

EPOXY COFFEE TABLE WITH WOOD DISC DECORATION

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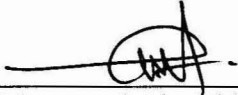
**Final Year Project Report Submitted in
Partial Fulfilment of the Requirements for the
Degree of Bachelor of Science (Hons.) Furniture Technology
in the Faculty of Applied Sciences
Universiti Teknologi MARA**

JANUARY 2019

CANDIDATE'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my work, unless otherwise indicated or acknowledge as reference work. This thesis has not been submitted to any academic institution or non-academic institution for any other degree or qualification.

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ABSTRACT

EPOXY COFFEE TABLE WITH WOOD DISC DECORATION

Coffee table is a small low table usually placed in front of a sofa for holding bowls, magazines and others. Nowadays, people were use new raw material to create coffee table, such as epoxy resin which has some excellent characteristic that can be used in furniture production. In this study, the epoxy coffee table with wood disc decoration was designed and produced by using combination of wood disc from tree branches, epoxy resin and metal as the main raw material. The use of wood disc in this product was to reduce the waste from logging activities. After the product has been produced, the survey was done by distributing a set of online questionnaire through Google form application that involves 150 respondents including lectures, staff and students from Faculty of Applied Science UiTM Pahang campus Jengka. The issues have been analysed such as knowledge, raw material, design, marketing and satisfaction. Based on the result, most of the correspondents agreed about suitability of raw material, design of product, suitable price and the product can be commercialized in the market. Based on demographic analysis, there was indicated gender, profession, income and age. For the descriptive analysis results shows that the mean 4.34 for marketing variable was highest value for the rating score. Next, comparative analysis results show the gender indicated that male respondents get higher mean rating for marketing compared to female. For the profession, staff gave higher mean rating to all factors, the respondents who have income RM 1,000 to RM 3,000 give higher mean rate compared to others and lastly for age, from 50 years old and above give highest value mostly for all factors. Generally, based on correlation analysis shows the positive moderate correlation value for all factors included against customer satisfaction.

TABLE OF CONTENTS

	Page
APPROVAL SHEET	ii
CANDIDATE'S DECLARATION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF PLATES	vii
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	x
ABSTRACT	xi
ABSTRAK	xii
CHAPTER 1 INTRODUCTION	1
1.1 General	1
1.2 Problem Statement	4
1.3 Justification	4
1.4 Scope and Limitation	4
1.5 Objectives of Study	5
CHAPTER 2 LITERATURE REVIEW	6
2.1 Furniture	6
2.2 Furniture Design	7
2.3 Furniture Style	8
2.4 Coffee Table	10
2.5 Design Concept	11
2.6 Anthropometrics	12
2.7 Ergonomics	13
2.8 Raw Material	14
2.8.1 Wood	14
2.8.2 Metal	15
2.8.3 Epoxy Resin	15
CHAPTER 3 METHODOLOGY	17
3.1 Introduction	17
3.2 Materials	17
3.3 Methods	18

3.3.1	Product Design Process	18
3.3.2	Product Manufacturing Process	23
3.4	Product Analysis	29
3.4.1	Representative Sampling	30
3.4.2	Questionnaire Design	30
CHAPTER 4 RESULTS AND DISCUSSION		32
4.1	Introduction	32
4.2	Demographic Analysis	32
4.3	Descriptive Analysis	35
4.4	Comparative Analysis.	40
4.4.1	Gender	40
4.4.2	Profession	41
4.4.3	Income	42
4.4.4	Age	43
4.5	Correlation Analysis	44
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS		45
5.1	Conclusion	45
5.2	Recommendations	46
REFERENCES		47
APPENDICES		50
EVALUATION OF FINAL YEAR PROJECT REPORT		56
PUBLICATION OF THE PROJECT REPORT UNDERTAKING		57
PERMISSION FOR REFERENCES AND PHOTOCOPYING		58
CURRICULUM VITAE		59