

SUCCESS STORY PI1M PEKAN ASAJAYA

BUDIMAN BIN HIPNI
ENTREPRENEUR OF MALAY PARANG CRAFT

Budiman bin Hipni

- He was from a small village named Kampung Jaie, Asajaya, Sarawak.
- Budiman has been involved in parang craft since 9 years ago.
- He inherited this "Parang Melayu" craft from his father.
- "Parang Tangkin, Keris , Parang Samurai, Gambit and etc was the example of products that he had produced.
- Budiman has been involved in many exhibition such as Hari Kraftangan Kebangsaan, Kuching Waterfront and Miri Heritage and others.

He ,Internet and PI1M

- After attended basic training on computer and internet from PI1M, Budiman realised the important of ICT technology for his business.
- Internet has helped him in searching for a better ideas for craft design.
- With WIFI facility he can easily gets connected with other possible local and international customers
- His monthly income has been increased tremendously with an increased orders through his social media account such as WeChat and Facebook.
- PI1M has given him a great helped to promote and market his business in social media.
- With the growing technology of ICT, he hopes to expand his “Parang Melayu Sarawak” craft market in Malaysia and internationally.

The Impact BEFORE & AFTER uses of social media

BEFORE	AFTER
Number of orders he gets for a month is about 5-7 bush knife only	Number of orders increased to more than 10. He also gets booking from local government agencies and also from outside Sarawak
His monthly income about RM1,000 to RM2,000	His monthly income increased to more than RM5,000
Products market only focus in Sarawak especially in Kota Samarahan and Kuching area.	Products market grows to other states in Malaysia especially Kuala Lumpur and Penang. His products also received a booking from Thailand

Gambit



Keris



Parang Tangkin



Malay Parang Craft

Parang Samurai



Parang Badik





Parang Melayu Budiman

Kemaskini Maklumat Lihat Log Aktiviti

Garis masa Perihal Rakan 1 Gambar Lagi

Lahir pada 11hb September 1980

Status Foto / Video Peristiwa Hidup

profile

Facebook & WeChat



Aimann@00

WeChat ID: @A@842

Region

Malaysia Samarahan

setia slama lama nya

THANK YOU

