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CHAPTER V

CLOSING

5.1. Conclusion

Rumah Buah is one of the three widely known fruit stores across Jakarta and its surrounding areas. They value the need of quality fresh products which is also important for their customers. Rumah Buah was primarily a sister company to Total Buah Segar Group and they had a split in management in 2011 which led to a new name while replacing eight existing Total Buah Stores.

The reason behind the split was that there wasn't a uniform quality control that then causes a loss in customer because of the quality difference and unfavorable reputation on other branches that affects each other. Rumah Buah management left Total Buah in order to break away from the said disadvantageous reputation. That being said, even after eight years of its establishment in hopes of breaking from customer's stereotyping over their quality, people still mistook the two for each other. After a set of SWOT analysis, the writer finds that there are opportunities for the brand to grow into a better direction and standing.

The rebranding of Rumah Buah was made to regain a standing while no longer being associated to Total Buah yet still retain their original vision and goals.

This rebranding put Rumah Buah into a new point of view which is instead of selling just fruits, they can aim to sell the various groceries they have in form of inspirations for their audience to cook at home. The brand naming also took on a revamp in order to avoid the word Buah and fresh. This is the reason why the brand name is now Harvest Alley which represents not just fruits, but the whole grocery

section that the brand offers. The logo itself represents how the brand aims to cater to a higher audience which also represent the idea of being gourmet. The use of a script-handwriting font for the logotype was meant to stay on the brand's personality which is delightful, gourmet and wholehearted. Choosing the typeface for the brand to use was based on the logotype, the font needs to have a certain contrast to the logotype which led to the use of Acumin Pro as the brand's typeface. The variations of the font that is used are the base font, the condensed form and semi condensed form all in light, medium, bold and black. These fonts are used throughout the stationeries, in-store and promotional needs.

5.2. Suggestion and Inputs

Throughout the process of rebranding this project, the writer sees that in order to finish the project a certain degree of understanding to the following aspects are needed. That includes layouting, branding, visual hierarchy, colors and composition and understandings in brand and their marketing in general. Knowledge in choosing materials for prints and merchandising as well as vendors are also needed in order to proceed with the final project smoothly. In that stead, the writer suggests that future students who decides on doing a rebranding or developing visual identities to really prepare themselves with adequate knowledge on the above and look for vendors early on the process to avoid any mishaps towards the end of the project.

After the designing and defense process, the writer has gained input regarding her choices in the design she made. First, the choice in existing studies that needs to be reconsidered after renewing the brand's strategy also needs to be done in order to fully understand the brand's competitors before and after the

rebranding process. That this process is not to be skipped as it will help with the outcome of the brand's visuals. Secondly, that the use of images in the supergraphics has yet to cover the essence of the brand. The use of fruits and vegetables and solely the two for supergraphics is counterproductive to the rebranding of Harvest Alley being a gourmet grocery store.



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