

DESIGN EXHIBITION 2022

MAKIN  
KAWALAN  
KAWALAN  
KAWALAN

College of Creative Arts, UiTM Kedah Branch

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NUQMAN**  
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## **KUKIES KIMI** FOOD & BEVERAGE

Design Advisor : MISS SYAHRINI SHAWALLUDIN  
DR. NEESA AMEERA MOHAMED SALIM

Red Velvet Cookies has been phenomenal through all cookie-lovers around the country. The taste of the cookies itself will surely give out more flavors, crunchiness while one craving for sweetness during their hectic day. Over centuries, cookies have always been the first choice of simple treats to welcome loving guests to our house during festive seasons or for leisure fun parties or an awesome door gift. These tempting red velvet cookies come in three different flavors is Chocolate Chip, Almond, and White Chocolate Chip. The concept of giving happiness to the top of the taste makes a person happy, thus it also strengthens the relationship among friends and relatives. The tagline used is "Delicious, Bite The Difference!!". One will surely want more of these cookies because the flavors melt in your mouth once you munch it. Kids will always have cheerful moments with these crunchy sweet treats. Adults, teenagers, youth and surely kids love it all the time. These affordable cookies are packed beautifully in a zip lock case. The price range will be reasonable and affordable for people to buy every time they crave it. As we all know, these Red velvet cookies are something of a sweet meal. Therefore, the target client for this product is more children and adolescents. Other than that, Kimi's Recipe also will be started on selling these cookies through online platforms because it was much easier to promote the product as don't need to go anywhere to promote our product and it can save most of the time to do other tasks. Internet is just like other information technologies, change management, good implementation practices, and clear business objectives are required. At its most developed level, e-business aims to reduce costs and improve efficiencies by integrating business systems and eliminating duplication of effort. The main benefit for all types of e-business, business to business, business to consumer, or consumer to consumer, is that the business can be run in a more efficient manner, achieving more with fewer resources and for less cost while benefiting the customer. There is no other dessert that smells as good as these cookies. They have such a sweet chocolate deliciousness smell to them. They look like little round pieces of art which the red velvet cookies combination with the melted chocolate chips looks like Picasso's painting. Then when you finally take a bite out of these red velvet cookies you will see it is a taste that is unforgettable. It tastes like a piece of chocolaty heaven.



**NEW**

**DELICIOUS. BITE THE DIFFERENCE**

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH CHOCOLATE CHIP

300G

*Kukies Kimi Red Velvet Cookies are an all-time classic that are baked up crispy, making them ideal to dunk in a cup of hot drink.*

**TIMI'S RECIPES** www.kukieskimi.com

**NEW**

**DELICIOUS. BITE THE DIFFERENCE**

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH ALMOND

300G

*Kukies Kimi Red Velvet Cookies are an all-time classic that are baked up crispy, making them ideal to dunk in a cup of hot drink.*

**TIMI'S RECIPES** www.kukieskimi.com

**NEW**

**DELICIOUS. BITE THE DIFFERENCE**

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH WHITE CHOCOLATE CHIP

300G

*Kukies Kimi Red Velvet Cookies are an all-time classic that are baked up crispy, making them ideal to dunk in a cup of hot drink.*

**TIMI'S RECIPES** www.kukieskimi.com

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH CHOCOLATE CHIP

300G

**INGREDIENTS:** chocolate chip (susu, mentega, gula pasir, telur, vanili), tepung terigu, gula pasir, margarin, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir.

**NUTRITION INFORMATION**

Average Qty	Per Serving	Per 100g
Energy	376 kJ	2210 kJ
Protein	0.9 g	0.3 g
Fat	5.2 g	30.4 g
Carbohydrate	9.6 g	56.8 g
Sodium	62 mg	393 mg

Bongkaran: 100% (100%)  
Kategori: Biskuit, Biskuit Coklat  
Kode: 00-027826

www.kukieskimi.com

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH ALMOND

300G

**INGREDIENTS:** chocolate chip (susu, mentega, gula pasir, telur, vanili), tepung terigu, gula pasir, margarin, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir, almond.

**NUTRITION INFORMATION**

Average Qty	Per Serving	Per 100g
Energy	376 kJ	2210 kJ
Protein	0.9 g	0.3 g
Fat	5.2 g	30.4 g
Carbohydrate	9.6 g	56.8 g
Sodium	62 mg	393 mg

Bongkaran: 100% (100%)  
Kategori: Biskuit, Biskuit Almond  
Kode: 00-027827

www.kukieskimi.com

**KU KIES KIMI**

**DELICIOUS. BITE THE DIFFERENCE**

RED VELVET COOKIES WITH WHITE CHOCOLATE CHIP

300G

**INGREDIENTS:** chocolate chip (susu, mentega, gula pasir, telur, vanili), tepung terigu, gula pasir, margarin, telur, vanili, gula pasir, tepung terigu, telur, vanili, gula pasir, white chocolate chip.

**NUTRITION INFORMATION**

Average Qty	Per Serving	Per 100g
Energy	376 kJ	2210 kJ
Protein	0.9 g	0.3 g
Fat	5.2 g	30.4 g
Carbohydrate	9.6 g	56.8 g
Sodium	62 mg	393 mg

Bongkaran: 100% (100%)  
Kategori: Biskuit, Biskuit Putih  
Kode: 00-027825

www.kukieskimi.com



# GRAPHIC DESIGN & MEDIA DIGITAL

DESIGN EXHIBITION 2022  
**MINORREKA  
HYBRID**

College of Creative Arts, UTM Kedah Branch



**TOSHIBA**



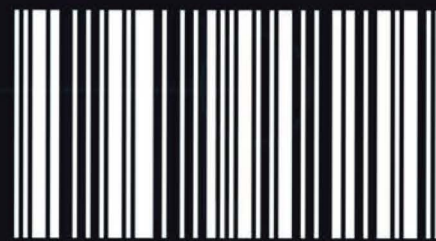
**JKKN**  
JABATAN KEBUDAYAAN  
& KESENIAN NEGARA



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