

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DEPARTMENT OF INTERIOR DESIGN**

**APRIL 2010**

It is recommended that the Research Project Report prepared

By

**NASIHAH BAZILAH ABDULL LATIB**

titled

**Proposed New Interior Design of Spa for Jamu Mak Dara Sdn. Bhd  
at No. 5 Lengkok Harimau, Jalan Sultan Azlan Syah, 30450 Ipoh Perak**

accepted as part of the requirement for Diploma in Interior Design

Report Supervisor	: _____	Cik Wan Hafizayati Binti Wan Hassan
Report Coordinator	: _____	En. Muhammad Suhaimi Bin Musa
Programme Coordinator	: _____	Dr. Ahmad Marzukhi Bin Monir

## **ABSTRACT**

The final project for the student of Diploma in Interior Design is a manifestation towards the student's knowledge about the whole aspect on interior design that had been learnt from basic to the final presentation on the proposed design. The project that had been chosen for the final project is Proposed New Interior Design of Spa for Jamu Mak Dara sdn. bhd. at No. 5 Lengkok Harimau, Jalan Sultan Azan Syah, 30450 Ipoh Perak. This proposed spa is to attract users, mostly on women to try for themselves the treatment that Jamu Mak Dara sdn. bhd. offered, at the same time to promote their product successfully as they offered a malay-based treatment and interiors, that is truly different from other spa range, that comes mostly from Thailand and Indonesia. The target market for the user of this spa range from women and men from all ages and races, who are concern about their look and appearances, not forgetting to find those who are interested in trying a malay-based spa treatment. Because of the customers that attend the sessions comes from different class of people, each room should be different so that it would match with the customers' needs and it could give comfort to them while attending the sessions. Concept and image that had been chosen not only must be suitable with the clients as both of it would reflect the client itself, but at the same time it would give a positive impact and to increase the faith in the customers and the workers in Jamu Mak Dara Spa. The chosen design style for Jamu Mak Dara Spa is based on Modern Malay Tropical design, it goes all the way with the client's needs as they want the spa have the modern malay look and at the same time would attract the customers with different image that they would only get in Jamu Mak Dara Spa. Before getting a desired design that is suitable with the client's needs, some data analysis should be done where these analysis is on types of customers to attend the session, types of services offered, products of the brand, spaces to be required in the proposed area, operation time and informations about other spas that use the same system in management, as the proposed spa. Some of the gained information of the study is through interviews, printed media, internet, observation, and through the result from the case study either locally or internationally.

<b>INDEX</b>			<b>PAGE</b>
<b>ABSTRACT</b>			<b>i</b>
<b>ACKNOWLEDGEMENT</b>			<b>ii</b>
<b>TABLE OF CONTENT</b>			<b>iii - vii</b>
<b>LIST OF FIGURES</b>			<b>viii - xii</b>
<b>LIST OF TABLE</b>			<b>xiii</b>
<b>LIST OF ABBREVIATION</b>			
<b>LIST OF APPENDIX</b>			
<b>CHAPTER</b>	<b>1.0</b>	<b>PREFACE</b>	<b>1</b>
	<b>1.1</b>	<b>INTRODUCTION</b>	<b>2</b>
	<b>1.1.1</b>	<b>DEFINITION SPA</b>	<b>3</b>
	<b>1.1.2</b>	<b>TYPES OF SPA</b>	<b>3</b>
	<b>1.2</b>	<b>PROJECT AIM</b>	<b>4</b>
	<b>1.3</b>	<b>PROJECT OBJECTIVE</b>	<b>5</b>
	<b>1.4</b>	<b>PROJECT METHODOLOGY</b>	<b>6</b>
	<b>1.5</b>	<b>PROJECT SCOPE</b>	<b>7</b>
	<b>1.6</b>	<b>PROJECT LIMITATION</b>	<b>8</b>
	<b>1.7</b>	<b>PROJECT SIGNIFICANT</b>	<b>9</b>

<b>CHAPTER</b>	<b>2.0</b>	<b>CLIENTS PROFILE</b>	<b>10</b>
	2.1	CLIENTS BACKGROUND	11 - 12
	2.2	ORGANIZATION CHART	13
	2.3	CLIENTS VISION AND MISSION	14
	2.4	CLIENTS CORPORATE IMAGE	15
	2.4.1	LOGO	16
	2.4.2	BUSINESS CARD	17
	2.4.3	SERVICES	18 - 20
	2.4.4	PRODUCT	21 - 33
<b>CHAPTER</b>	<b>3.0</b>	<b>RESEARCH AND ANALYSIS</b>	<b>34</b>
	3.1	SITE ANALYSIS	35
	3.1.1	KEY PLAN	35
	3.1.2	SITE AND LOCATION PLAN	37
	3.1.3	ACCESSIBILITY	39
	3.1.4	SITE SURROUNDING	40
	3.1.5	SITE ORIENTATION	46
	3.2	BUILDING ANALYSIS	48
	3.2.1	BUILDING HISTORY	48
	3.2.2	EXTERIOR OF THE BUILDING	50



## **1.0 PREFACE**

### **1.1 INTRODUCTION**

This report is one of the course work for INA 386 Project Report subjects in the Diploma in Interior Design. This course work is raising a whole, the work done before and during the process in the main subject of Interior Design. The process involved is as to provide a schematic design based on analysis and observation of an issue or problem during the design process. This report is based on Interior Design's final project, proposed new Interior Design of spa for Jamu Mak Dara sdn.bhd. This is important because it is proposing a new interior design on the client's needs and on the current issues.

Jamu Mak Dara was born in 2002. Jamu Mak Dara is an herbal product which is the combination of century heritage and scientific technology from the secrets of natural rainforest. The innovative medicinal herbal ingredients provide inner and outer well being other than improving the immune system for the body. Jamu Mak Dara is not a short term supplement, it is created to give the paramount effect when it is used gradually and consistently as recommended.

Jamu Mak Dara only have one spa located at their HQ at No. 333, Lorong Sarawak, Melawati Urban 1, Pusat Bandar Melawati 53100 Kuala Lumpur. Jamu Mak Dara interested in opening new banches all around Malaysia and perhaps out of Malaysia to market its product, at the same time to promote Jamu Mak Dara products more efficiently.

Since there is no branch of the spa in Ipoh yet, Jamu Mak Dara team is interested in setting up a new spa in Ipoh. So the strategic location for the spa is located at No. 5 Lengkok Harimau, Jalan Sultan Azlan Syah, 30450 Ipoh Perak Darul Ridzuan.