

ABSTRACT

Designing a Design Strategy at Sugar Helps

By:

M Rafeli Ariansyah

1601184039

The growth of the culinary business in Indonesia is currently undergoing rapid progress, the growth is characterized by the many new innovations of each of these culinarian products. High competition eventually leads to a problem that companies often face, namely that they are unable to deliver the maximum satisfaction that investors truly expect. There are many ways a company can to increase investor satisfaction, for example by paying attention to the visual identity and value of a product given by the company. The object in this study is Sugar Helps Bandung. The research aims to design the right design strategy to attract investor interest in opening the Sugar Helps franchise in the shared city. The data is then analyzed with the design strategy theory and visual communication design to produce outputs such as design strategy design, visual identity, and communication media to help Sugar Helps grow as a brand.

Word Keyword : Design Strategy, F&B Industry, Franchise, Sugar Helps.