



MMCD 025

PROJECT MANAGEMENT

Final Year Project

Project Title: Fybia

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Due Date: 5 October 2020

Supervisor: Mr. Lee Yin Loon

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1. Overview

Fybia is not just a brand that sells bath products. It is more about improving people's living standards and bringing confidence to more people. The main products of Fybia are bath salt and bath bombs, to ensure that Fybia customers can use it with peace of mind And to give customers the greatest enjoyment, so most of the ingredients used are natural ingredients.

2. Introduction

Fybia is a brand that focuses on bath salt and bath bombs. Fybia was established in 2020. Fybia's target customers are adults and women aged 18-55. Go to massage parlors, hotels, Airbnb, and more leisure places to help customers relax.

Bath salt is not ordinary salt, but the crystallization of minerals, nutrients, and certain extracts (such as seaweed) is processed and refined with natural sea salt. The minerals contained in it can accelerate the decomposition of subcutaneous fat. Therefore, in many countries, people have become accustomed to washing their faces, bathing feet, bathing, and slimming with bath salts, which can improve the taste of life while maintaining fitness and beauty.

Bath salt is becoming a popular relaxing beauty agent. The main function of bath salt and bomb is to help the body relax, clean the pores and improve the quality of sleep.

Fybia launched the bath salt product because Fybia hopes that bath salt products can replace shower gel in the future, making Fybia an indispensable daily necessities in people's lives.

The overall design of Fybia is partial to the minimalist style, and some abstract patterns are made on it. What I want to show in Fybia is a grain of salt. Fybia adopts the popular white main color, and neutral colors to match, to show the value of the product is safe, timeless, and modern.

3. Objective

- To kickstart a business that offers bath products to the consumer.
- Provide safe and effective bath products.
- Help more people improve their skin problems
- Let more people know about bath salts and the benefits of using bath salts.
- Use fybia products to improve the quality of life and relax the body and mind.

4. Proposal Plan

4.1 Project Description

Fybia is committed to developing safe and effective bath products to help more people improve their skin conditions. Fybia's goal is to replace bath salt products with bath gels and become an indispensable necessity in every family life.

4.2 Project Scope

In the first stage, after confirming the product, start to conceive the brand name and brand style, as well as the purpose of the product launch. After that, I started to do the Gantt chart to plan the progress of the entire project.

The second stage started to design Fybia's logo & branding design. After determining the brand style, make packaging & shopping bag design. After finalizing, print out all product designs.

Final stage, take promotional photos for product packaging and TV commercials. Next, make advertising design, marketing materials design, and website design.

Finally, print out all the designs that need to be printed (T-shirt, Poster, Leaflet, Direct Mailer). Complete the documentation.

4. Proposal Plan

4.3 Target Audience

The target audience of bath salt is young women, professional women, white-collar workers, and some men who pursue fashion.

- Age range: 18-55.
- Gender: 90% Female, 10%male.
- All Races.
- Trendy Society.
- Currently buy grooming products.

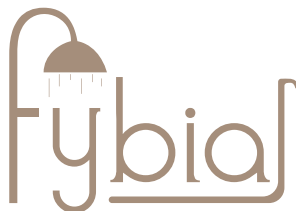
4.4 Project Specification

Bath salt products have been popular abroad many years ago, but not many people have heard of them locally. So Fybia took advantage of this trend to promote this product locally, making Fybia the first bath salt & bath bomb specialty store.

Our Products

Fybia mainly introduces two bath products, bath salt and bath bomb, to help customers improve skin problems, relax their minds and bodies, and improve their quality of life.

Our Logo



Bath Salt & Bath Bomb

The main design of the Fybia logo is a combination of bathtub and text, and the word F is also combined with the shower. The entire logo is designed in a very concise way, so Fybia's logo design is modern.

Our Slogan

Truly Natural, Sensorial Beauty

Fybia hopes that more customers can regain the confidence of beauty after using the product.

4. Proposal Plan

4.4 Project Specification

Our Organisation

i. President

Formulate the company's future short-term and long-term goals, plans, and strategies. The president is responsible for presiding over the entire workforce, managing budgets, and making sure resources are allocated properly.

ii. Human Resources

The human resource manager is responsible for planning, directing, and coordinating the administrative functions of the organization. They supervise the recruitment, interview, and hiring of new employees.

iii. Customer Services

The customer service manager ensures that the company's customers are satisfied. Responsible for providing first-class customer service by leading and motivating customer service teams, developing talents, and establishing customer satisfaction goals.

iv. Multimedia Design

Responsible for the company's brand image, and all designs include branding, product, social media design. Cooperate with other colleagues in web developers and copywriters to develop creative multimedia materials for the company.

v. Marketing

Responsible for overseeing the promotion of the company's brand. The marketing department is also responsible for formulating pricing strategies, identifying new customers, supporting potential customer generation, and creating promotional activities.

4. Proposal Plan

4.4 Project Specification

Our Financial Goal

To break even at bath products sold and start making profit in the first year.

Our Marketing Mix

i. Product

Bath Salt & Bath Bombs

ii. Price

Our target customers come from the mid-range income family. However, we also provide high-cost performance bath salt for customers of all ranges. Therefore, the product price will be from RM10 to RM 100.

iii. Promotion

- New products and promotions will be launch every season.
- Students and members can enjoy more discounts and promotions.
- Irregular promotions will be promoted on the website and social media.

5. Workload Matrix

Teoh Xing Ying - 1830199

Project Leader

- Idea Development
- Branding Design
- Packaging Design
- Advertising Design
- Marketing Material Design
- Photography
- Video Production
- Web Design

6. Hardware and Software Requirements

Hardware Requirements

- Computer
 - Intel Core i7 8th Gen
 - 8GB RAM, 1TB HDD
- DSLR Camera
- Memory Card

Software Requirements:

- Adobe Illustrator (For design use)
- Adobe Photoshop (For edit packaging photo use)
- Adobe Lightroom (For photo toning)
- Adobe Premiere Pro (For edit video)
- Brackets (Make website use)
- Microsoft Word (Write proposal form & weekly report use)

7. Project Development Duration & Planning

FYP GANTT CHART

Task	WEEK													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Project Proposal	█													
Branding Design			█											
Logo			█											
Name Card			█											
Letterhead			█											
Envelope			█											
Product Design				█										
Packaging Design				█										
Shopping Design				█										
Advertising Design_Tradisonal Ad					█									
Print Ad					█									
TVC					█									
Advertising Design_Social Media Ads						█								
Leaderboard						█								
Skyscraper						█								
Large Rectangle						█								
Mobile						█								
Marketing Material Design							█							
Poster							█							
Banner							█							
Bunting							█							
Leaflet							█							
Direct Mailer							█							
T-shirt							█							
Animation / Video								█						
TVC								█						
Digital Media Design								█						
Website								█						
Presentation												█		
Documentation												█		

8. Project Costing

1	Packaging Design	
	Packaging Box (Digital Print - 300gm Art Card)	Rm150
	Paper Bag	Rm25
2	Marketing Design	
	Poster (16×24")	Rm30
	Leaflet	Rm10
	Direct Mailer	Rm10
	Letterhead	Rm3
	Envelope	Rm3
	Name Card (260gm - 2 side matt lamination)	Rm15.50
	T-shirt	Rm45
	Total	Rm301.50

9. Project Creatives

9.1 Branding Design



Logo Design

Font Use: Allerta Demo



Name Card Design

Front

Back



9. Project Creatives

9.1 Branding Design



9. Project Creatives

9.1 Branding Design

Letterhead

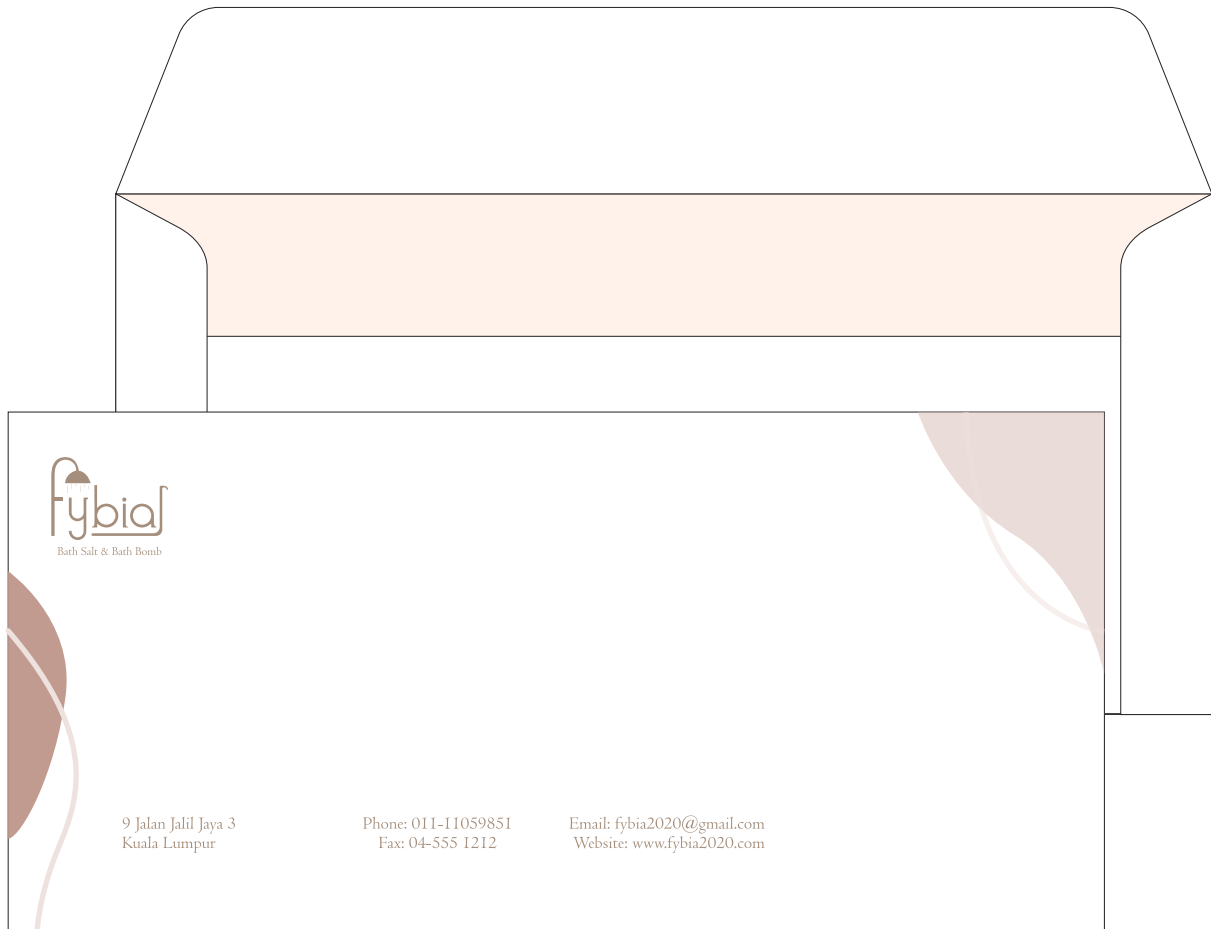


Letterhead

9. Project Creatives

9.1 Branding Design

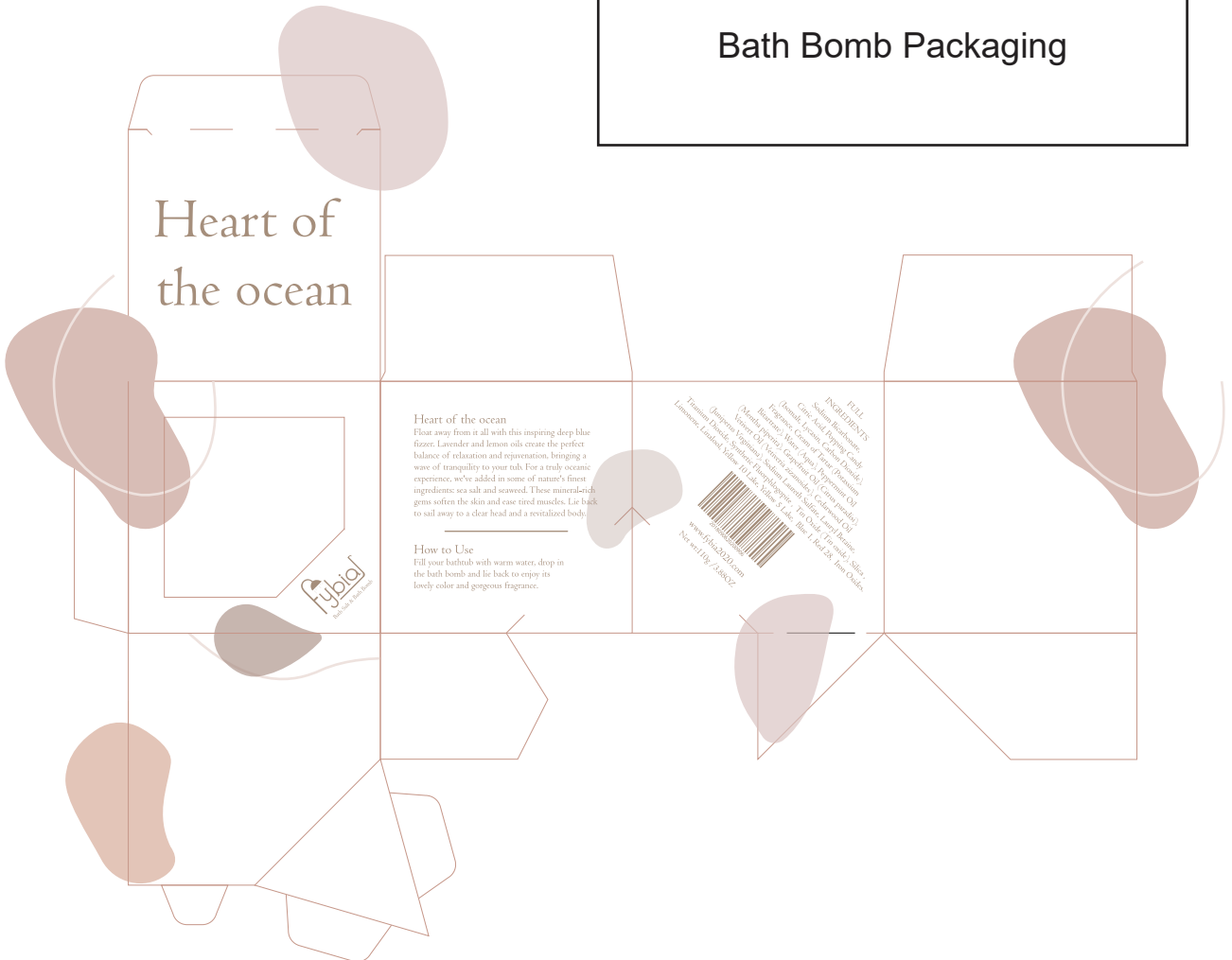
Envelope



9. Project Creatives

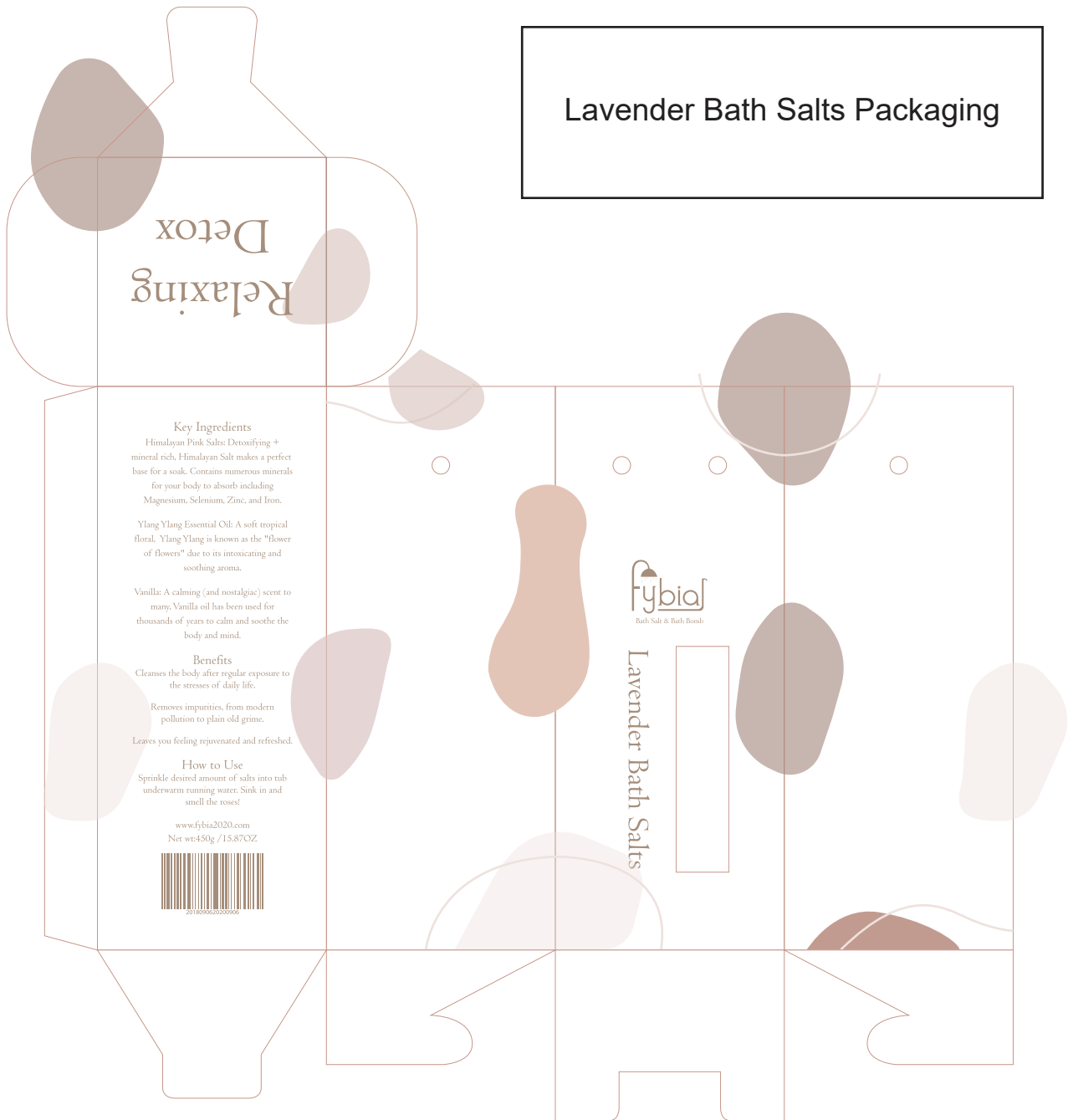
9.2 Product Design

Bath Bomb Packaging



9. Project Creatives

9.2 Product Design



9. Project Creatives

9.2 Product Design

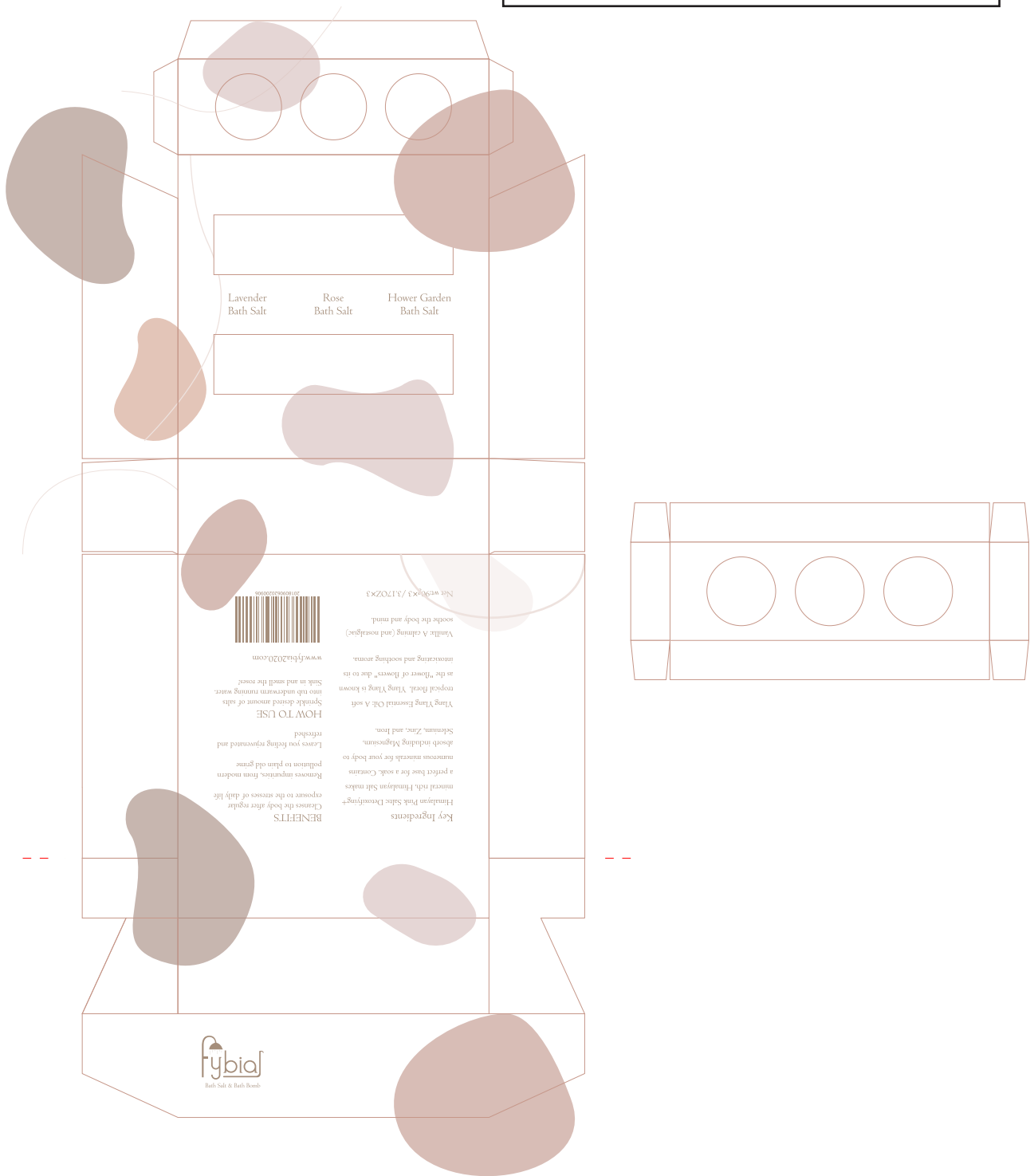
Lavender Bath Salts Packaging



9. Project Creatives

9.2 Product Design

Bath Salt × 3 Packaging



9. Project Creatives

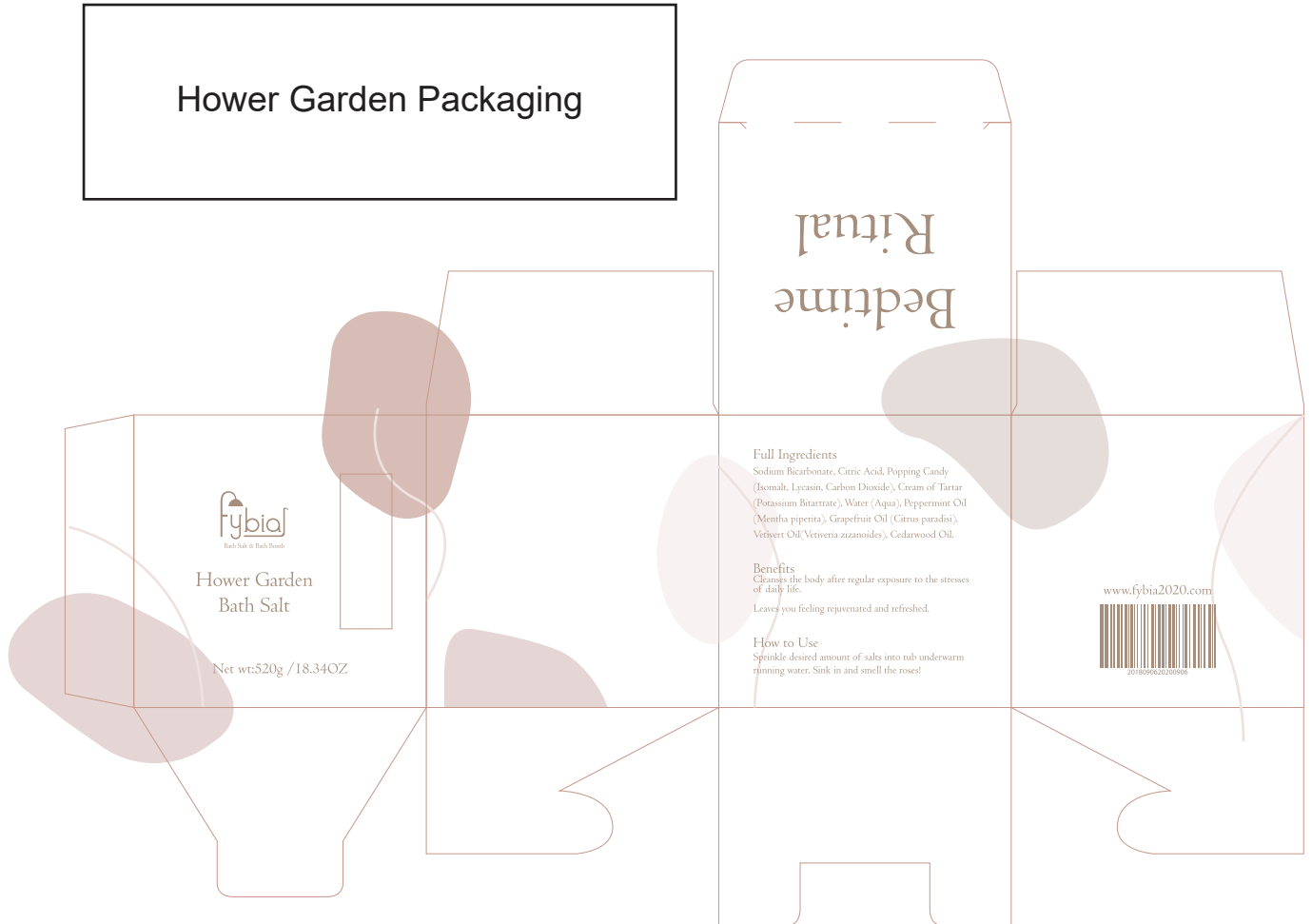
9.2 Product Design



9. Project Creatives

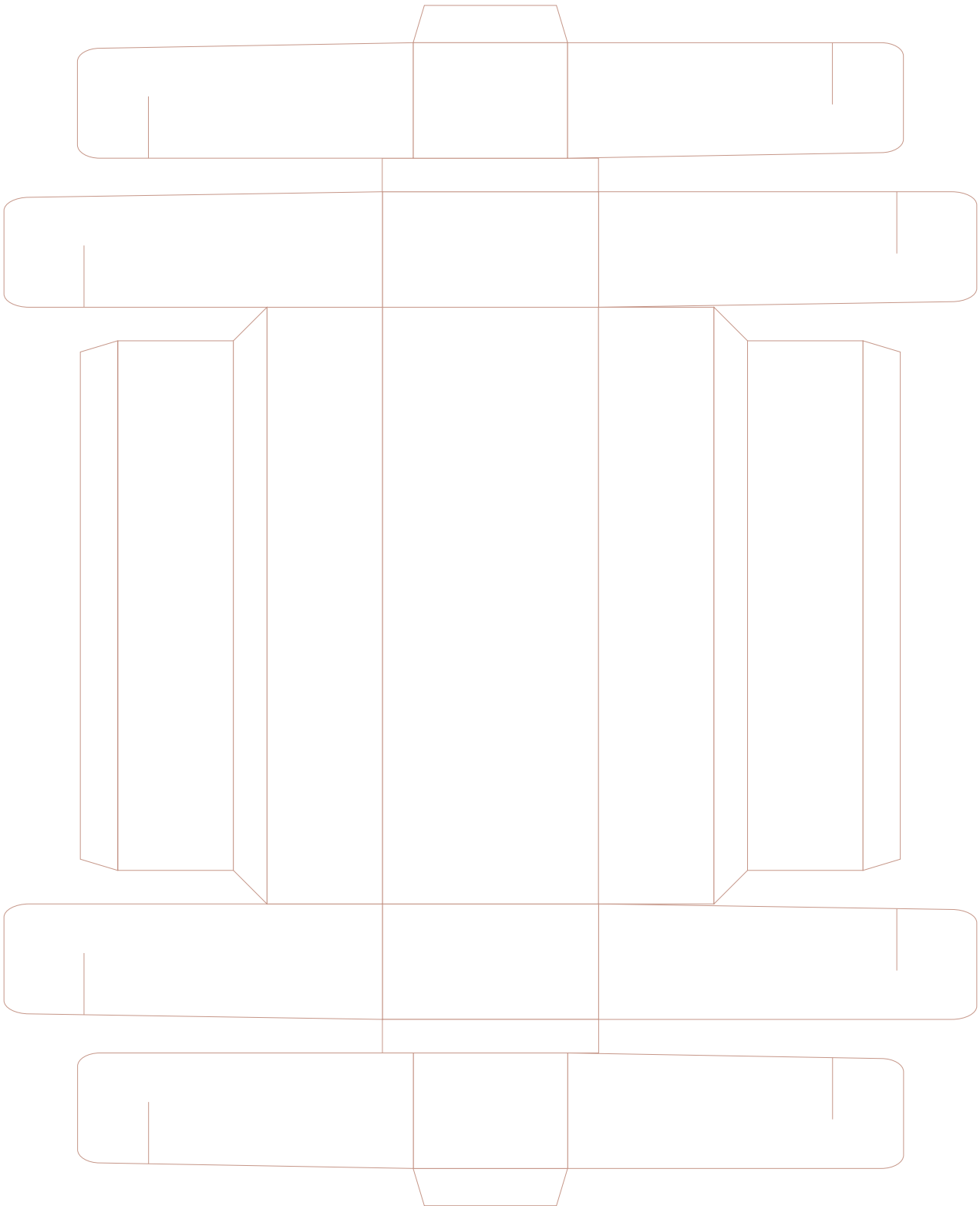
9.2 Product Design

Hower Garden Packaging



9. Project Creatives

9.2 Product Design



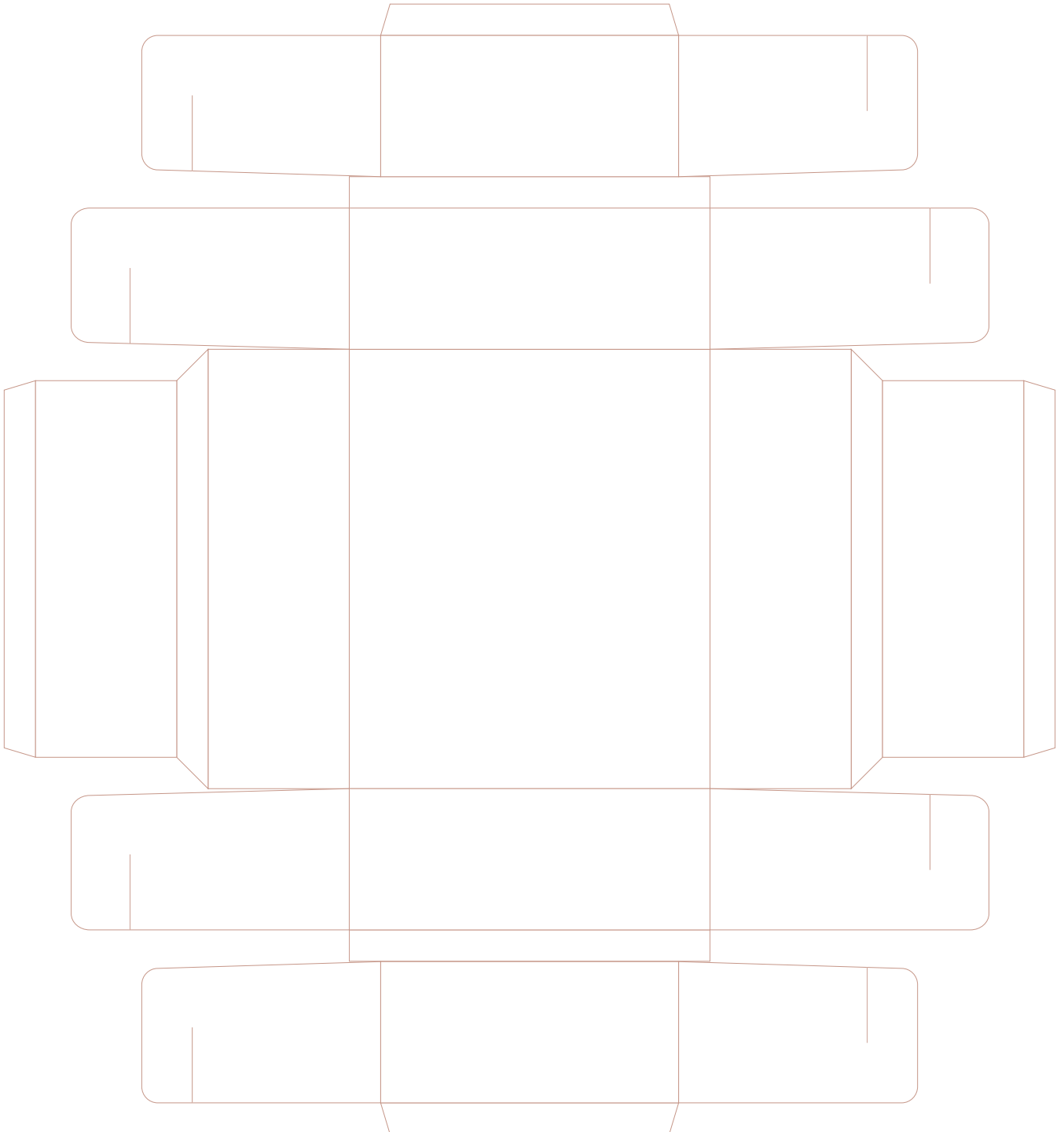
9. Project Creatives

9.2 Product Design



9. Project Creatives

9.2 Product Design



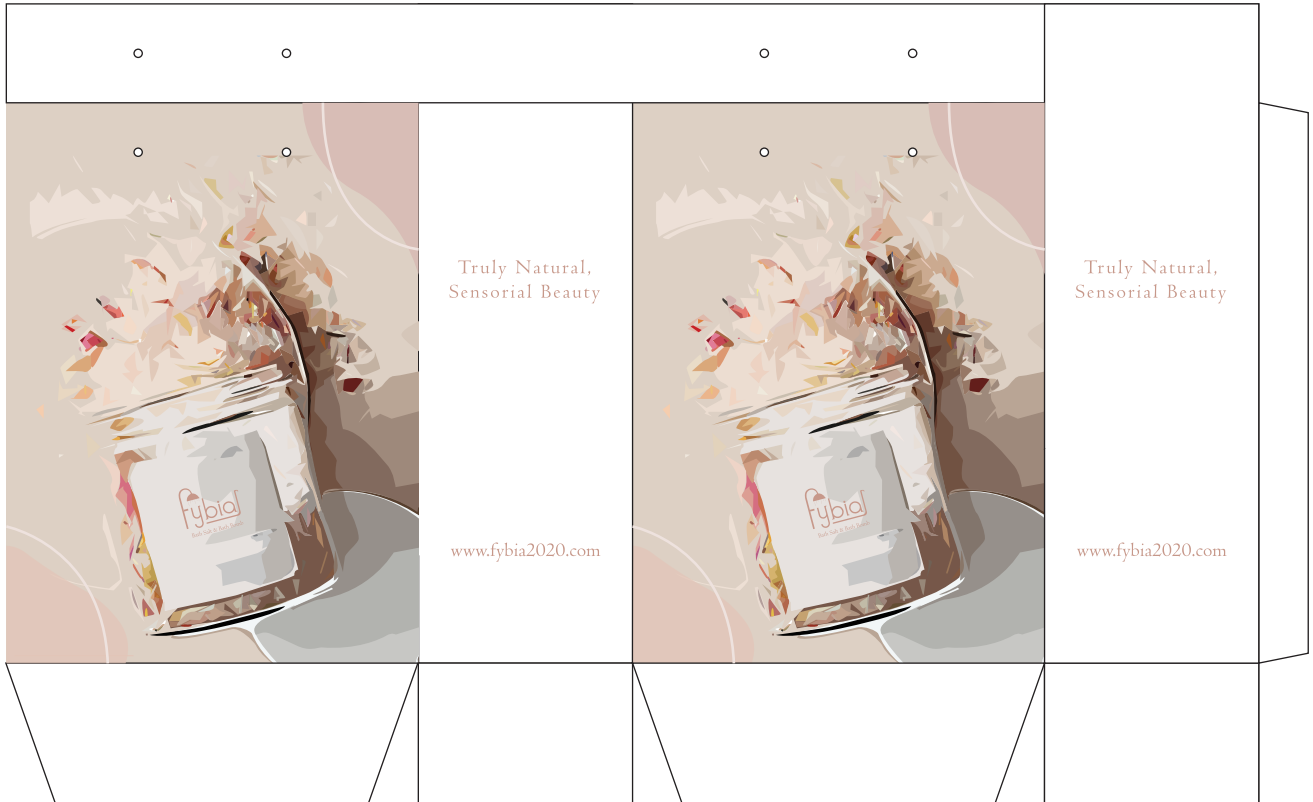
9. Project Creatives

9.2 Product Design



9. Project Creatives

9.2 Product Design



Paper Bag Design

9. Project Creatives

9.3 Advertising Design

Traditional Advertising - Print Ad



Truly Natural,
Sensorial Beauty

We bring you truly natural, cruelty-free skincare that provides results you can see and feel. We also believe skincare should smell and feel amazing and add enjoyment to your daily routine.

Bring the SPA home
A natural bath soak that alleviates stress while nourishing skin.

www.fybia2020.com

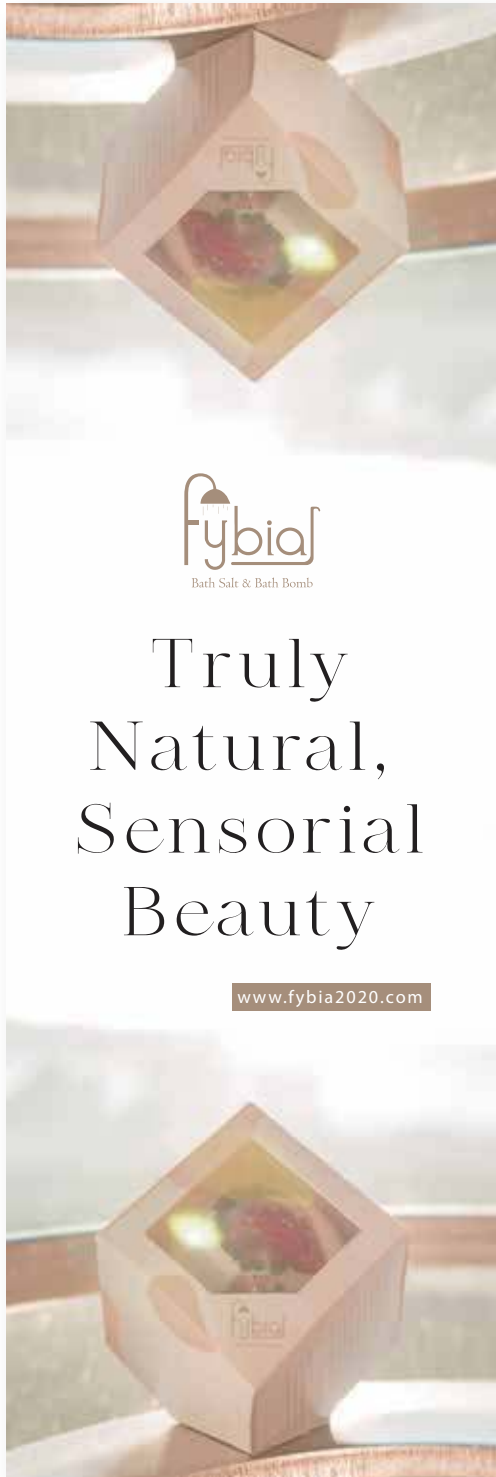
fybia
Bath Salt & Bath Bomb

fybia
Lavender Bath Salt

9. Project Creatives

9.3 Advertising Design

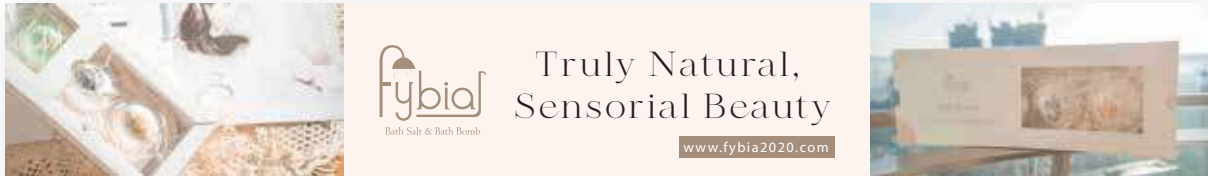
Social Media Advertising - Skyscraper



9. Project Creatives

9.3 Advertising Design

Social Media Advertising - Leaderboard



Social Media Advertising - Large Rectangle



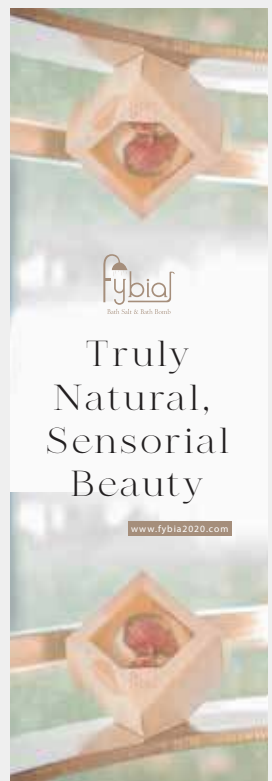
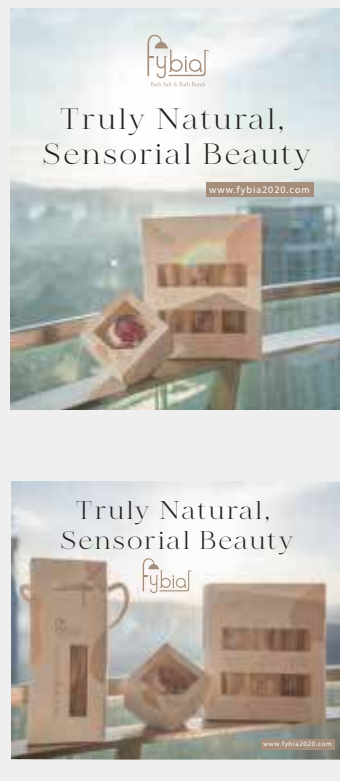
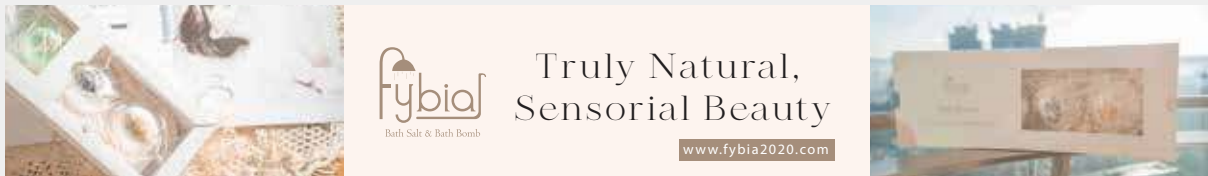
Social Media Advertising - Mobile



9. Project Creatives

9.3 Advertising Design

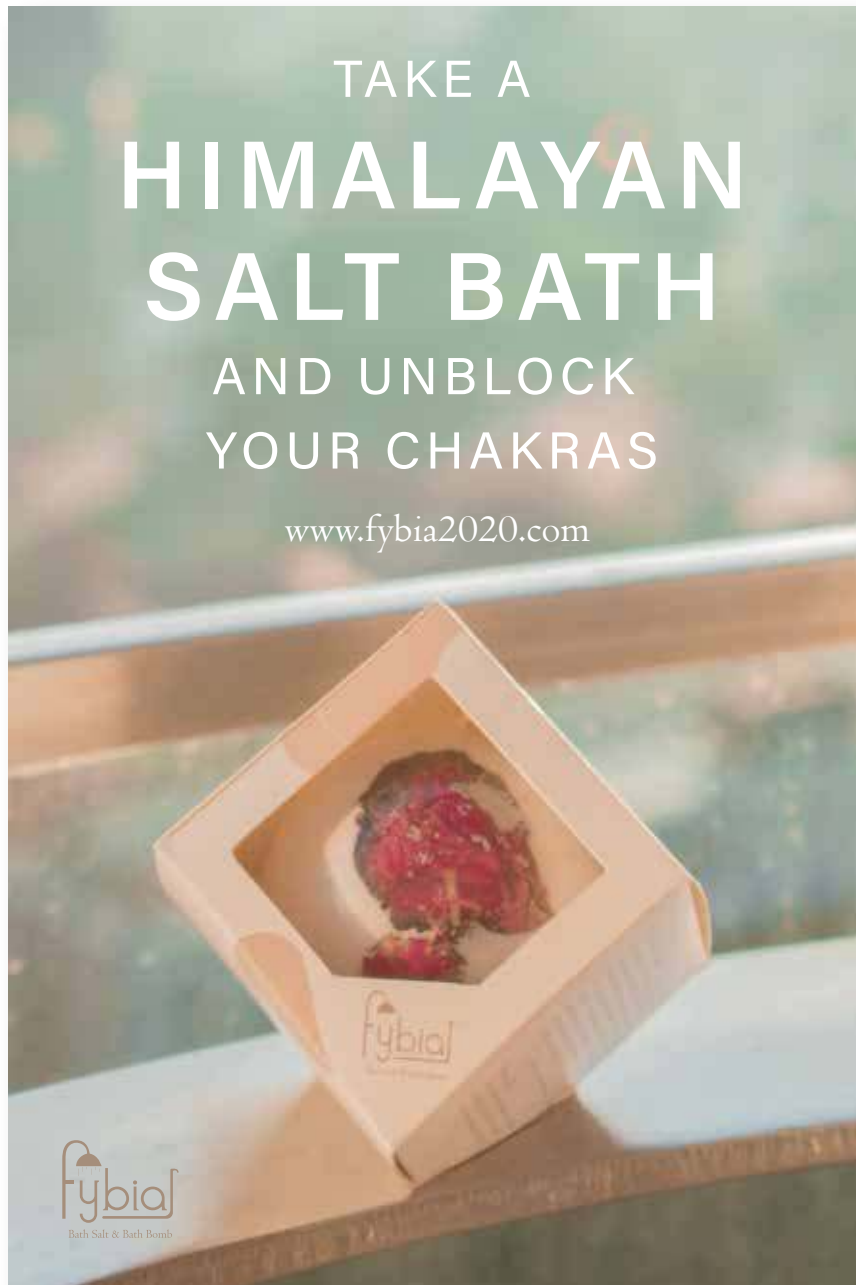
Social Media Advertising



9. Project Creatives

9.4 Marketing Material Design

Poster - [16"(w) x 24"(h)]



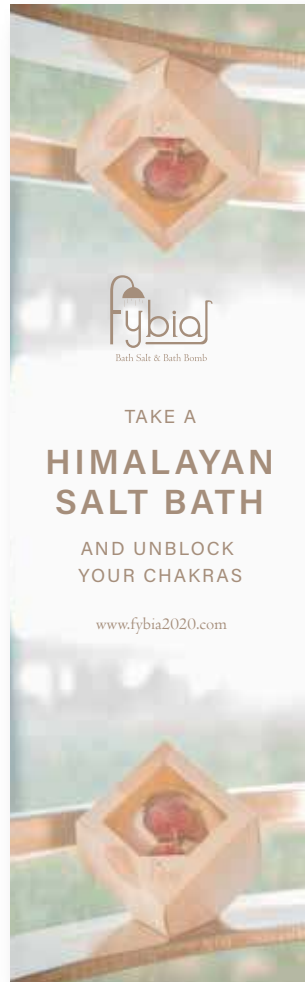
9. Project Creatives

9.4 Marketing Material Design

Banner - [20' (w) x 4'(h)]



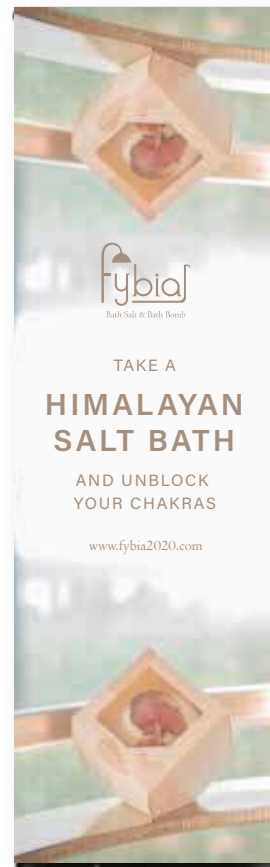
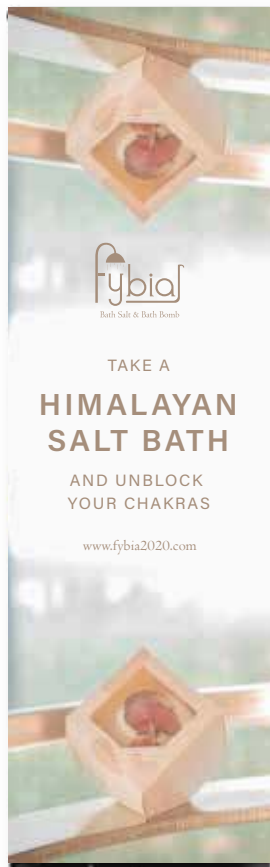
Bunting - [2'(w) x 6.5'(h)]



9. Project Creatives

9.3 Advertising Design

Social Media Advertising - Skyscraper



9. Project Creatives

9.4 Marketing Material Design

Leaflet - [A4 1 fold]



9. Project Creatives

9.4 Marketing Material Design

Leaflet - [A4 1 fold]



9. Project Creatives

9.4 Marketing Material Design

Direct Mailer - [A5]



Front



Back

9. Project Creatives

9.4 Marketing Material Design

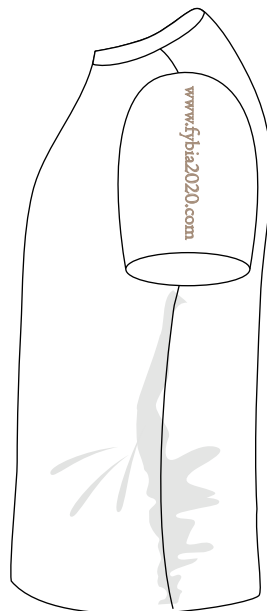
Direct Mailer - [A5]



9. Project Creatives

9.4 Marketing Material Design

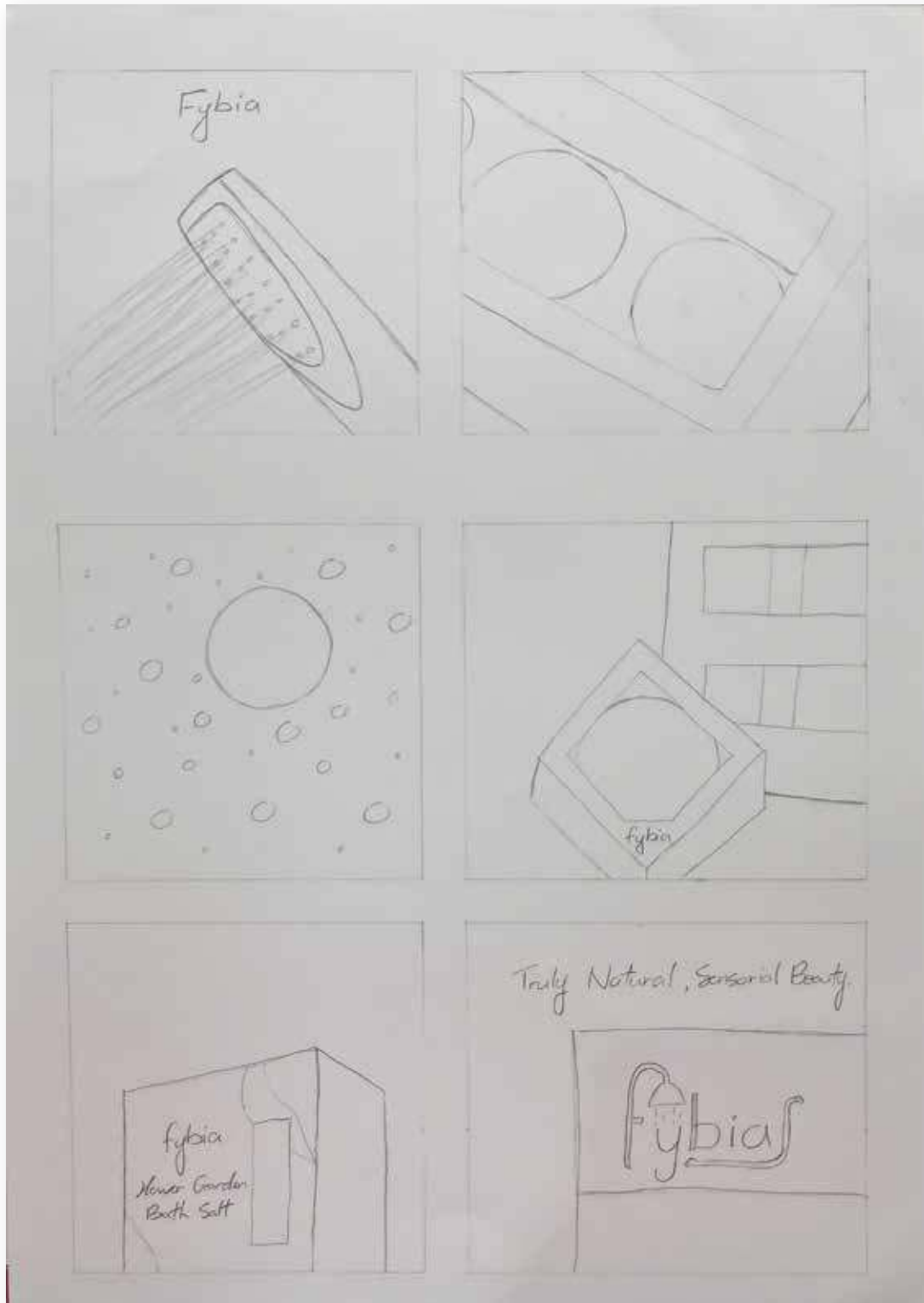
T - shirt



9. Project Creatives

9.5 Animation / Video

TVC - Storyboard



9. Project Creatives

9.5 Animation / Video

TVC

1



2



3



4



5



6



9. Project Creatives

9.6 Digital Media Design

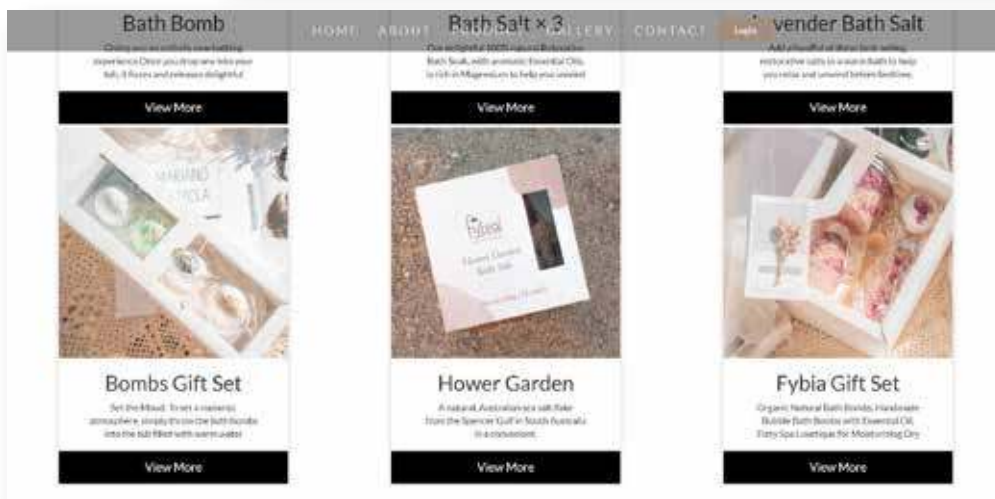
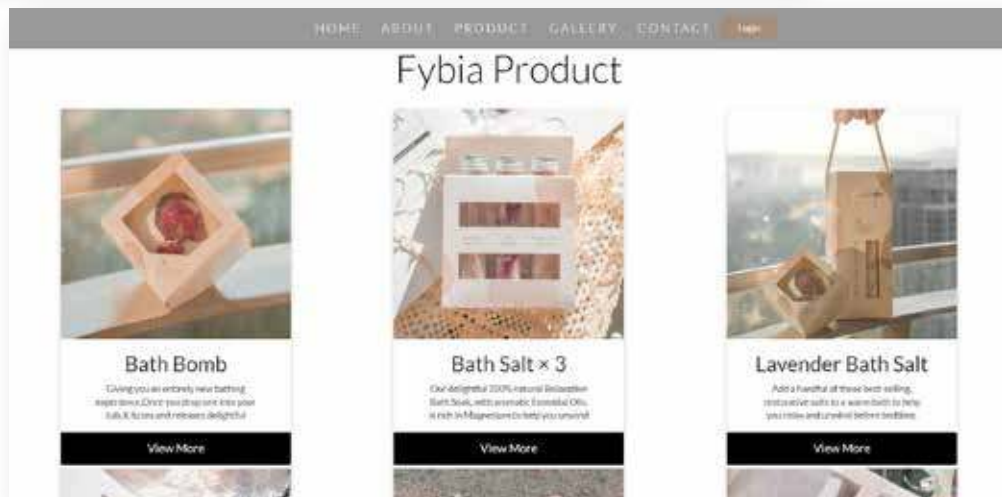
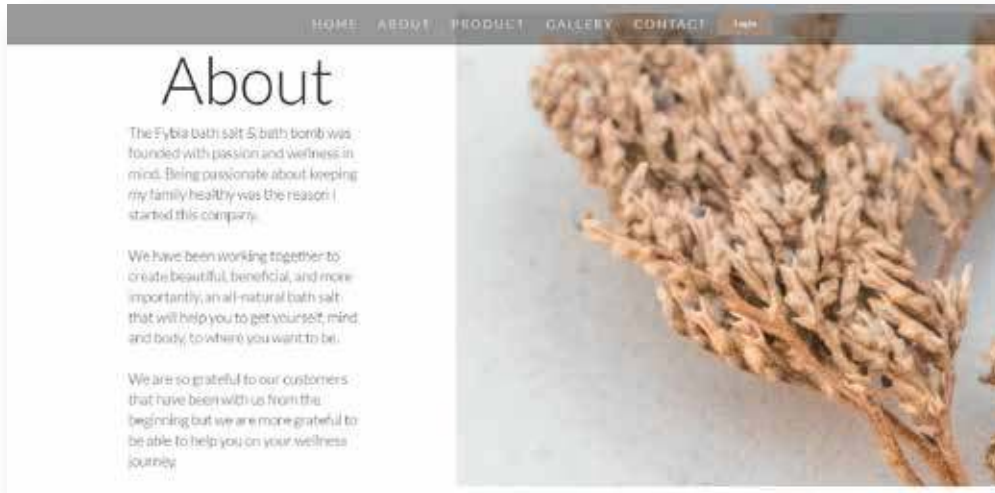
Website Design - Auto slide show home page



9. Project Creatives

9.6 Digital Media Design

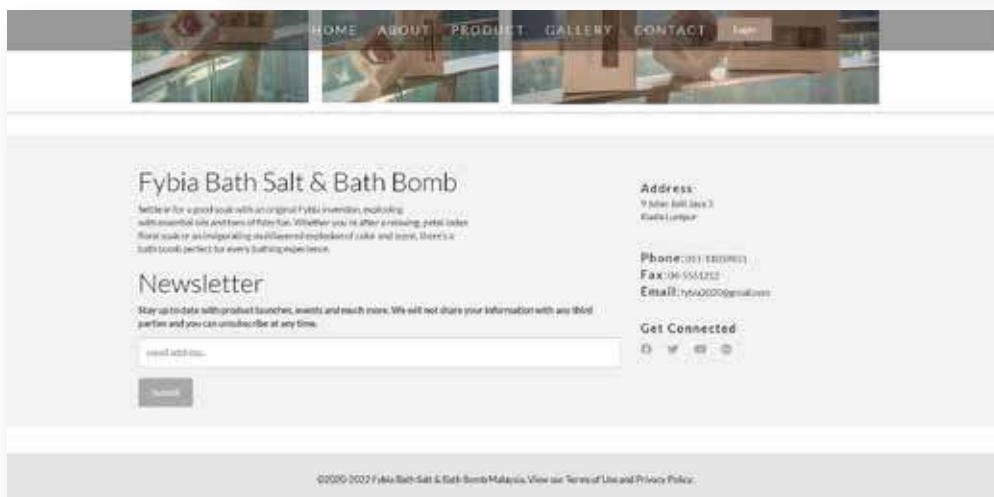
Website Design - About & Product



9. Project Creatives

9.6 Digital Media Design

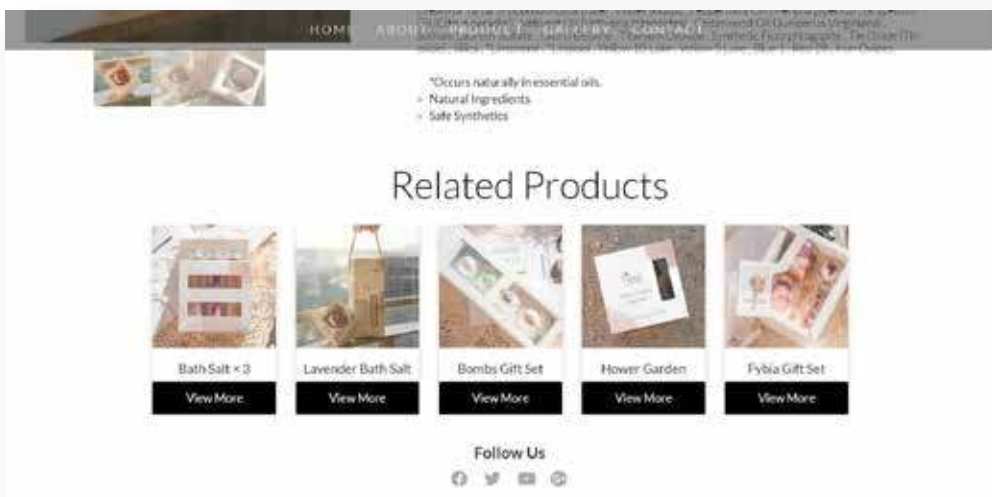
Website Design - Gallery & Contact



9. Project Creatives

9.6 Digital Media Design

Website Design - Login & View More page



9. Project Creatives

9.7 Photography



9. Project Creatives

9.7 Photography



10. Project Showcase

Showcase

10. Project Showcase

Showcase