually used to offers a highly effective and efficient management system for customers. CRM offers a range of possibilities that not only helps the customers achieved a better service, but also allows the business to keep tighter
control of the customers. To have a successful business, an overall research in the market place is needed. These will provide extra knowledge to the upcoming modern café and help them to come out with brilliant ideas for their marketing strategies.
BIBLIOGRAPHY


APPENDIX B: Sample of Questionnaires

This survey is carried out to assist on my final year project, Research on Corporate Identity of Modern Café Outlets in Malaysia. I'm a student majoring in Graphic Design in Faculty of Applied and Creative Arts, University Malaysia Sarawak.

Gender : Female          Male
Age : ______________________
Profession : ______________________

1. Name a modern café in Malaysia which you prefer most: __________________________________________________________________________________________

2. Do you think that modern café in Malaysia are adapting into the Western culture?  
   YES    NO    DO NOT KNOW

3. What do you think of the ambience of modern café outlets in Malaysia?  
   Poor    1  2  3  4  5 Excellent

4. The quality of services given in most modern café in Malaysia was:  
   Poor    1  2  3  4  5 Excellent

5. The trademark/logo design of modern café in Malaysia was:  
   Poor    1  2  3  4  5 Excellent

6. The visual promotion/advertisement (TV ad, Leaflet, Poster) of modern café outlets in Malaysia was:  
   Poor    1  2  3  4  5 Excellent

7. The quality of food and beverage item in Malaysia’s modern café outlets was:  
   Poor    1  2  3  4  5 Excellent
8. How do you find the price of the menu in those modern café?
   A. Cheap
   B. Reasonable
   C. Expensive

9. Do you think that more competitive modern café outlets should have in Malaysia?
   YES
   NO

10. Do you think that modern café in Malaysia should maintain our local culture identity?
    YES
    NO

11. If the answer is NO, why?

   ____________________________________________________________

Thank you for your co-operation
APPENDIX C: Samples of Modern Café Interior Design
APPENDIX D: Idea Development on Logo

justKOFi

(Final Logo)

JustKofi

JACKkofi

Just Kofi

JACK KOFI