

## ABSTRACT

Wuttisak Clinic Co., Ltd. is one of the largest aesthetic clinics in Thailand. The new CEO's vision is to gain ground in medical instrument and develop skincare products that attract more potential customers. Wuttisak launched Magik Peptide, one of a kind product. The current look lacks design. It is not up to date, does not stand out, and is not appealing to the potential targeted customers. Therefore, the objective is to make the product outstanding, to promote and make the product approachable to target customers and redesign the product package making it more reliable and compatible with the target.

Regarding the research methods, first of all, the researcher will develop the package look more outstanding by interviewing the CMO of Wuttisak and questionnaire to the customers in Wuttisak clinic. Secondly, since there are so many competitors in the market, researcher has to research competitors through online platforms. After gathering information about competitors and find out our own SWOT analysis, the strength and product personality will be created through the design.

According to the research, most customers do not know and never used Magik Peptide. That means the product is unique but lacks promotion. The researcher intends to improve the product by changing the packaging design, which includes material color, box, label, and container. Lastly, my design will help "Wuttisak's Magik Peptide" look more outstanding, trustworthy, modern, convenient, and maintain the product's highest quality. Finally, the design will make the product suitable for the price, value, and quality inside to attract potential customers.