

POLITEKNIK MELAKA

**THE EFFICIENCY OF PACKAGING DESIGN OF
FROZEN FOOD**

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COMMERCE DEPARTMENT

SESSION 1 2023/2024

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**THIS REPORT PROPOSAL IS SUBMITTED TO THE BUSINESS
DEPARTMENT AS A
PART OF THE REQUIREMENTS FOR THE FINAL YEAR PROJECT OF
INTERNATIONAL BUSINESS**

COMMERCE DEPARTMENT

SESSION 1 2023/2024

**STATEMENT OF AUTHENTICITY AND PROPRIETARY
RIGHTS.
THE EFFICIENCY OF PACKAGING DESIGN OF FROZEN
FOOD.**

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2. I acknowledge that the "Above Project" and the intellectual property contained
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Done and truly acknowledged) by that one:

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DR. AZILAHWATI BINTI ADAM


Infront of me, **NORAZLINA BINTI DAUT** 

As a project supervisor in the date:

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Made and in truth that is recognized by.

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DECLARATION OF ORIGINALITY AND OWNERSHIP

TITLE: THE EFFICIENCY OF PACKAGING DESIGN FOR FROZEN FOOD

SESSION: 2 2022/2023

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APPRECIATION

The writer would like to express our appreciation to the project supervisor, for the guidance and discussion provided throughout the duration of this project.

This appreciation is also given to anyone who either directly or indirectly helps in the production of this project.

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ABSTRACT

Halimah Frozen Food's is an SME that operates a frozen food business at Pasir Gudang, Johor. Halimah Frozen Food's has a big chance to expand their business but there are a few weaknesses that we see. From our observation Halimah Frozen lacks creativity in innovating unique packages for its products. The solution is, we help Halimah Frozen by creating a new design packaging. The reason we decided to help Puan Halimah is by creating designs to grab the consumer's attention. Puan Halimah wants to expand the business and the product has demand from other Johor areas. By creating new design packaging, it will assist the business in expanding the business in the future. The opportunity to increase profit by going to new markets. We draw the conclusion that packaging is a crucial factor in attracting the attention of consumers and can increase profit. So, this is the improvement we make to address the issue that the company is having and to innovate the business through product packaging. Benefits from the packaging that we improve are making the product become more quality because the real reason for packaging is to protect the product and keep the freshness.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Puan Halimah founded Halimah Frozen Food ten years ago. She began by selling food to his coworkers at his place of employment, including fried noodles, curry puffs, vadai, and other items. Puan Halimah lived in Pasir Gudang, Johor, where the company was situated. Then in a short time, Puan Halimah established the SME business known as Halimah Frozen Food, which expanded to become more successful by sending and selling frozen food to supermarkets. Curry puff and vadai are two of the frozen goods sold by Puan Halimah. For a wedding or other event, Puan Halimah will also take your order for a delightful milk tea.

Halimah Frozen took its name, Puan Halimah, from the owner of the company. Because it is short and easy to remember, the name is simple. Everybody is familiar with the name and can recall it. This demonstrates Puan Halimah's business acumen and demeanour. The biggest issue we encounter with small and medium-sized enterprises (SME) is that, like Puan Halimah, they lack the knowledge about the food packaging technology that provides the protection and preservation of a product. Therefore, the goal of our project is to assist Mrs. Halimah in expanding their business. Since Puan Halimah's frozen foods are in high demand in her area even without the proper packaging, we will ensure that she makes a healthy profit in the future.

As far as we are aware, curry puff and vadai are traditional foods that all Malaysians—Muslim, Chinese, and Indian—can eat. While it is simple to satisfy local tastes, making them yourself is more difficult. Puan Halimah takes the initiative to serve the community by selling it frozen, requiring only a small amount of frying before it is finished and ready to eat. Puan Halimah pricing is extremely reasonable for everyone in Malaysia, regardless of ranking such as B40 or T20. For 10 pieces of curry puff, it

costs RM 7, while for 15 pieces of vadai, it costs RM 7. The curry puff also comes with a variety of fillings, including meat, sweet potatoes, and potatoes. Because not everyone is aware of this company, which produces high-quality food, we wish to assist it by providing people with traditional foods that are simple to eat. Perhaps with our assistance, Puan Halimah company will grow and prosper in the future.

Then, with our help through the new packaging design can make the Halimah Frozen Food company can get high profit by have products that will attract customers by their packaging. Halimah Frozen Food is known by customers in their area because of their good quality product, but with our help with the new packaging design it already makes the business get more demand and get new target customers. So, the profit became greater. Because, in market today have many competitors at the market and they have their own design and attractive packaging. So, if the Halimah Frozen Food Enterprise does not change to the new packaging it will reduce the potential to get new target customers to them.

In our packaging also, we provide the useful information like the calories, protein, sugar net weight and so on. From this information that we add the customers can know how much calories, sugars and protein from the frozen curry puff they take. Nowadays, customers like to keep they body healthy by known how many calories from the foods. So, from this add that we make it will help customers, indirectly also follow the current trend. Then, we can create brand awareness from the new packaging that apply. This is because from the previous packaging Halimah Frozen Food just put small tag on top of packaging, so the product from Puan Halimah will be hard to customers to knowing if its products from Halimah Frozen Food or not. We make the packaging that can make the customers can know that product from Halimah Frozen Food even from far in the store, with the attractive colours and unique design we provide its totally make the brand became knowable.

1.2 BUSINESS PROBLEM

To survive in the market is not easy for business nowadays, because of the competitors in the market. All competitors have speciality, but who the business can show they strong and uniqueness will be lot of benefits. Also, they can get high profit and became the leader of the market. All this start with the packaging, we belief that packaging play importance part in influence customers choice. If the customers need to choose the creative packaging with useful information and normal packaging that don't have any design and information, totally customers will choose the creative and informative packaging. But have many competitors that try to make the packaging looks great and creative. So, to compete with them we cannot using normal transparent packaging that don't have any information.

So, from our interview session Puan Halimah says that they were a lack of information regarding her frozen food packets. Puan Halimah's previous packages was found to be simple plastic with a brief label about her business. In our study, the packaging used is not enough to draw the attention of customer; not only does the flavour of the products produced matter, but appearing and imaginative packaging can also offer promising outcomes. The emphasis is on the prevention of food losses in packaging design as a major environmental criterion. Consideration of the properties of both the package and the product itself when designing the final package will lead to a better result with smaller product losses and environmental impacts. By using different assessment methods in the different stages of the packaging design, the sustainability of the package can be enhanced. The decision making of the packaging designer is facilitated with methods that are introduced step by step and in a certain order that will also allow for corrective measures through back-loops in the design process. The purpose is to integrate sustainability aspects at all stages firmly into the design process. (Gronman, 2012)

As everyone aware packaging plays a crucial role in keeping the product save. The packaging process, which preserves the quality of food products for storage, transit, and final use, is one of the most crucial food manufacturing processes. As we know from small things like packaging can make high profit for business. Our issue, which we decide to help to satisfy customers expectations, is packing. The present study demonstrates influences on the design process of a package from external and internal factors. The findings show that (packaging) sustainability is a highly salient association but is only moderately important for consumer attitudes. A comparison between consumer judgments and life-cycle assessment indicates that consumers rely on misleading, inaccurate lay beliefs to judge packaging sustainability and are therefore susceptible to making ineffective environmental decisions. The research also demonstrates the power of packaging in shaping perceptions of food products. Particularly, it shows that changes in actual environmental impacts (by altering packaging materials) affect not only sustainability perceptions but also several other benefits, such as perceived taste and quality. At the same time, consumers' sustainability assessments are also highly influenced by mere graphical packaging cues that have no obvious actual sustainability consequences. (Steenis, 2017)

This study aims to advance the understanding of consumer response toward packaging sustainability by advancing and empirically testing perceptual, inferential, and attitudinal aspects of consumer decision making that arise from packaging material and graphical differences. New insights show that (packaging) sustainability is salient but not highly important for determining attitudes. It is shown that packaging has consistently powerful effects on product-level expectations. (Steenis, 2017)

1.3 BUSINESS PROJECT OBJECTIVES

- i. To design an attractive packaging for frozen food entrepreneur.
- ii. To create a brand awareness for frozen food entrepreneur.
- iii. To increase the demand of frozen food for Halimah Frozen.

1.4 JUSTIFICATION OF BUSINESS PROJECT SELECTION

We were working on this project to assist Halimah frozen, an SME company, in increasing sales and expanding across all of Johor area. Halimah frozen lacked knowledge in frozen food packaging to mark up their sales. To get the word out about Halimah frozen company's goods, we developed an idea and a solution that included in providing a frozen food packaging. Halimah frozen get the benefit from an increase in sales when compared to old packaging. A well – presented dish created a positive impression that leading to customer satisfaction.

By creating a new packaging design for the product, Halimah frozen food got benefit from the improvement we created in terms of a high reaction and number of orders from potential customers. Consequently, the product had been noticeable by the customers and helped Puan Halimah business stood out in a crowded market.

With the new packaging Halimah frozen are starting to be known in the market and has been notice by customers. Halimah frozen also get a new target market customer which is its wider than before. Halimah frozen are increasing in profit.

Besides, include high quality images of the product to give potential buyers a cleared idea of what they were purchasing. Understanding your ideal customers preferences and needed could helped created packaging that resonates with them. Sometimes, a simple and elegant packaging design could convey a sense of sophistication and premium quality. Food packaging technology had gone through a fast and significant development in the past three decades and yet the smartest developments were yet have been seen. It emphasizes that packaging was more than a clever way of combining materials. Adding valued in the food supply chain through the development of partnership relations between the packaging industry and packaging users seems have been the credo for the new millennium. (sonneveld, 1990)

1.5 LITERATURE REVIEW

1.5.1 Difficulties in Understanding Packaging Development.

The problem of how to make new packaging design to change the old packaging design which is not suitable for customers this day. Most design programs in Taiwanese universities continue to use antiquated teaching techniques that are unable to handle the intricate, multidisciplinary issues that arise in everyday life. This study attempts to address this by incorporating university social responsibility into packaging design courses along with ideas from capstone courses and problem-based learning. (Chinlon Lin, 2021)

1.5.2 Lack Of Knowledge in packaging Design.

The problem of what design should they make to make the customers looks at the packaging. How packaging should be made to look good from the customer's point of view is an urgently interesting question. Think that this kind of research is necessary because there hasn't been much theoretical work done in the packaging field, and there hasn't been much research done on how people perceive packaging quality. (Witell, 2005)

1.5.3 Market Survive

This study shows what the design can make the products more uniqueness compare with other competitors to survive in market. Management can learn from the study how to differentiate oneself from competitors and break through visual clutter while adhering to the "code" for the product category, which has significant implications. (Husić-Mehmedović, 2017)

1.6 BUSINESS SCOPE

This Efficiency of packaging design basically focus to customers. The reason for this innovation was because wants to get attention from the customers. Other than that, is the owner of business also involved in this packaging. The owner will provide some information about the products to the customers through the packaging. The owner can help the owner of frozen foods company and help customers. From this innovation both sides can get high benefits.

1.6.1 Customers

The customers can get the best and most creative design for the product. This packaging can help the customers with the useful information they need. From this packaging the customers can plan their healthy lifestyle by knowing how many calories they take in. This new packaging also makes the customers easy to take everywhere and easy to keep it because of the shape. Then, customers like to look the product in term of the color we choose from the packaging.

1.6.2 Business Owner



The business owner can increase the sales with the new packaging. The new packaging will make the business get high profits because of increasing demand. The new packaging can attract the new target market. So, the efficiency of packaging design that we produce has made the business increase the sales and give the greater profit to the company.

1.7 Target Market

The target market for the packaging that we create was the entrepreneur who sells frozen foods products. We make nice looking packaging that is suitable for frozen food products, especially to traditional 'kuih' it helps give brand awareness to the company with unique new packaging. Our packaging can help the new entrepreneur get the best design for the frozen food that they want to sell.

1.8 Differentiation

Table 1.8: The Difference Between Used Our Design and Not Use.

Without The Efficiency of Packaging Design.	Type	With The Efficiency of Packaging Design.
		
Not looks interested	Interest	Looks very interested
Don't have any suitable information	Informative	Have suitable information
Normal shape	Shape	Have creative shape
Don't have any colorful packaging	colorful	Have colorful packaging
Hard to attract customers	attractive	Easy to attract customers