UNIVERSITI TEKNOLOGI MARA
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DEPARTMENT OF INTERIOR ARCHITECTURE

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It is recommended that this project report prepared
by

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titled

PROPOSED INTERIOR DESIGN SCHEME OF KARANGKRAF BOOKSTORE AND CAFE
FOR KUMPULAN KARANGKRAF SDN.BHD AT T20 3RD FLOOR 150 IPOH PARADE, JALAN SULTAN ABDUL JALIL
30450 IPOH PERAK DARUL RIDZUAN

accepted in partially fulfillment of the requirements for a Diploma in Interior Design

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Course Coordinator : .......................................................... Mr. Abdul Hamid Mohamed
ABSTRACT

The project that had been chosen for this final project is to Proposed Interior Design Of Bookstore and Cafe for Karangkraf at Jalan Sultan Abdul Jalil, Ipoh Parade 30450 Ipoh Perak Darul Ridzuan. The focus of this project is to solve the issues and to accomplish all the objectives of this project. The issues of the project is because of awareness, to increase the percentage of reading population in Malaysia, especially to the youth generation that less interested in reading. And one of the objective in this project is to create a new space for a new experience for Karangkraf reader, where they can enjoy reading a book and also can find the old products in this bookstore.

The purpose for this project is to open a new bookstore and cafe for Karangkraf for the first time and to exposed their product to the customer about Karangkraf in the future especially to all youth generations to learn more about Bahasa Malaysia. This project also relate with Karangkraf focus which is will always be the younger generation, especially in the magazine and novel section. It is better to target an emerging market because most of the popular section is in youth segment.
CHAPTER 1.0 INTRODUCTION

1.1 INTRODUCTION

This report is the result of study and data collection to assist in the design of the proposed project at the end of bookstore and cafe. In this project students are required to prepare a design strategy or scheme based on the research issues, such as the students should know about how to design a space with specific requirements. For an example for designing a bookstore should considering much things, a bookstore owners and managers have spent much time and money experimenting how to entice customers into their stores and help select and buy books, so the interior design of the store should interesting, unique and fresh look. As well as in design the cafe, all this things has to consider in a design.

This project is to attract many people to come in this bookstore and cafe in addition to create a practical and a new concepts to customers by providing a quality service. The selection of this project is to highlight the new design for the bookstore and cafe for karangkraf and to find a way about how to compete with other established company.

In this bookstore and cafe project the students have to do many research about the rules and regulations to open the bookstore cafe, such as how to encouraging interaction between the bookstore and the cafe, and to solve the problems whether to allow customers to take unpurchase books into the cafe or food into the bookstore, because of the policy set by a store depends largely on the design and how closely the two operations are intergrated.