

DESIGN EXHIBITION 2022

MAKIN BANGUN
BERSAMA SAMA

College of Creative Arts, UiTM Kedah Branch

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AIYYUB**
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CHURROZ SETAR FOOD AND BEVERAGE

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: DR. NEESA AMEERA MOHAMED SALIM

“Churroz Setar” is a brand that sells churros to people who have enthusiasm towards churros. The product is made to be delicious churros around Alor Setar, and the product itself is being sold next to Pejabat Pos Alor Setar, which is famous among people in Alor Setar. They serve a lot of products such as creampuff, scones, mini pavlova, and more. Next, the tagline, “2 dalam 1, Mana Nak Dapat” reflects the product in which customers can dip 2 flavors with 1 churro. The dippings of our flavors can be chosen by the customers. The USP of the product is customers can pick any two flavors that are served which is very rare to find in Malaysia, especially in Kedah. Can eat while working, play games, or sightseeing in Alor Setar, as it is one of the oldest states in Malaysia, and customers were given two options: people who want to take away and people who want to dine in. The customer will be attracted to the packaging design which is simple and fun. The style of design is using the character and symbols were designed in a way to approach customer attraction. There were several flavors as a main which is strawberry where it has the benefit in protect the heart, increasing HDL (good) cholesterol, lowering blood pressure, and guarding against cancer. Another reason to choose chocolate as the main dipping flavor is to increase heart health such as the antioxidants in dark chocolate have been shown to lower blood pressure, reduce the risk of clotting and increase blood circulation to the heart, thus lowering the risks of stroke, coronary heart disease and death from heart disease. Hence, selected specifically those flavors as the main dipping flavors because most people who come to the store are youngsters and workers. Responsible for the nutrition and quality of people who bought the product as they can eat without worries. Even though the churros are one of the most famous and top-rated foods in Alor Setar, the company maintains the quality and keeps up being the number one most selling churros in Alor Setar. In a way to make sure the customer always keeps updating the food on social media such as Facebook and Twitter. In addition, the website can be a platform for customers to order online. This kind of marketing is believing the most successful marketing in this era is through social media. Not enough with that, services deliveries and collect orders from customers through the website, if they want to make special occasions and making it easier for the customers as known they are the backbone to the business. Hoping, this kind of idea will further develop and help Churros Setar become the most successful and keep being the number one top-selling churros in Alor Setar.

CHURROZ SETAR

2 dalam 1
mana nak dapat

⇒ Perisa Yang Digemari Ramai ⇒

Strawberi Cokelat

Dapatkan Churros Setar di gerai kami bersebelahan Pejabat Pos Alor Setar!

Churroz Setar Churroz Setar Churroz Setar

CHURROZ SETAR

2 dalam 1
mana nak dapat

⇒ Perisa Yang Digemari Ramai ⇒

Limau Vanila

Dapatkan Churros Setar di gerai kami bersebelahan Pejabat Pos Alor Setar!

Churroz Setar Churroz Setar Churroz Setar

CHURROZ SETAR

2 dalam 1
mana nak dapat

⇒ Perisa Yang Digemari Ramai ⇒

Rasberi Epal

Dapatkan Churros Setar di gerai kami bersebelahan Pejabat Pos Alor Setar!

Churroz Setar Churroz Setar Churroz Setar





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**MINDAREKA
HYBRID**

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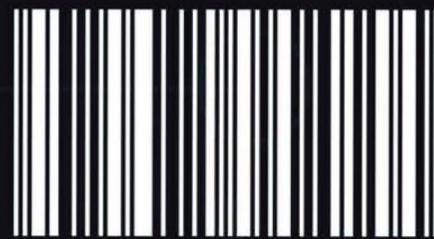
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