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DENGAN KEPUJIAN
PACKAGING DESIGN (MTP 47703)

“REPORT WRITING : (SUSHI KING)”



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1.0 INTRODUCTION



Sushi King chain of restaurants serves quality sushi and other Japanese cuisine at affordable prices in a warm and friendly environment. What sets Sushi King apart is the personal touch of serving freshly made sushi on the kaiten for customers to pick up and enjoy.

Tan Sri Dato' Seri (Dr.) Fumihiko Konishi is the founder of Sushi King, Sushi King has started the Japanese-style restaurant business since year 1995 in Malaysia, which brings the first pioneering in a new era of Japanese cuisine. The Opening of Sushi King not only enhances friendly relations between Japan and Malaysia, but also promotes the Japanese food culture among the others Asian countries. At the same time, Sushi King uses the unique styles of system, "Kaiten Sushi" & "Revolving Sushi" which is a type of quick service restaurant concept that run their daily restaurant business.

From a single outlet in Kuala Lumpur, Sushi King has expanded to 100 outlets and counting throughout the Klang Valley and even covering nearly every state across the nation, making it the largest Japanese kaiten concept chain of restaurants in Malaysia.

Sushi King Sdn. Bhd. (formerly known as Sushi Kin Sdn. Bhd.) (330201-V) is a member of the Texchem Group of Companies, being one of over thirty five subsidiaries under Texchem Resources Bhd (Texchem), a Malaysia-based multinational, listed on the main board of Bursa Malaysia. Texchem has four core business divisions - Restaurant Division, Industrial Division, Food Division and Polymer Engineering Division.

2.0 OBJECTIVES

- i. To analyze the segmentation, targeting and positioning of the Sushi King brand in market.
- ii. To propose and redesign the new Sushi King brand packaging.
- iii. To design new packaging using Fusion and AI software.

3.0 DISCUSSION

3.1 THE PREVIOUS DESIGN

This is the previous design of Sushi King packaging that already launched on 1995. It is one of the collections for take away Sushi King sushi and side dish. The sushi king famous with a lots types of sushi that user very demand for takeaway. As for the packaging, it uses nude colour of box and the plastic box container, to highlight the logo at the top of container and the wave design that means fresh and clean.

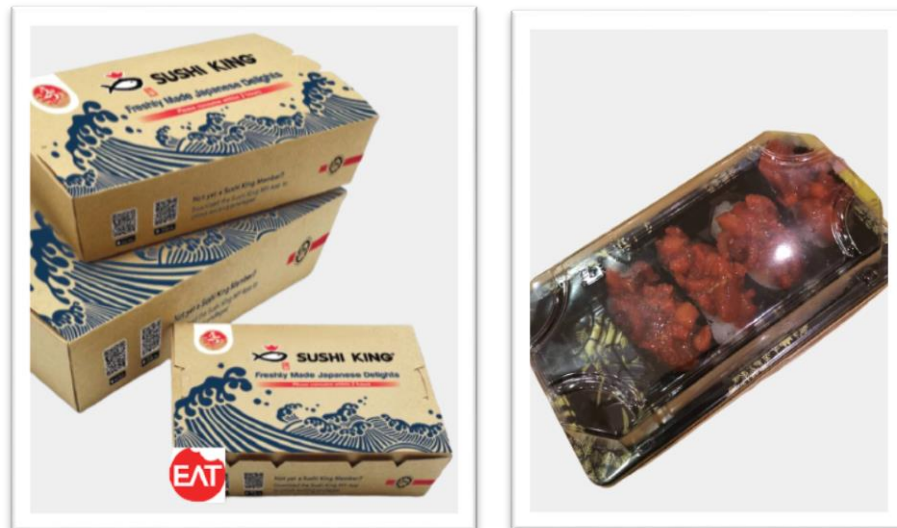


Figure 1: Sushi King Packaging

From the previous design, the box of the takeaway Sushi King box is just simple design of packaging. This is to show the simple design but still not downgraded the product itself but on the packaging, there is still can be improve and make it more attractive.



Figure 2: Current Packaging of Sushi King

No	Section	Explanation
1	The base	The base of the packaging box is nude colour that usually Sushi King use for their product. The nude colour shows the simple but exclusive at the same time. They used kraft paper as their food is dry and does not require PE-coated layer
2	The wave printing	The wave printing is just a decoration that for make the design of packaging stand out their fresh and clean of the product.
3	Size	Size of the Sushi King box are different. There is four size of Sushi King such as 22oz/650 ml, 32oz/1000 ml, 50oz/1500 ml and 80oz/2400 ml. The size of box shows of amount and quantity the sushi.

4	Brand's name	The Sushi King's name is platted with black because almost all the product from Sushi King's brands are platted with black paint.
5	Slogan	The slogan Sushi King's is platted with red colour . Which is "smiling. Served fresh"
6	Halal Certified and qrcode membership	The Halal Certified and qrcode membership Sushi King's is palced at the side box.

Table 1: Packaging Description.

3.2 SWOT ANALYSIS

<p style="text-align: center;"><u>STRENGTHS</u></p> <ol style="list-style-type: none"> 1. Same authentic taste like real Sushi 2. Well-known throughout the world 3. Good for first timer adapting Japanese symbolic food 4. 95% low calories 5. Can be eaten by all ages 	<p style="text-align: center;"><u>WEAKNESS</u></p> <ol style="list-style-type: none"> 1. Weird taste and smell for some people. 2. A little bit expensive. 3. The sushi was boiled before served. 4. Limited space and seats
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> 1. Changing Lifestyle 2. Developing economies 3. Limited reach to nations 4. A demand for premium products 	<p style="text-align: center;"><u>THREATS</u></p> <ol style="list-style-type: none"> 1. Blackwood - more western 2. Blackball - more oriental desserts 3. Marrybrown - more Malaysians 4. Just bread - they have cakes! 5. Mini cupcake - everybody loves cupcake

Table 2: Swot Analysis

3.3 STP MODEL

3.3.1 SEGMENTATION

Market segmentation is a business practice that brands use to divide their target market into smaller, more manageable groups of people based on common ground they share to optimize their marketing, advertising, and sales efforts. Simply put, customers of each market segment have similar characteristics that businesses can leverage to advance their efforts. Sushi King segmentation approach is as follows:

i. DEMOGRAPHIC SEGMENTATION

Target Marketing of Sushi King is the teenagers working people, businessman, and also the social status. Sushi King communicating a unique selling proposition by state the prize affordable for middle-class of customer, but at the same time using the brand name of restaurant to target the highclass people which show Sushi King is a superior and high quality restaurant. Besides that, Sushi King always gives some promotion like, “BONANZA” and “The Taste of Hokkaido”, to attract customers and full fill the customer need & satisfaction rather than sushi but also others Japanese style foods.

ii. AGE SEGMENTATION

Sushi King targets consumers starting aged 5 and above to discover the demand of customer. Sushi Kings is looking for more on teenager and adult groups as a potential buyer. As a example, Bonanza at home is a new campaign for pkp, its categorized as one of the demand for customer to enjoy more sushi at low price product loves by teenager and adults. However, Sushi King’s ideal target market is consumers aged 18 and above because this group has spent more on variety food.

iii. PSYCHOGRAPHIC SEGMENTATION

Sushi King provided the basic needs of all human needs. It refers to the biological maintenance such as water and food in order to ours physically healthy. There are a variety of cuisines on the menu, including sushi, course, sashimi, seafood, and special healthy menu. Furthermore, the menu of Sushi King also explains the characteristics of each dish features how to slimming, rich in protein, rich in antioxidant, dietary fiber and reduce cholesterol. Sushi King’s choice of food makes me feel like a good place for a family to have dinner together.

iv. GEOGRAPHIC SEGMENTATION

Sushi King's network spread extensively from Kuala Lumpur to other cities such as Genting Highlands, Ipoh, Johor Bahru, Malacca, Penang and Seremban. Being the first to introduce Japanese fast food dining concept in Malaysia, Sushi King is one of the largest and fastest growing chain restaurant in the country. It has established more than 40 outlets throughout Peninsula Malaysia today with plans to continue expanding its brand distribution regionally and eventually internationally. Its customer base is also rising

v. BEHAVIORAL SEGMENTATION

Behavioral segmentation is a form of marketing segmentation that divides people into different groups who have a specific behavioral pattern in common. Users may share the same lifecycle stage, previously purchased particular products, or have similar reactions to your messages. Malaysia actual customer behaviour toward Sushi King food's in term of knowledge, attitude, used or response.

3.3.2 TARGETING

Since Sushi King have international presence, high consumer confidence and a good reputation. Purchasing power is getting stronger among middle-income and high-income consumers. Independent foodservice catches diners' attention because of freshness concept thus becoming a competition to chained full-service like Sushi King. Goods and Service Tax(GST),high inflation and weakening of malaysian ringgit affects diners' confidence in spending on dining out and prefer home deliver and fast food compared to full-service restaurants like Sushi King.

Usually, full-service uses shopping malls as a port to expand outlets and attract diners and shopping malls are emerging fast. However, operating hours of full-service restaurants in malls are restricted and follow the malls' operating hours. Sushi King targets middle to high income diners, who happ to grows at fast rate. Asian full-service restaurants is growing the fastest,has the highest sales that shows Malaysians like Asian full service restaurants .

3.3.3 POSITIONING



Figure 3: Positioning Table

Positioning refers to the place that a brand occupies in the minds of the customers and how it is distinguished from the products of the competitors and different from the concept of brand awareness. In this research, we put a few restaurants that serve quality sushi and other Japanese cuisine which is Nobu, Ishin, Sushi Ryu, Sushi Orbe, Sushi Mentai, Sakae Sushi and ZenS. We compared their price and quality from top to above. Furthermore, we also put Sushi King in this mapping sushi restaurants. We can said Inshin Japanese Dinning and Sushi Ryu in high price and high quality category. Besides that, Sushi King and Sakae Sushi in high quality and low price category.

i. The position of the Sushi King in the minds of consumers

Sushi King is one of the high quality products with low prices. Previous studies and interviews have shown that this sushi product is very good among customer with its original and very high quality sushi. For those on low incomes can also taste the pleasure of this sushi. The packaging box is also very attractive with changes from time to time for the convenience of the customers. The color of the packaging is also very appropriate which differentiates their product from the others. This situation, makes the customer aware of the product. In this case, this product is always in the minds of customers.

ii. Positioning in market

Sushi King is aware of the need to provide quality products and in accordance with the needs of consumers is very important because it influences consumer behavior towards the purchase of quality products. The marketing stimulus created attracts the attention of consumers every time they visit shopping malls such as kiosk or restaurants. Therefore, Sushi King needs to maintain its heritage with improvements with the use of high quality sushi and attractive packaging to attract customers who come and maintain their loyalty to this sushi product. This product uses psychological concepts such as attraction and the emergence of consumer behavior to influence repeat purchases. Sushi King ads on television screens, billboards and so on remind its customers of the purchase decision. The concept that attracts customers is the price, place, promotion and also the packaging of the product. This, all know, Sushi King can be owned by all categories regardless of age, race and others. The price is very reasonable and high quality.

3.4 PRODUCT REQUIREMENT

A well-known sushi uses every available option for calling attention towards individual brands, including unique size, shapes, materials, and brand hallmarks. By interpreting these characteristics into a full-end-product sushi, manufacturer could create automatic recognition and authority with their niches, leading to higher sales as visibility and credibility rise.

i. Colourful graphics

Generally, Sushi King packaging commonly use a safe colour like pastel colour there are rarely use striking colour. The sushi that they produce usually targeting teenager and adult so they are only focusing to the simple colour to attract them. Colours do attract individuals to purchase one product considering of their gender whether female, male or unisex.

ii. Custom Shapes and Presentation

The uniqueness could attract customer satisfaction and also can give good perspective in terms of purchasing it without hesitate. For teenager they tend to choose beautiful design. So base on the perception Sushi King take the easy way to manage customer perception by letting the customer make their own decision of their packaging. By using this method Sushi King can avoid from perception on their own design and make the luxury image effected. Customer can custom their own design of presentation base on their own perception. But they have limited type of custom that they can do such as limited colour, box design, and the graphic design.

iii. Standing Out of Presentation

Standing Out of Presentation is the method to deliver a message to the customer by built a unique design. For example, making an sustain or eco-friendly design in order to remind customer to care the environment. By staying atop change, experienced packagers and forward-thinking clients push the cutting-edge of packaging trends and bring unique designs to market. Sushi King for some season and campaign they will come out with a curtain outstanding design and presentation for limited period. This will attract the customer to their limited design product and in the same time they will rise their image in the fresh sushi product industry. But for the standing out of presentation they are not doing commonly and not every season and also every campaign. This will be an advantage to other brand that make an standing out presentation commonly.

iv. Interaction Packages

The interaction package is to continue to communicate with customers through feedback or product details after they purchase. This way we will get feedback from them once they taste our sushi products for improvement. This method, too special marketing capabilities, to attract customers as well as place attractive advertisements about Sushi King has many variety of sushi products or make price promotions or give free gifts to customers who meet the specified conditions. By holding at every available supermarket branch. We also always promote prices for example, buy 12 plates sushi products will get at the price RM 50 only. Sushi King usually interacts with customers only through the purchase process and dine in.

3.5 IDEATION OF DESIGN

Five sketches were made with new concepts and designs to gain uniqueness and customer satisfaction. Design and ambition must meet the criteria, efficiently. The design is made according to the existing beverage box with a few changes but the material used is different. (Figure 4) is where all the take away sushi side dish and (Figure 5) is where the sushi is package. All the idea would be to use the Sushi King theme as the main design.



Figure 4: Box type of container of Sushi King



Figure 5: Plastic type of container of Sushi King

IDEA CONCEPT 1



Figure 6: Idea Concept 1

The concept used looks like an existing beverage box but the difference is wrapping by plastic. It also has a cover paper at the middle for easily to bring and hold and its made by craft paper. At the top we put the Sushi King's logo. While at the below container there is a halal logo and Qr Code. The design we remain the wave design.

IDEA CONCEPT 2



Figure 7: Idea Concept 2

This concept used looks a carrying box. It has a holder at the top for easily to bring and hold and its made by craft paper. At the middle we put the Sushi King's logo. While at the below container there is a halal logo and Qr Code. The design we remain the wave design but non-parallel pattern.

IDEA CONCEPT 3



Figure 8: Idea Concept 3

This concept used looks like an idea concept 1 but the difference is craft paper in middle is more large and more cover the container. At the right below we put the Sushi King's logo. While at the left below container there is a halal logo and Qr Code. The design we choose sakura to looks culture japan and we use bright colour selection to make it more attractive.

IDEA CONCEPT 4

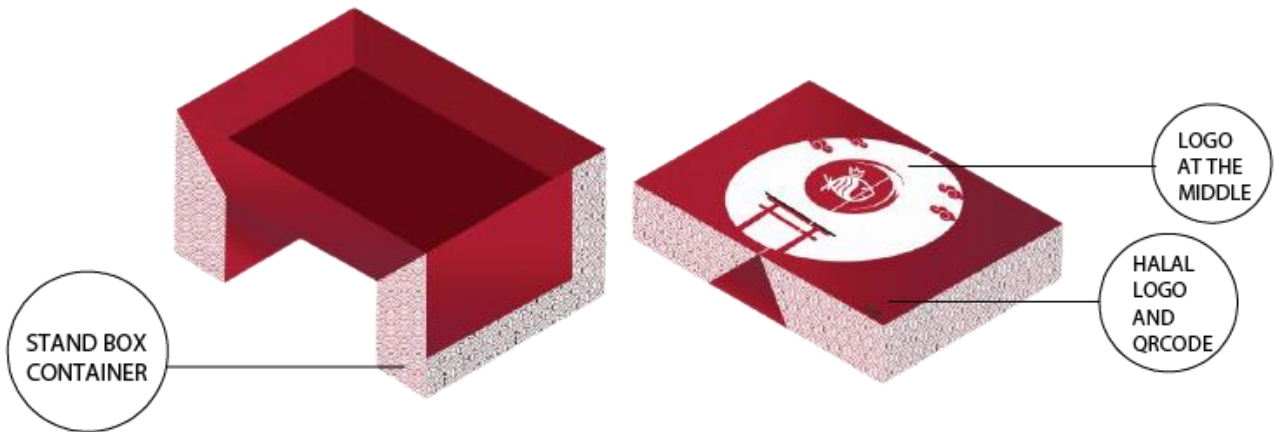


Figure 9: Idea Concept 4

This concept we make a cover as a stand for this container. Just open the cover lid to down and user easily can use it as a stand. At the middle we put the Sushi King's logo. While at the right below container there is a halal logo and Qr Code. The design we choose just a simple logo of Sushi King's to looks culture japan and we use bright colour selection to make it more attractive.

IDEA CONCEPT 5

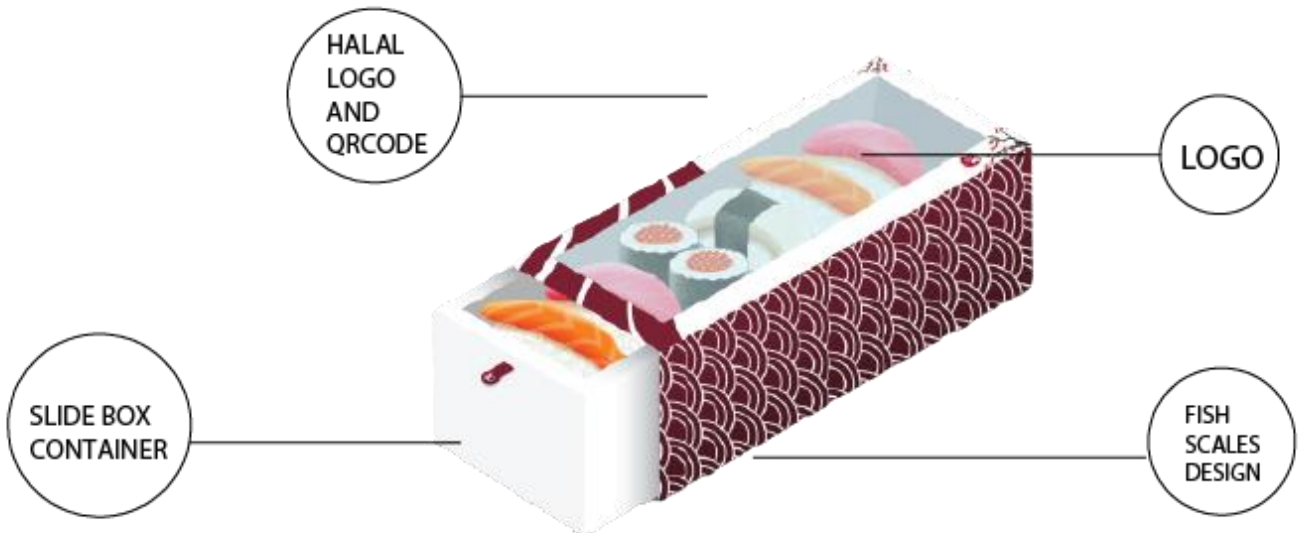


Figure 10: Idea Concept 5

This concept we make a slide box container for easy to open and eat. Just pull and push to open and close. At the corner of container we put the Sushi King's logo. While at the side of container there is a halal logo and Qr Code. The design we choose just a fish scales design which is remain the old design of Sushi King's container to looks culture japan and we use bright colour selection to make it more attractive.

3.6 FINAL SKETCH



Figure 11: Final Idea Concept

This final concept is the concept of packaging selected through an evaluation that has been made. Based on this concept, the new packaging design will be made with a few additions in terms of color change, material, poster and so on, to make it look more attractive and exclusive. The packaging is attractive because it is easy to bring and hold because we conclude chopstick as a holder. The production of color and design on the packaging is to show the Japanese culture of Sushi King's. We design refer to Sushi King's logo which their colour is bright and the fish pattern.

3.7 FUSION SOFTWARE AND KEYSHOT

The final concept, for modeling results will use fusion and keyshot software to ensure the design of the graphic and the design of the container are compatible with the Sushi King's theme. In this Fusion design will be design based on the dimension of the container.

i. The Dimension Using Fusion Software.

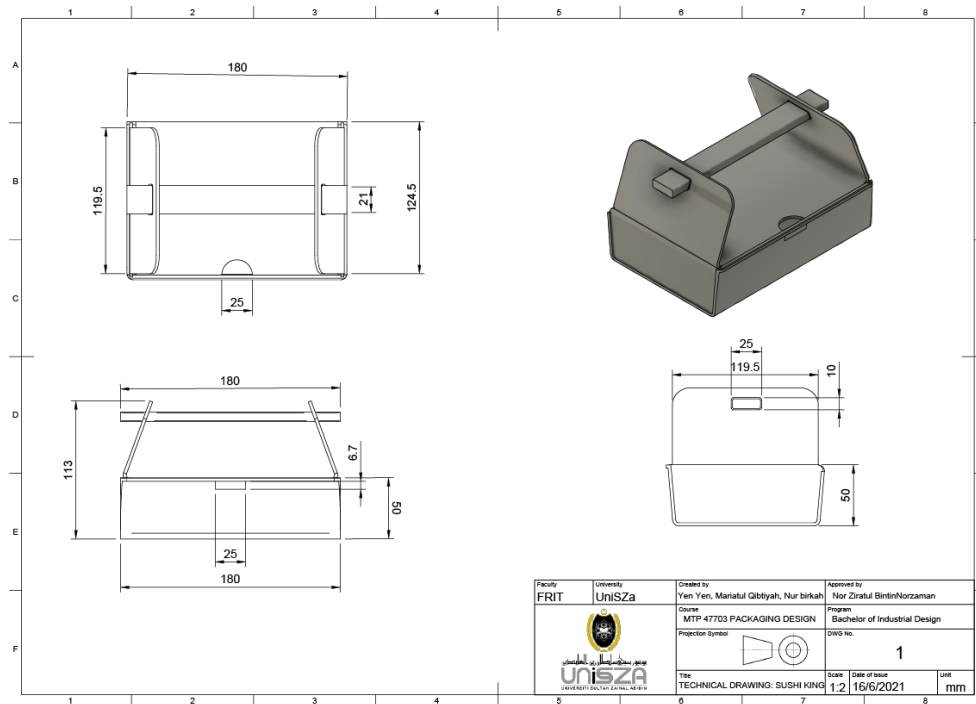


Figure 12: Dimension of Packaging

ii. 3D View



Figure 13: 3D View

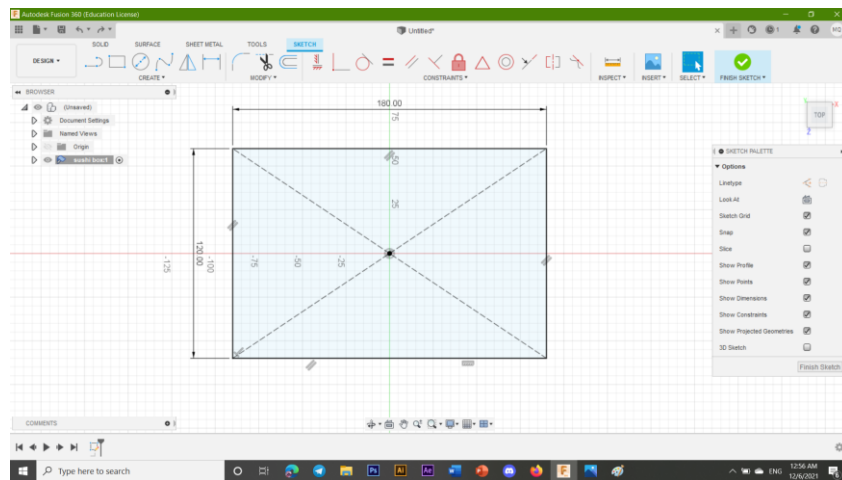
iii. Panel



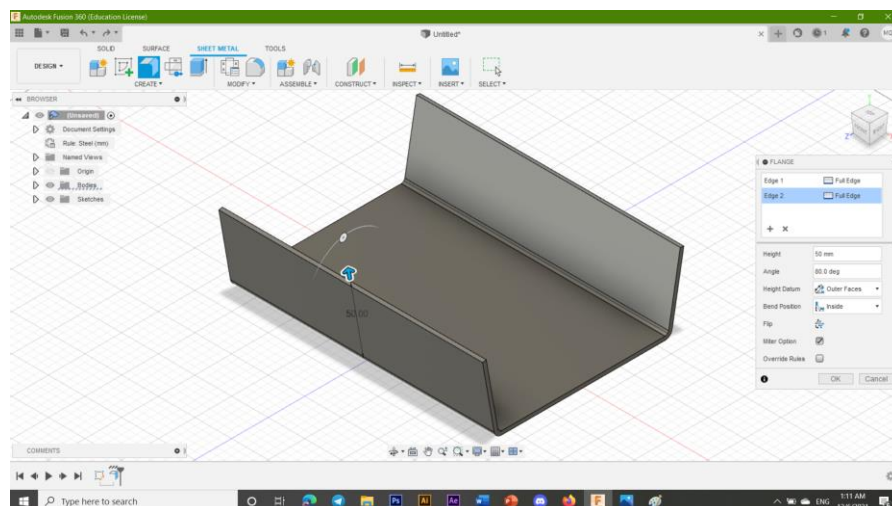
Figure 14: Panel Packaging of Sushi King

4.0 METHODOLOGY OF FUSION SOFTWARE AND KEYSHOT

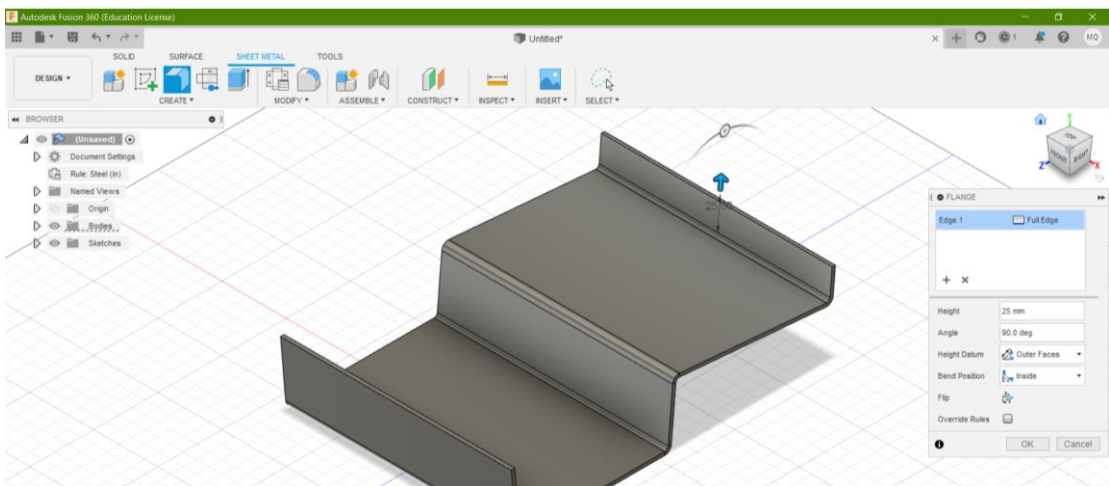
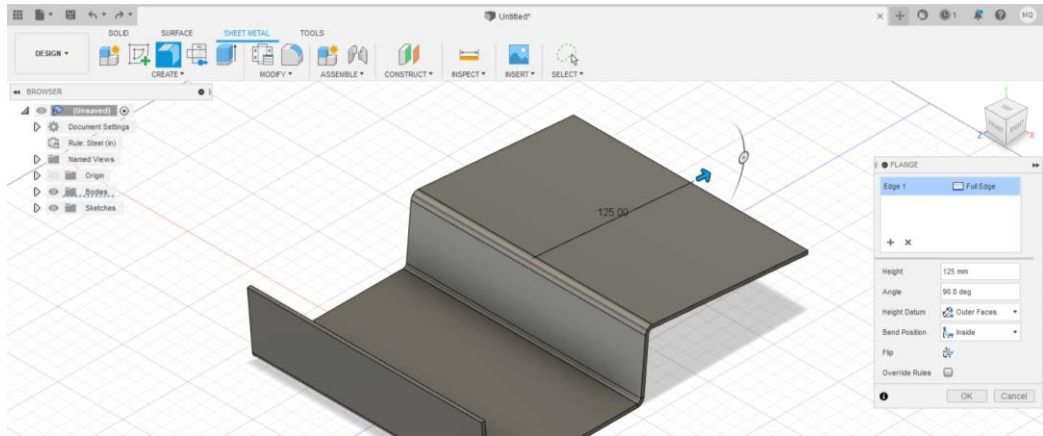
4.1 PACKAGING



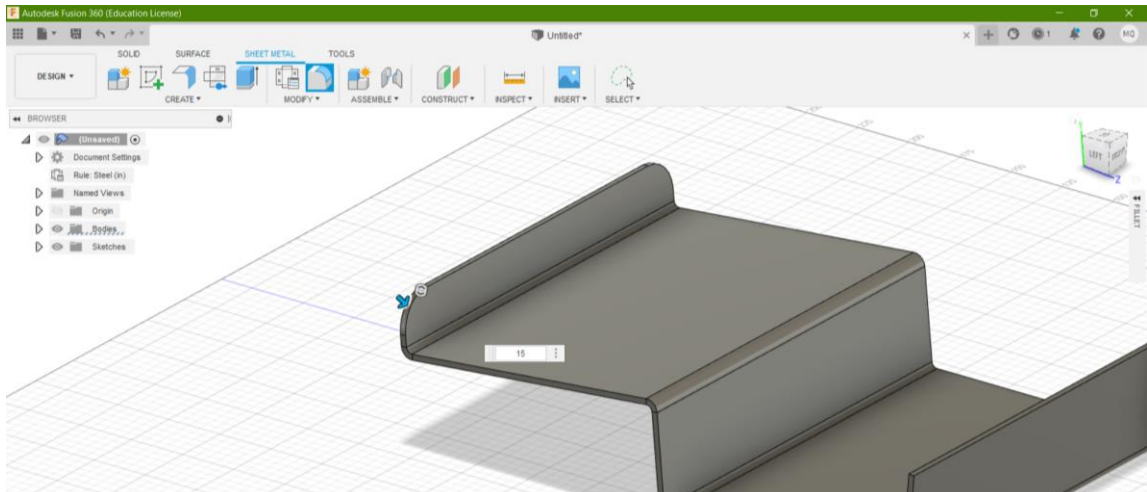
Step 1: Open fusion and make a base with dimension of container by selected the box tool .



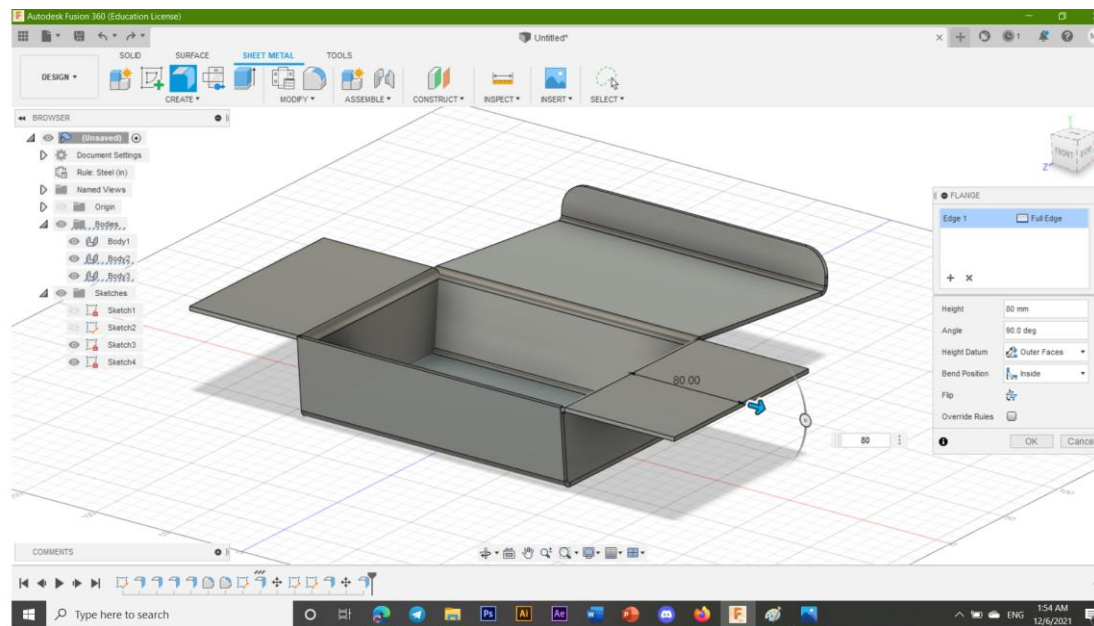
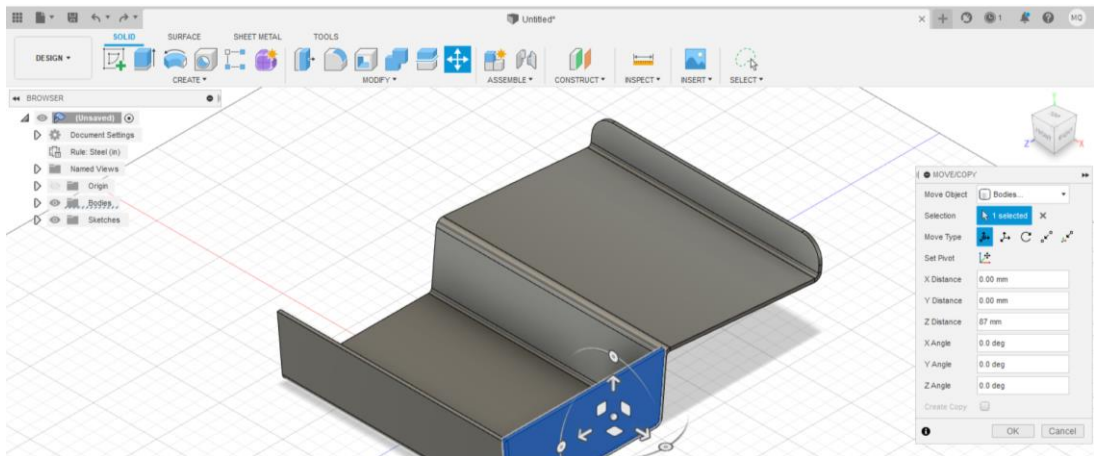
Step 2: Make the both side for the body by selected flange.



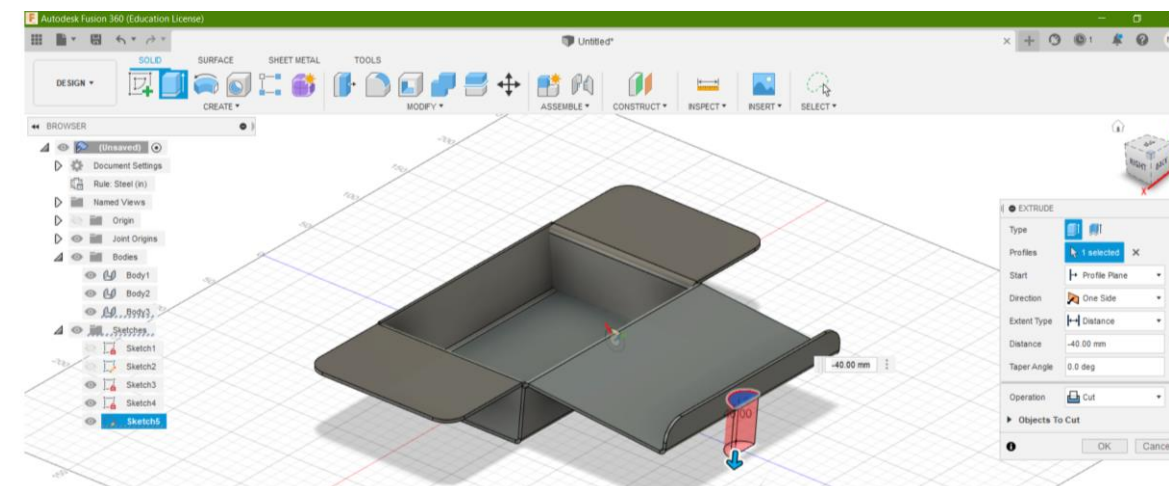
Step 3: Make the cover container.



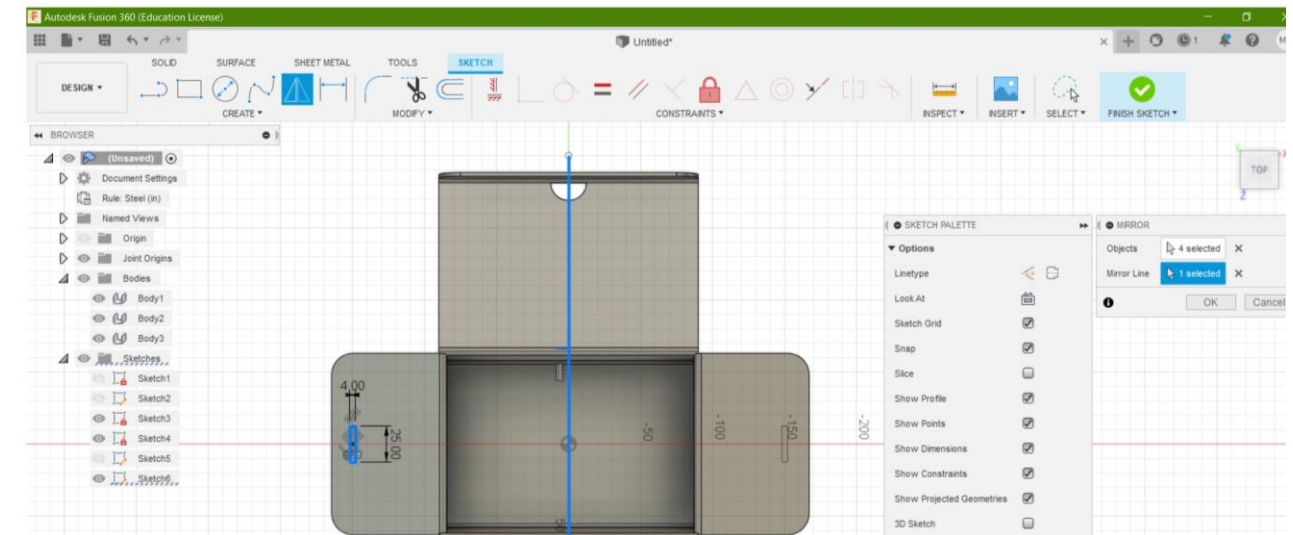
Step 4: Use the filletedge for the smooth edge.



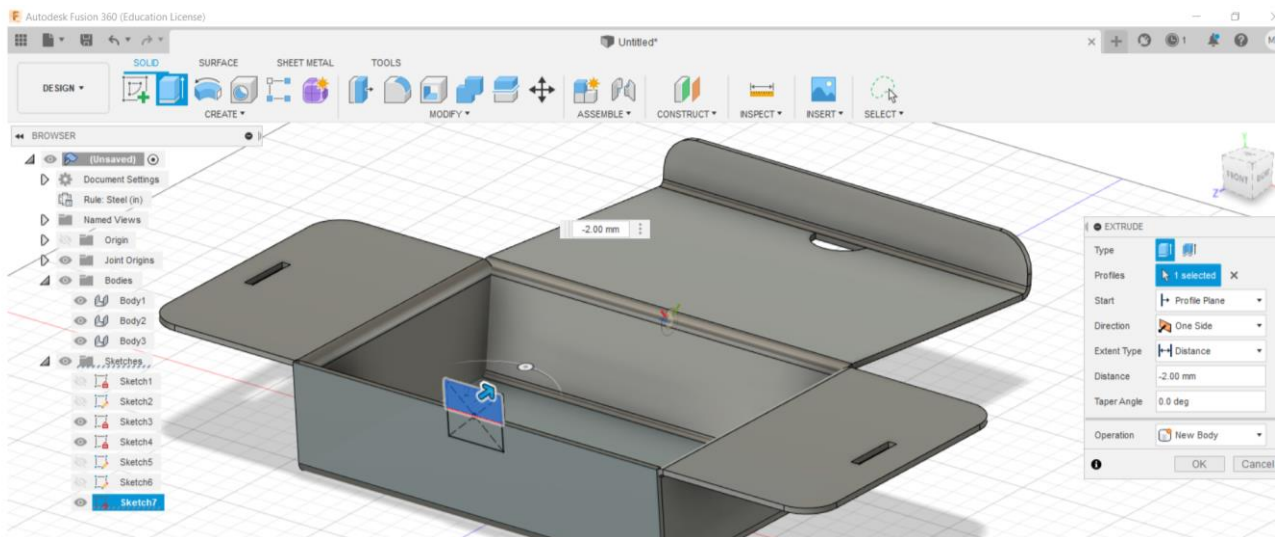
Step 5: Used lined and flange to draw the base upper side body and the lid by use 80mm dimensions.



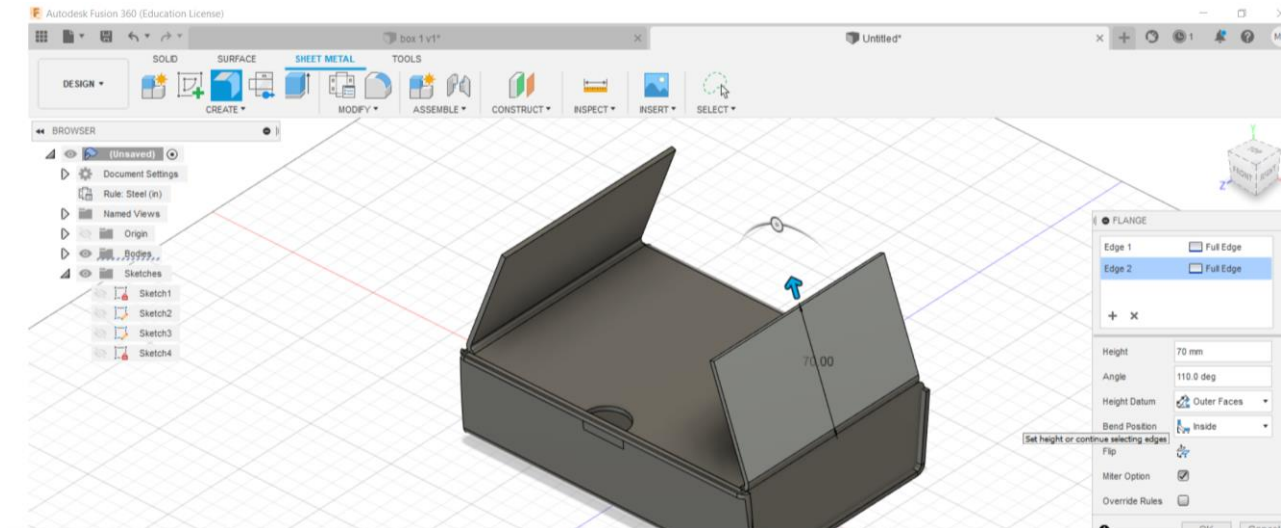
Step 6: For the hole open and close container design, use extrude with the right dimension.



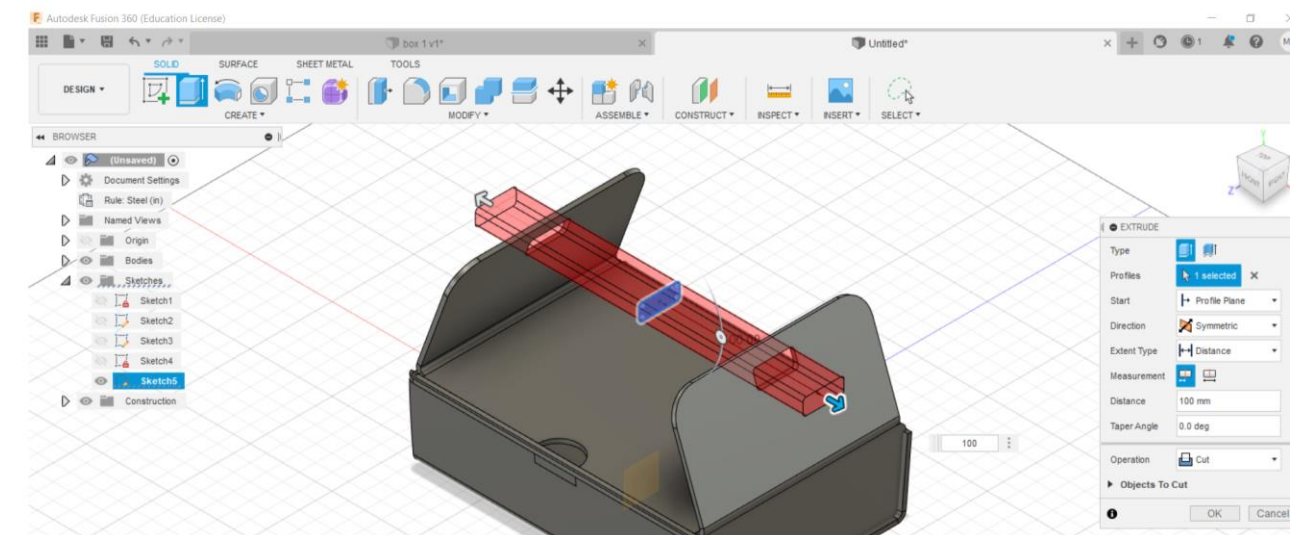
Step 7: For the side hole, use sketch palette and mirror to make the hole and used the right dimensions.



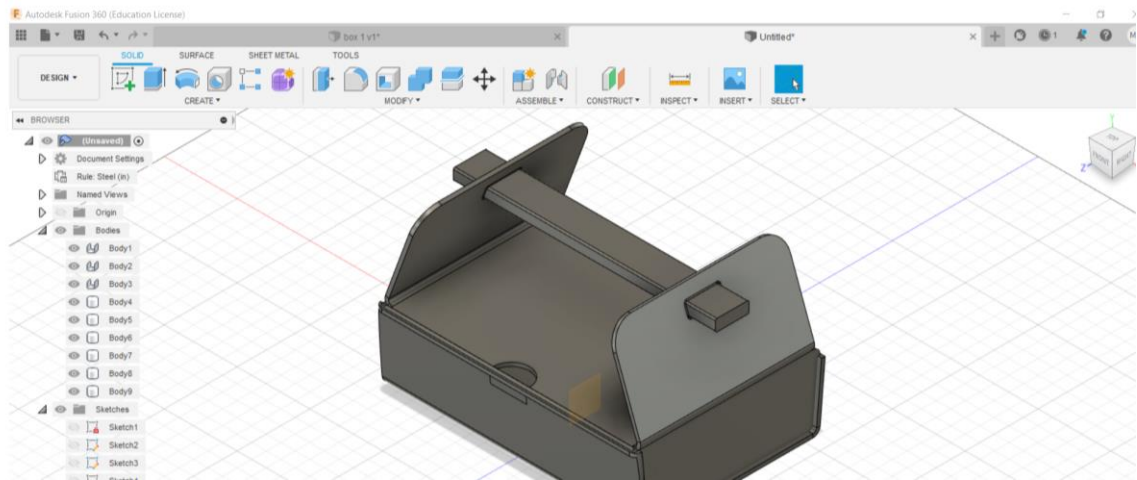
Step 8: For the cover hole just extrude.



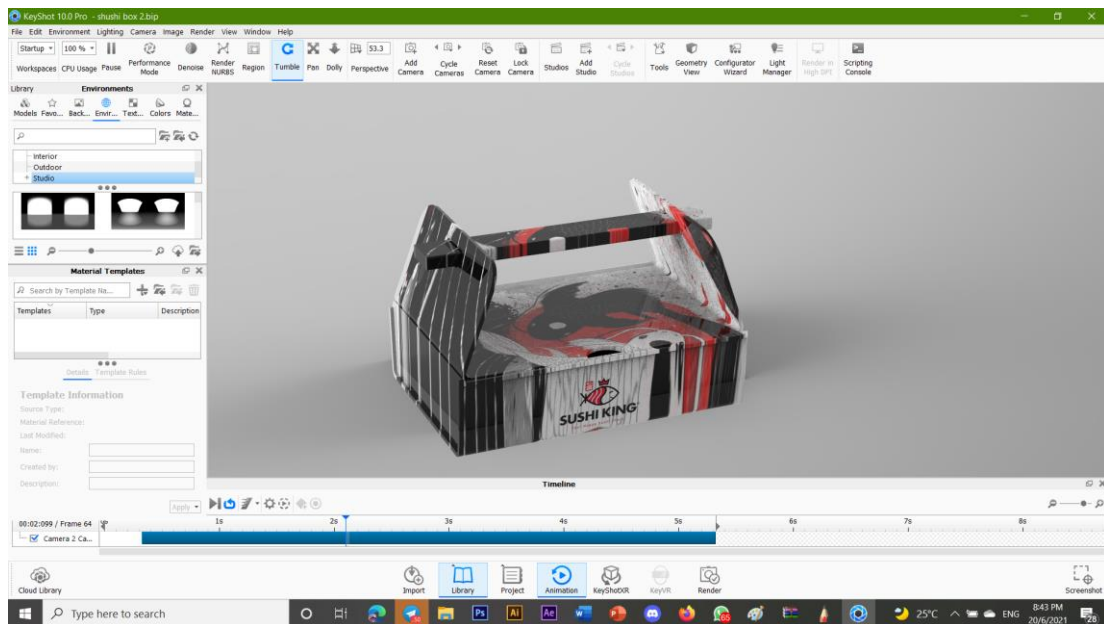
Step 9: Both side cover for chopstick holder



Step 10: Design chopstick place and using extrude .



Step 11: The final look of new Packaging Design for Sushi King



Step 12: Using Keyshot Software to put the design sticker that we design using Ai and render from keyshot .

5.0 CONCLUSION

In conclusion, Sushi King has started the Japanese-style restaurant business since year 1995 in Malaysia, which brings the first pioneering in a new era of Japanese cuisine. The Opening of Sushi King not only enhances friendly relations between Japan and Malaysia, but also promotes the Japanese food culture among the others Asian countries. The base of the packaging box is nude colour that usually Sushi King use for their product. The nude colour shows the simple but exclusive at the same time. They used kraft paper as their food is dry and does not require PE-coated layer. To re-design the new packaging, identify the previous design and design requirement should be first. The design of the old packaging using minimize design for make sure it is not downgraded the luxuries of the brand. To create the design the colourful graphic, shape and interaction packaging is important to get the right design of packaging base on the theme. The STP model is the model to central concept in marketing that is absolute key to serving a market successfully. STP refer to segmentation, targeting and positioning the product. This is to help recognize the segmentation, targeting and positioning the product in the market and help the packaging to be stand out in the market. After recognize all of this, redesign to achieve the second objective. Re-design the new packaging with a few concept and benefit of the concept. After finalize the ideation, the final sketch is the packaging that can be used to transform it into Fusion and Keyshot software to achieve the last objective.