CONTENT

ABSTRACT iv

ABSTRAK v

ACKNOWLEGDMENTS vi

CONTENTS vii

CHAPTER I : INTRODUCTION

1.1 Background to the Topic 1
1.2 Scope 3
1.3 Objectives 3
1.4 Significant to Knowledge 4
1.5 The Framework of the Theory 4
1.6 Research Method 6
1.7 Place and Time 6

CHAPTER II: THE BUSINESS OF MIRACLE OF DESIGN

2.1 The General Description of 7
2.2 Job Position and Coordination
2.2.1 Job Position 7
2.2.2 Job Coordination 8
2.3 Responsibilities 8

CHAPTER III: THE DESCRIPTION OF THE TOPIC

3.1 The Intepretation and Applied Strategies of logo and tagline 9

3.2 Problem in dealing this business 12

3.3 Solution for the Problem 13

CHAPTER IV: CONCLUSION AND SUGGESTION

4.1. Conclusion 14

4.2 Suggestions 15

REFERENCES 16

APPENDICS 17

Business Plan

Business Development Report

Data

CURRICULUM VITAE