ABSTRACT

Jelly Bunny was found in 2011, the brand is under the Jaspal group, the company has many retails that are most popular in Thai. Jelly Bunny is a lifestyle fashion accessory brand with stylish, sweet, joyful, imaginative and colorful moods and tones. Jelly Bunny products make customers feel comfortable with affordable prices of products. Jelly Bunny’s major problem is that the display design is not effectively designed to match with the concept. Their display design is not related to their target group. Jelly Bunny targets customers who are 16 to 28 years old. But in fact, customers of Jelly Bunny are aged between 30 to 40 years old.

On the researching methods, first of all one has to create a display store for Jelly Bunny, know insights about the business brand. Starting from what they produce, their competitors, their strengths and weaknesses, up to their unique selling point by interviewing Ms. Dongpron Ngamwongwan, the manager of Jelly Bunny Store at Central Rama XV and researching through Jelly Bunny’s website. After gathering information insight of the business, the most important factor for the store display design is knowing about visual merchandising. The research about visual merchandising is based on the interview with Mr. Kasipat Sornampol, Visual Merchandiser, Central Marketing Group company and Ms. Sujintra Laokiatkul, Store Visual Merchandiser, Topshop. They speak about the process of the display design, the method of the display design such as planning the display design. To design a display store, it is needed to make the brand outstanding and attractive to the target group.

According to the research, Jelly Bunny is a lifestyle fashion accessory brand with a stylish, sweet, joyful, imaginative and colorful moods and tones. So, the display design was made focusing on the target group of the brand and by making people understand the designed brand image of Jelly Bunny and their products.