

KingDuri Customer Persona

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March 12, 2025



Company Background

(Slogan) : *The King of Taste*

- KingDuri (KD) is a brand specializing in premium fresh durians, headquartered in Kuala Lumpur, Malaysia, with its supply chain sourced from the finest durian farms in Pahang. We are committed to delivering the highest quality durians through luxurious packaging and rapid cold-chain delivery, ensuring that every customer can enjoy the purest and freshest durian experience at home.

- We adopt an **"Farm-to-Table + Social Commerce + Express Delivery"** innovative business model, ensuring that **every durian is harvested and delivered to customers within 24 hours**, preserving its optimal flavor.



Overview

- The premium fresh packaged durian market in Malaysia, focusing on Musang King, Black Thorn, and D24, is growing due to increasing urban disposable income, strong cultural demand, and the rise of e-commerce. Key regions such as Pahang, Kuala Lumpur, and Selangor drive sales, with platforms like Shopee, Lazada, TikTok, and XiaoHongShu playing a crucial role.



Business Drivers



1. Rising Affluent Consumers – Higher spending power boosts premium durian sales.



2. E-commerce & Social Media Influence – Digital platforms drive convenience and sales.



3. Hygiene & Packaging Demand – Packaged durians offer a cleaner alternative.



4. Strong Preference for Musang King & Black Thorn – Leading varieties due to taste and branding.



5. Influencer & Live-Streaming Sales – TikTok and XiaoHongShu enhance reach.

DURIAN
MARKET

KUALA LUMPUR

Market Size

- The durian industry was valued at RM4.2 billion in 2022, with 30% from premium durians.
- The segment has grown at 8-12% CAGR and is projected to reach RM 6.5 billion by 2030.
- 60% of online premium durian sales come from Kuala Lumpur and Selangor.
- Customer demographics: 50% Chinese, 30% Malay, 20% Indian consumers.

KUALA LUMPUR

SELANGOR

Key Challenges

Market Challenges



1. HIGH PRICE SENSITIVITY – PREMIUM DURIANS ARE EXPENSIVE, LIMITING MASS-MARKET APPEAL.



2. LOGISTICS & FRESHNESS ISSUES – MAINTAINING QUALITY AND ENSURING FAST DELIVERY REMAINS A CHALLENGE.



3. COMPETITION FROM TRADITIONAL SELLERS – STREET VENDORS AND LOCAL MARKETS OFFER CHEAPER ALTERNATIVES.



4. SEASONALITY & SUPPLY CHAIN DISRUPTIONS – WEATHER PATTERNS IMPACT PRODUCTION, CAUSING PRICE VOLATILITY.



5. CONSUMER TRUST & AUTHENTICITY – CONCERNS OVER MISLABELING AND COUNTERFEIT DURIANS PERSIST IN THE MARKET.

Key Players & Competitive Landscape

Durian Hill – Focuses on premium packaging and branding, selling via online channels and retail outlets.

Durian Man SS2 – Strong presence in Selangor with a mix of in-store and online sales.

DKing – Specializes in packaged Musang King durians, targeting mid-to-high-income buyers.

Small farm sellers on Shopee & TikTok – Independent sellers leveraging social media for direct sales.



The Product Categories



DK Royal Durian
Gift Box 500g
RM218.00



Fresh Musang King
Durian Pulp 300g
RM69.00



Fresh Black Thorn
Durian Pulp 300g
RM110.00



Fresh D24
Durian Pulp 300g
RM33.00

STP Strategy : Segmentation



Demographic: Middle to high-income consumers, primarily in urban areas (KL, Selangor, Pahang), with 50% Chinese, 30% Malay, and 20% Indian consumers.



Psychographic: Health-conscious, convenience-driven, and experience-seeking buyers.



Behavioral: Frequent e-commerce shoppers, preference for premium quality and branded packaging.

STP Strategy : Targeting

01

Primary Market:
Affluent urban
Chinese professionals
and gourmet
enthusiasts who value
exclusivity and quality.

02

Secondary Market:
Middle to upper-class
Malay consumers
engaged in social
media commerce.

03

Niche Market: Indian
consumers and
corporate buyers
looking for premium
gifting options.

STP Strategy : Positioning



Luxury & Exclusivity: Branding as the "Louis Vuitton of Durians" – offering only the finest Musang King and Black Thorn, sourced directly from premium farms in Pahang.



Authenticity & Quality Assurance: Implementing QR code verification for farm-to-table transparency, ensuring authenticity and freshness.



Digital-First Strategy: Leading in social commerce by utilizing TikTok Shop, XiaoHongShu, and Instagram Live to engage buyers with immersive, influencer-driven experiences.



Premium Packaging & Experience: Offering high-end, vacuum-sealed, and elegantly designed durian boxes for gifting and convenience.

Unique Selling Propositions (USPs)

- **Farm-to-Table Freshness Guarantee** – Directly sourced from the best durian farms in Pahang, ensuring superior quality and maximum freshness.
- **Luxury Packaging & Presentation** – Premium vacuum-sealed boxes with an elegant design, making them ideal for gifting and high-end consumption.
- **Certified Authenticity & Transparency** – QR code scanning system for buyers to trace the origin and quality of their durians.
- **Exclusive Premium Varieties** – Specializing in rare, top-tier durian types like Black Thorn and Musang King, ensuring limited, high-value supply.
- **Social Commerce & Influencer-Driven Sales** – Leveraging TikTok Live, XiaoHongShu, and Instagram influencers to drive credibility and customer engagement.
- **Customized Corporate & Seasonal Gifting** – Special editions for festive seasons, designed to appeal to corporate clients and premium gift buyers.

Marketing Strategy

Social Commerce & Live Selling

- **Goal:** Build a viral durian brand through social media and live streaming.
- **Platforms:** TikTok Shop, Instagram Live, Facebook Live, XiaoHongShu
- **Key Content Direction:**
 - **Short videos** – Show durian freshness and texture.
 - **Live selling** – “Freshly opened & tasted” to boost urgency.
 - **Limited-time discounts** – Encourage impulse buying.
 - **User challenges & reviews** – Viral content for more exposure.



Marketing Strategy

Seasonal Promotions & Gift Boxes

- **Goal:** Capture festive and corporate gifting markets.
- **Key Festive Products:**
 - CNY – “Dragon Year Black Gold Gift Box”
 - Hari Raya – “Family Sharing Pack”
 - Mooncake Festival – “Durian Mooncake + Fresh Durian Gift Box”
- **Key Product Direction:**
 - Early bird pre-orders to secure sales.
 - Luxury packaging for corporate gifting.
 - Brand collaborations with hotels & tea brands.



Sales Strategy

E-Commerce & Marketplace Stores

- **Goal:** Maximize online presence & direct sales.
- **Sales Channels:**
 - **Official website** – VIP membership & rewards.
 - **Shopee & Lazada stores** – Trusted purchasing options.
 - **WhatsApp & XiaoHongShu groups** – Engage loyal customers.



Sales Strategy



Express Cold Chain Delivery

- **Goal:** Same-day fresh durian delivery.
- **Key Logistics Solutions:**
 - ❖ 4-hour delivery in KL & Selangor via Grab Express / Lalamove.
 - ❖ Cold-chain transport keeps durian at 0-5°C.
 - ❖ VIP timed delivery available (extra RM 20).

The Customer Personas of “DuriKing”



Customer Persona: Li Wei (李伟) – The Affluent Durian Enthusiast

Narrative of Life Story & Daily Journey

Li Wei, 42, a financial consultant in Mont Kiara, Kuala Lumpur, values **quality, convenience, and premium experiences**. He enjoys **fine dining and luxury foods**, often buying high-end products online due to his busy schedule.

One evening, while browsing **TikTok and Instagram**, he discovered **KingDuri's DK Royal Durian Gift Box**. The **black-gold luxury packaging and farm-to-table freshness guarantee** caught his attention. Intrigued, he placed an order via **KingDuri's Shopee store**.

Over the weekend, Li Wei served the **DK Royal Durian Gift Box (Musang King + Black Thorn)** at a family gathering. The **elegant presentation, premium taste, and hassle-free experience** impressed his guests, making **KingDuri his go-to brand** for personal indulgence and gifting.



Persona #1 – Li Wei

Personality (MBTI or Local Equivalent)

◊ **MBTI Type: ESTJ (Executive)** – Logical, efficiency-driven, values quality and reliability.

- ☑ **Practical & Efficiency-Driven** – Prefers premium, well-branded products that offer convenience and reliability.
- ☑ **Quality-Conscious & Trust-Oriented** – Values authenticity, expects QR code verification, and avoids counterfeit products.
- ☑ **Luxury & Status-Focused** – Seeks exclusive, high-end experiences that reflect his success, especially in food and gifting.

✦ Behavioral Insights:

- Regularly shops for premium food via **Shopee & Lazada** due to time constraints.
- **Prefers same-day delivery** and is likely to abandon cart if shipping takes too long.
- **Engages with TikTok & Instagram ads** before purchasing luxury food items.

Preferred Communication Channels

- 📱 **Shopee & Lazada** – Accustomed to purchasing from official flagship stores to **ensure authenticity**.
- 📱 **WhatsApp & Email** – Prefer to directly consult with brand customer service to **understand all details before placing an order**.
- 🌐 **Brand Official Website** – Prefer **direct sales** by the brand, hoping to obtain **exclusive** benefits such as membership privileges and pre-sale activities.

Pain Points

Authenticity Concerns – He worries about getting fake or low-quality Musang King durians.

Convenience – Busy lifestyle means he has no time to visit durian stalls, prefers reliable delivery.

Freshness Guarantee – He fears receiving stale or unripe durians, wants farm-to-table quality assurance.

Potential Objections Toward the Brand

✗ **"Why should I trust KingDuri?"** – Needs strong proof of authenticity, such as QR-code traceability.

✗ **"Is it worth the premium price?"** – Expects top-tier quality, packaging, and experience.

✗ **"Will the delivery be reliable?"** – Wants same-day delivery with a freshness guarantee.

Goals in Life (Short-term & Long-term)

🕒 Short-term:

- ✓ Discover **exclusive and premium food experiences** to enhance his lifestyle.
- ✓ Find a **reliable high-end durian supplier** for personal and gifting purposes.
- ✓ Enjoy **stress-free shopping** with convenient delivery services.

🕒 Long-term:

- ✓ **Maintain a premium lifestyle** that reflects success and exclusivity.
- ✓ **Achieve greater career milestones**, aiming for an executive position.
- ✓ **Ensure his children excel academically**, securing their future.

Demographic Information

Age: 42 years old

Gender: Male

Location: Kuala Lumpur, Malaysia

Occupation: Senior Financial Consultant

Socioeconomic Status: High-income
(Monthly income RM 20,000+)

Marital Status: Married with two children

Sexuality: Heterosexual



The Customer Personas of “DuriKing”

Persona #2 – Charis (The Story)

Charis starts her morning with a matcha latte while strolling through Instagram, liking posts about durian desserts. During lunch, she chats with her colleagues about her latest food delivery experience. After work, she relaxes by watching TikTok food reviews, and a KingDuri ad for Musang King catches her attention. Intrigued, she clicks the ad, reads the positive reviews, and adds a combo set of Musang King and D24 to her Shopee cart. Before checking out, she sends a screenshot to her sister to confirm the order.



Persona #2 – Charis

- **Goals**

- Short-Term:**

- 🕒 Find a reliable premium durian brand for cravings and sharing.

- 🕒 Try different durian varieties without visiting a store.

- Long-Term:**

- 🕒 Become a trusted source for durian recommendations.

- 🕒 Discover exclusive durian varieties (e.g., Musang King XO).

- **Demographic Profile**

- **Age:** 32
- **Gender:** Female
- **Location:** Petaling Jaya, Selangor
- **Ethnicity & Language:** Chinese, speaks Mandarin, Cantonese, and English
- **Marital Status:** Single
- **Household Size:** 2 (Lives with younger sister)
- **Income:** RM8,500/month (Upper M40)
- **Occupation:** Marketing Executive at a fashion brand
- **Residency:** Rents a modern condo in a high-rise building

- **Lifestyle & Habits**

- ☑ Loves exploring food trends on Instagram and TikTok.
- ☑ Prefers high-quality, authentic food experiences.
- ☑ Enjoys gifting premium products during festivals (e.g., CNY, Mid-Autumn).
- ☑ Balances indulgence (bubble tea, desserts) with a healthy diet.
- ☑ Frequently shares food reviews on Instagram.
- ☑ Attracted to modern, minimalist packaging.

- **Pain Points (Durian)**

- 🕒 Inconsistent quality — worried about overripe or tasteless durians.
- 🕒 Concerns about hygiene and freshness with online delivery.
- 🕒 Finds premium durians overpriced.
- 🕒 Long delivery times during durian season.
- 🕒 Hard to store durians without the smell lingering.

- **Buying Behavior**

- **MBTI:** ENFP – Outgoing, values authenticity.
- **Spending:** Willing to spend on premium durians but expects good value.
- **Risk Tolerance:** Moderate — trusts influencer recommendations.
- **Brand Loyalty:** Prefers brands with strong social presence and positive reviews.

- **Decision Channels**

- 💬 Instagram, TikTok (food reviews, mukbangs)
- 📺 Lifestyle blogs (SAYS, KL Foodie)
- 👥 Friends and family recommendations
- 🛒 Shopee, Lazada for convenience and reviews

- **Potential Objections**

- 💰 Pricing — Might find KingDuri expensive compared to local vendors.
- 🌬 Freshness — Worries about freshness with online orders.
- 🚚 Delivery — Concerned about delays or damaged packaging.

Content Calendar For July 2025

Calendar

Calendar

July 2025

Today Day Week Month Year

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6/29	30	7/1 How to Tell If Your Musang King	2	3 Busy KL Life? Get Premium Musa	4	5 Final Musang King Harvest – Lim
6	7 Musang King 101: Everything You	8	9 Soft vs. Firm Durian – Which Typ	10	11 KingDuri: From Tree to Table – M	12
13 Durian + Rice? Try This Tradition	14	15 Office Durian Day: Treat Your Tea	16	17 How to Store Durian to Stay Fres	18	19 Real Customer Review: “Best Dur
20	21 3 Quick Checks for Real Musang	22	23 KingDuri x Shopee Sale – Limited	24	25 UGC Contest: Share Your First Bit	26
27 Email: How to Choose Between X	28	29 End-Month Reminder: Stock Alm	30	31	8/1	2

7

Windows Taskbar

11:02 PM 6/4/2025

Content Marketing Assignment 3 – Content Creation

Wong Ee Je, Jackson
KAGC ID: 611041
Apr 18, 2025



Overview

- This presentation showcases five integrated branded content executions for **KingDuri**, tailored to the persona **Li Wei**, a busy, high-income professional in Kuala Lumpur. Each content piece is aligned with the **Awareness** and **Consideration** stages of the consumer journey and addresses key decision-making pain points: authenticity, freshness, and convenience.

Key Deliverables

- **Short-Form Video:** 3 Quick Checks for Real Musang King Durian
- **Long-Form Video:** KingDuri: From Tree to Table – Malaysia's Trusted Musang King
- **Facebook Post 1:** How We Guarantee Freshness – Every Box, Every Time
- **Facebook Post 2:** Durian + Rice? Try This Traditional Combo
- **Landing Page Blog:** Real Customer Review: 'Best Durian I've Ever Tasted'

Strategic Objective

Primary Platform: Facebook

Target Persona: Li Wei (Financial Consultant, 42, Mont Kiara)

Journey Stages Covered: Awareness
→ Consideration

Content Goals: Follower Engagement & Lead Generation

“Stress-free, trusted durian gifting – because Li Wei deserves only the best.”

Short-Form Video

3 Quick Checks for Real Musang King Durian(up to 30s)

📍 **Platform:** Facebook (Reels Compatible)

🗺️ **Journey Stage:** Awareness → Consideration


🎯 **Objective:** Lead Generation

📊 **Metrics:** Engagement Rate, Video Views, CTR, Link Clicks

Scared

Short-Form Video & Post Copy :

- 🕒 Tired of fake Musang King durians online? You're not alone.
Here's how to spot the real deal in under 40 seconds.
- ! Too many buyers fall for pale flesh, long stems, and crushed packaging.
💡 This quick video shows you the 3 must-check signs of an authentic Musang King — straight from the pros.
- 📺 Watch before your next order.
- - ✓ Golden-yellow flesh, creamy texture
 - ✓ Short thick stem with clean cuts
 - ✓ Cold-chain box = fresh every time
- ❤️ KingDuri delivers real Musang King durians, freshly packed and delivered within 24 hours across Klang Valley.
- 🔗 Tap now to order the durian you deserve:
👉 <https://kingduri.mystrikingly.com>
📦 RM10 OFF your first order – limited time only!
- #Hashtags
#MusangKing #BuyDurianOnline #DurianDeliveryMalaysia
#RealMusangKing #KingDuri #BuyRealMusangKingDurian
#BestDurianMalaysia #PremiumMusangKing



KingDuri
发布者: 黄宇哲
· 1天 ·

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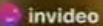

- ✅ Golden-yellow flesh, creamy texture
- ✅ Short thick stem with clean cuts
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👉 KingDuri delivers real Musang King durians, freshly packed and delivered within 24 hours across Klang Valley.

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<https://kingduri.mystrikingly.com>

📦 RM10 OFF your first order – limited time only!

#Hashtags
#MusangKing #BuyDurianOnline #DurianDeliveryMalaysia #RealMusangKing #KingDuri #BuyRealMusangKingDurian #BestDurianMalaysia #PremiumMusangKing



King
✅ Short thick stem

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Illustration – Social Media Post

Copy:

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#BestDurianMalaysia #PremiumMusangKing

Long-Form Video

KingDuri: From Tree to Table – Malaysia's Trusted Musang King(up to 3min)

📍 **Platform:** Facebook (Longform Video)

🎯 **Journey Stage:** Awareness

🎯 **Objective:** Follower Engagement

📊 **Metrics:** Video Completion Rate, Engagement, Shares, Reach

Long-Form Video & Post Copy :



- 🤖 Tired of rolling the dice with online durian orders?
- This is the story of how real Musang King gets from tree... to your table. 🍈
- Too many buyers get pale, dry, or unripe durian labeled as “Musang King.”
- But at **KingDuri**, we do things differently.
- 📺 From sunrise orchards in Pahang
👉 To expert quality checks
❄️ To full cold-chain packing & 24-hour delivery
- 👉 This is premium durian, done right.
- 📺 Watch the journey behind Malaysia’s most trusted Musang King brand – over 10,000 happy orders and counting.
- 👉 Ready to experience the real deal?
👉 Tap to order now & get RM10 OFF your first box:
👉 <https://kingduri.mystrikingly.com>
- 📦 Fresh. Verified. Delivered fast.
❤️ **KingDuri – From Tree to Table.**
- 🔍 Hashtags:
#MusangKing #DurianMalaysia #BuyDurianOnline
#DurianDeliveryMalaysia #KingDuri #RealMusangKing #Tree-To-TableDurianMalaysia #FreshnessGuaranteed #QualityDurianQC



KingDuri

发布者: 黄宇哲



· 1天 ·

🤔 Tired of rolling the dice with online durian orders?

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Too many buyers get pale, dry, or unripe durian labeled as "Musang King."

But at KingDuri, we do things differently.



From sunrise orchards in Pahang



To expert quality checks



To full cold-chain packing & 24-hour delivery



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查看成效分析和广告

速推帖子

Illustration – Social Media Post

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Facebook Post #1

How We Guarantee Freshness – Every Box, Every Time

📍 **Platform:** Facebook

🕒 **Journey Stage:** Consideration

🎯 **Objective:** Lead Generation



📊 **Metrics:** Form clicks, link taps, post saves

Facebook Post #1 & Post Copy:

- 📦 “It looked amazing on the app... but the durian that arrived? Dry, bland, and already splitting.”
We’ve all been there.
- That’s why **KingDuri** was built to change the game.
We go way beyond “just another delivery”—we built a **farm-to-box freshness system**.
- ☒ **Every Musang King is handpicked** right after it naturally falls—no forced ripening
 - ☒ Our **5-point QC check** filters out any underripe or overripe fruits
 - ☒ Each durian is **vacuum-sealed at the orchard**, preserving peak aroma & texture
 - ☒ Stored in insulated boxes and delivered in under 24 hours
- So when you open your KingDuri box—it smells like it was just picked. No disappointment. No stale fruit. Just **pure, golden Musang King**.
- 📦 *Your time matters. So does your durian.*
👉 **Tap below** to see how we guarantee freshness in every box →
<https://kingduri.mystrikingly.com>
🔍 [#FarmToBoxDurianMalaysia](#) [#freshnessGuaranteed](#) [#QualityDurianQC](#)

How We Guarantee Freshness – Every Box, Every Time

- ✓ Handpicked
- ✓ 5-point QC check
- ✓ Vacuum-sealed
- ✓ Delivered under 24 hours



Tap to learn how we ensure peak freshness in every box



How We Guarantee Freshness – Every Box, Every Time

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Illustration – Social Media Post

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Facebook Post #2

Durian + Rice? Try This Traditional Combo

📍 **Platform:** Facebook

🌟 **Journey Stage:** Awareness

🎯 **Objective:** Follower Engagement / Promote Advocacy

📊 **Metrics:** Post shares, saves, comments, UGC tags

Facebook Post #2 & Post Copy:

- 🍌 “Durian... with rice? That’s how our elders enjoyed it—and it still hits today.”
- Before vacuum packs and luxury gift boxes, there was a simpler indulgence.
 - 🍌 **Sticky glutinous rice**, warm and soft.
 - 🥥 **Coconut milk**, lightly salted and creamy.
 - 💛 Topped with rich, golden **Musang King** durian—fresh from the orchard.
- It’s not just a combo.
It’s a heritage recipe that blends sweet, bold, and savory into something timeless.
- At **KingDuri**, we love sharing more than just fruit.
We deliver the experience—fresh, honest, and rooted in tradition.
No sugar added, no modern twist needed.
- 📸 Try it at home and tag us using **#KingDuriCombo**
<https://kingduri.mystrikingly.com>
We’d love to feature your creation on our page!
- 🌿 *Tradition meets premium freshness.*
🌿 *From orchard to table, kampung-style.*
- 🔍 **SEO Keywords:**
[#DurianWithGlutinousRice](#) [#NostalgicDurianRecipeMalaysia](#)
[#KingDuriKampungExperience](#)





KingDuri
发布者: 黄宇哲
· 1天 ·

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🔍 SEO Keywords:
[#DurianWithGlutinousRice](#) [#NostalgicDurianRecipeMalaysia](#) [#KingDuriKampungExperience](#)

Durian... with rice?

You bet. And it’s unforgettable.







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Illustration – Social Media Post

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- At **KingDuri**, we love sharing more than just fruit.
We deliver the experience—fresh, honest, and rooted in tradition.
No sugar added, no modern twist needed.
- 📸 Try it at home and tag us using **#KingDuriCombo**
<https://kingduri.mystrikingly.com>
We’d love to feature your creation on our page!
- 🌿 *Tradition meets premium freshness.*
🌿 *From orchard to table, kampung-style.*
- 🔍 **SEO Keywords:**
[#DurianWithGlutinousRice](#) [#NostalgicDurianRecipeMalaysia](#)
[#KingDuriKampungExperience](#)

Landing Page Blog

Real Customer Review: 'Best Durian I've Ever Tasted'

📍 **Platform:** Website / Blog

🌀 **Journey Stage:** Advocacy

🎯 **Objective:** Promote Advocacy

📊 **Metrics:** Shares, mentions, comments, UGC submissions

Landing Page Blog & Blog Copy:

“Real Customer Review: ‘Best Durian I’ve Ever Tasted’”

🗣️ *“I never thought I’d trust online durian orders again... until KingDuri.”*

That’s what KL-based customer Darren Lim shared after trying KingDuri’s premium Musang King for the first time.

A self-proclaimed durian skeptic, Darren had tried over six durian delivery platforms. Most promised “farm-fresh” Musang King — but what arrived often told a different story:

- ✗ Bland, pale flesh
- ✗ Cracked or bruised packaging
- ✗ Delayed delivery, without cooling

He stopped buying online for over a year... until a friend surprised him with a **KingDuri premium gift box**.

💬 *“It was the first time I opened a box and could actually smell the durian before I even touched it.”*

What stood out?

- ✓ Deep yellow, creamy flesh
- ✓ Natural aroma — not frozen, not stale
- ✓ Same-day Klang Valley delivery
- ✓ Packed cold in vacuum-sealed freshness

💬 *“Now I only buy from KingDuri. I’ve sent it to clients, friends, even my mom in Petaling Jaya.”*

Darren’s story isn’t unique. Thousands of working professionals across Klang Valley are switching to KingDuri for one reason: **consistency you can trust**.

Whether it’s a weekend treat, a thank-you gift, or a craving fix — KingDuri delivers the quality you deserve.

📦 **Want to be featured like Darren?**

**Share your experience with #KingDuriFans or message us your review.
Let us show Malaysia how premium durian should be done.**

Illustration – Landing Page Blog Post

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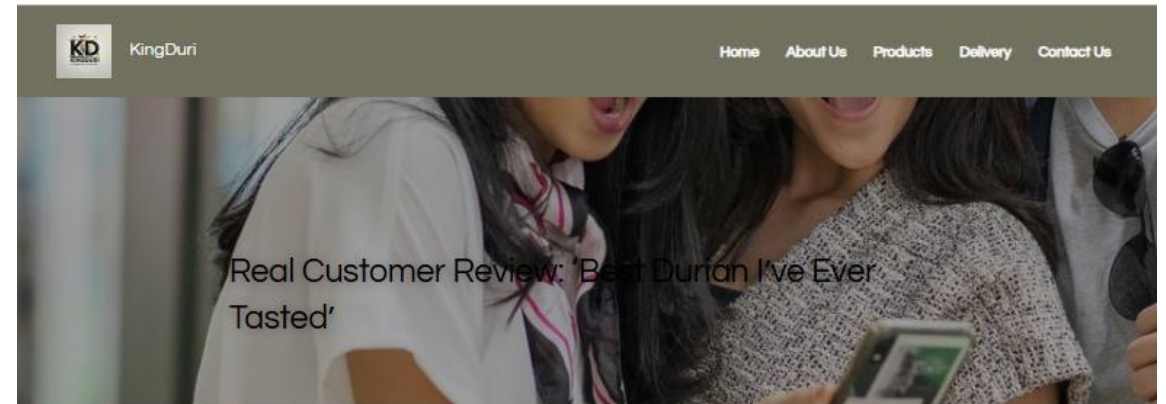
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April 13, 2025

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Summary & Key Takeaways

Objective: Recap strategic alignment and showcase value of content planning.

Element	Strategic Justification
Persona	Li Wei – high-income, time-constrained, quality-driven
Pain Points Solved	Authenticity, freshness assurance, trusted delivery
Platform Fit	Facebook for visual storytelling and education
Content Journey	Awareness → Consideration across all formats
SEO Integration	Targeted keywords in every post & script
Content Alignment Overview:	Clear CTAs across video, post, blog – all funnel to engagement or leads

- ☒ Final CTA (for evaluator)
“Each content piece is crafted to turn awareness into action — for customers like Li Wei who deserve quality, not compromise.”
✂ Thank you for reviewing.

KAGC
COLLEGE