

BRANDING GUIDELINES

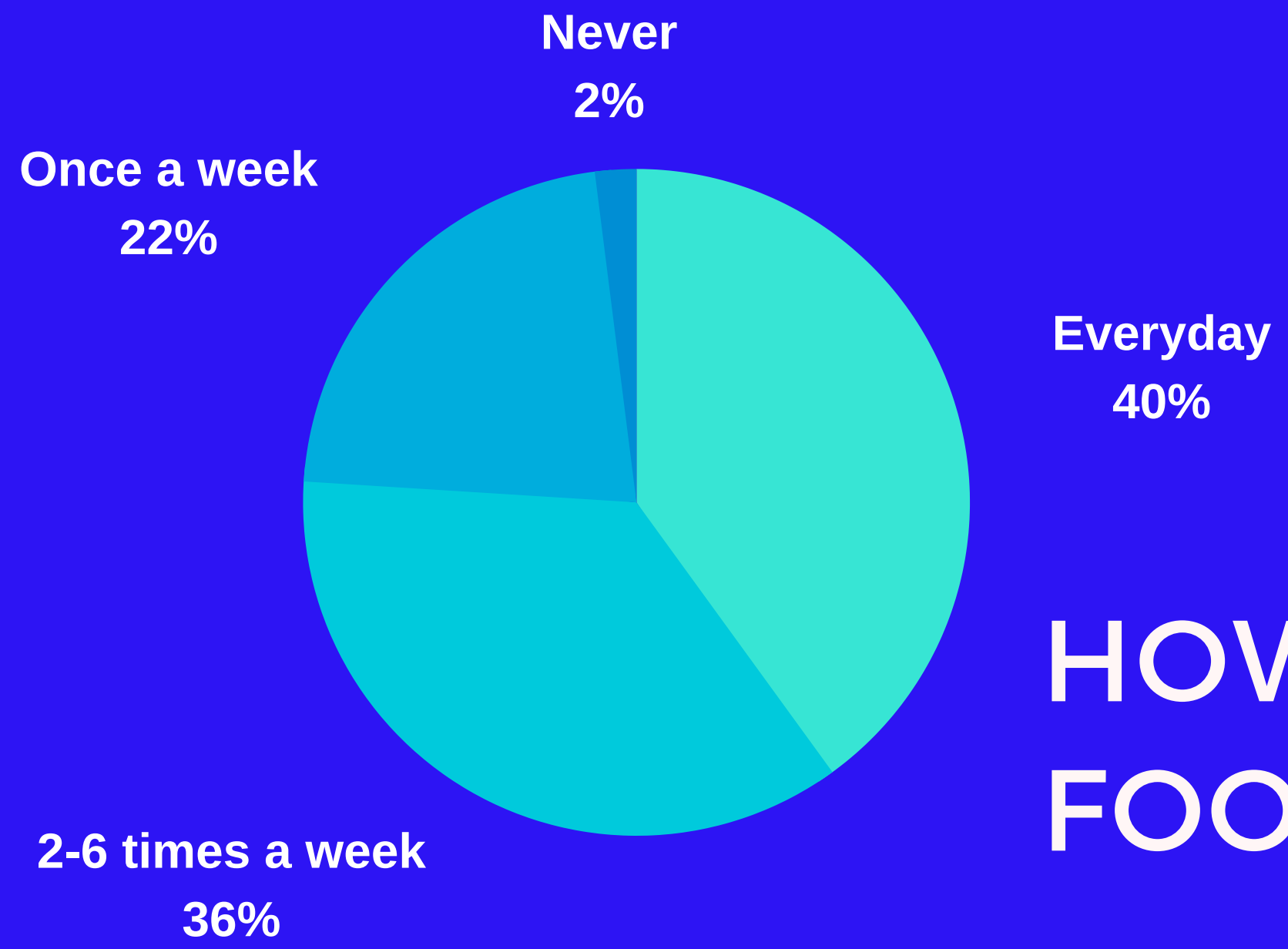
BRANDING GUIDELINES

BEST FOOD DELIVERY
IN UTM

BRANDING GUIDELINES

OCT,16 .2019





HOW OFTEN YOU ORDER FOOD DELIVERY?

IMPORTANT ASPECT



Price (32%)



Punctuality (30%)



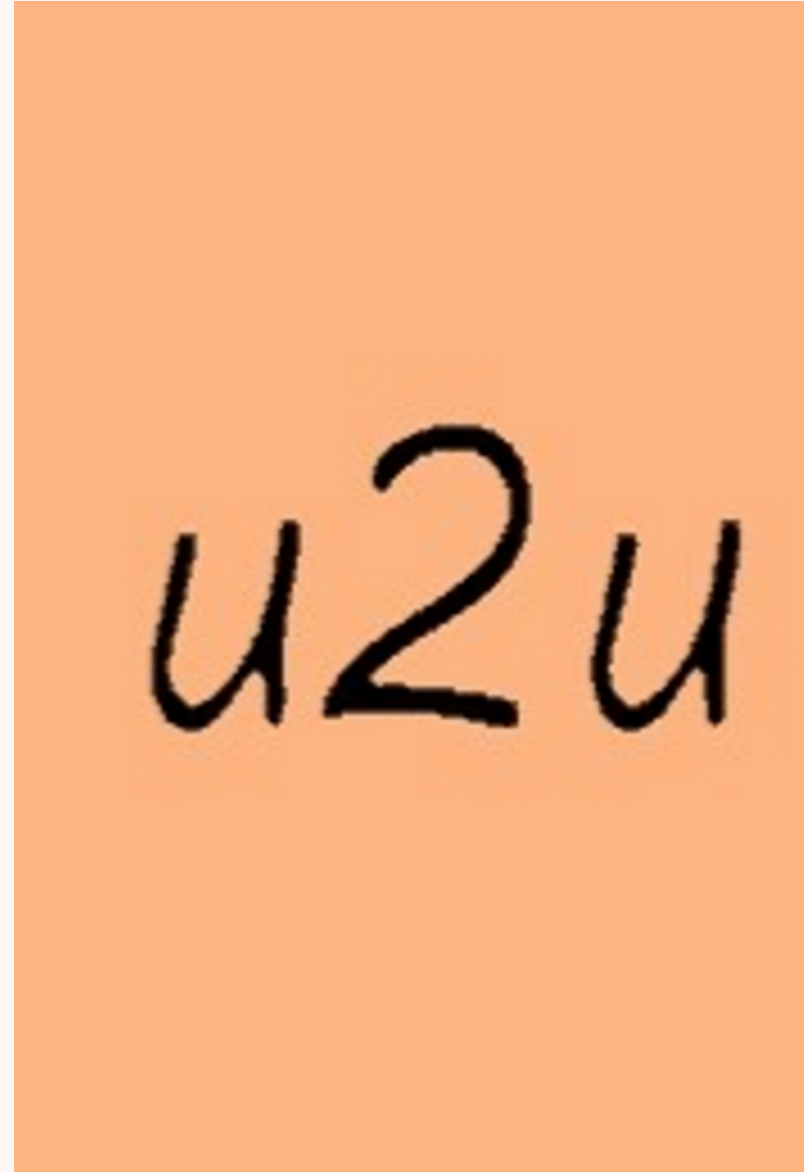
Food Quality (20%)



Services (18%)



MISS FERN
F.D
017-7090679



U2U F.D
014-9870189



LOLOL F.D
011-11268096



PPC F.D
016-6969497



LOLOL Food Delivery

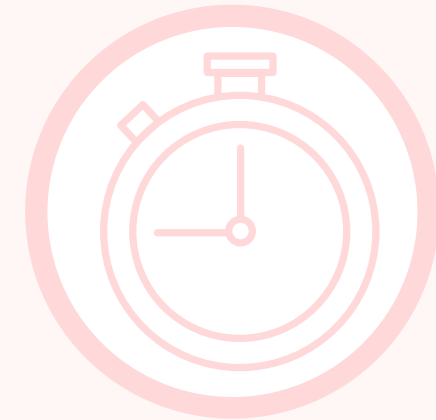


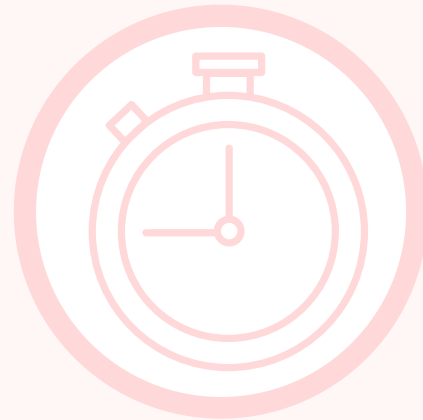


U2U Food Delivery



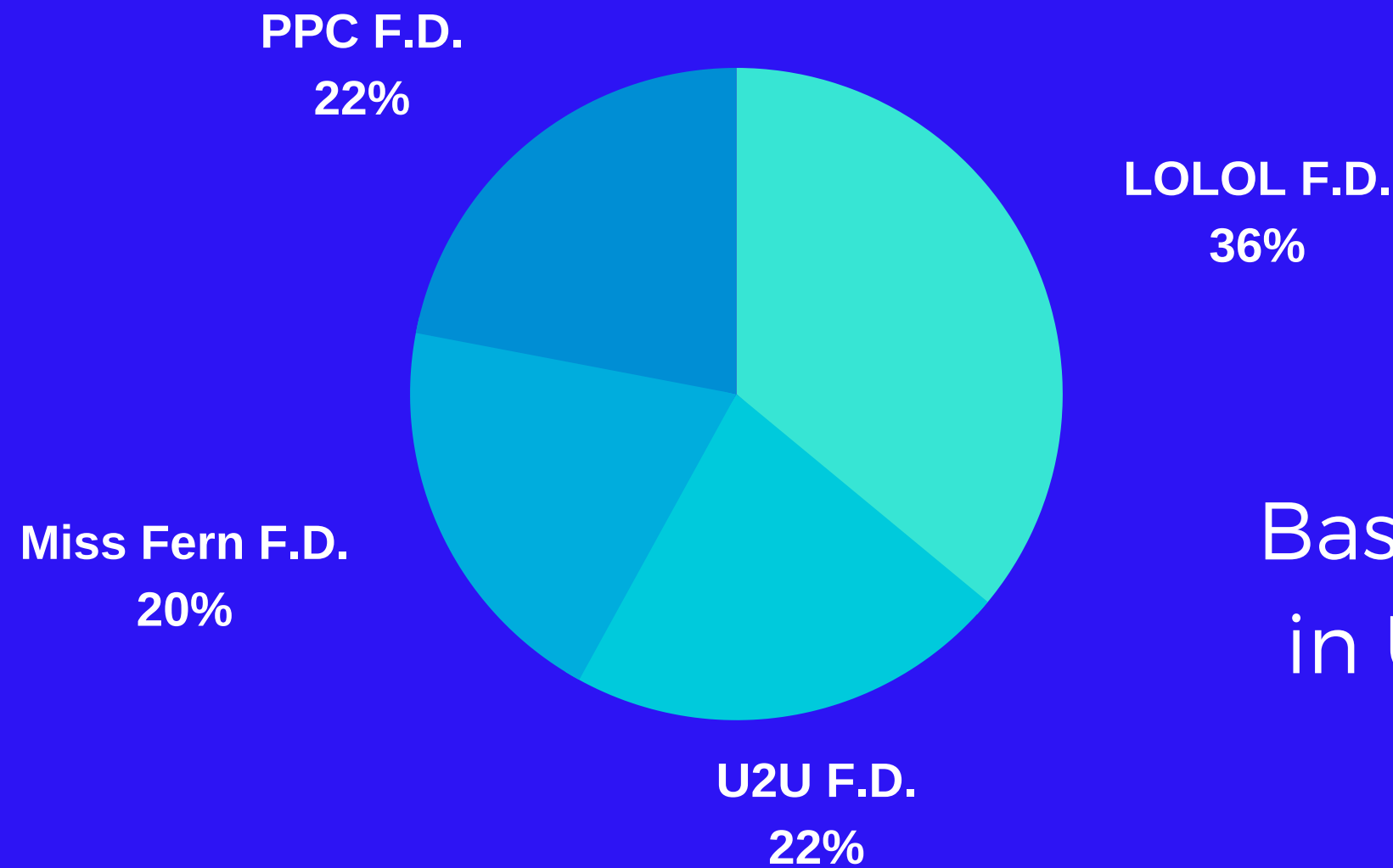
Miss Fern Food Delivery





PPC Food Delivery

The Best Food Delivery in UTM -> LOLOL F.D.



Based on the data collected, 18 /50 students in UTM think that LOLOL F.D is the best food delivery. But why?

The Best Food Delivery in UTM -> LOLOL F.D.



COMPENSATION

Voucher was given when food delivery was late.



FREE DRINKS

Chilled Herbal Tea/ Chilled Nescafe Latte/Bubble Milk Tea



FREE DELIVERY

No delivery cost charged for all menu.

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THANK YOU!



EYU SI XIONG

LOW WEI CHIEH

CHUA KEK AN

SIAH WENG TZE