

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

OCTOBER 2012

It is recommended that this project report prepared

by

MUHAMMAD SHAHRUL IKMAL BIN ZAHARI

titled

**PROPOSED INTERIOR DESIGN OF LERUN BICYCLE SHOWROOM AT
LOT P.T NO. 7 TOL BATU TIGA FEDERAL HIGHWAY, MUKMIM DAMANSARA,
DAERAH PETALING, SELANGOR FOR LERUN INDUSTRIES SDN BHD**

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

Report Supervisor

Dr. Abdul Halim Bin Abdul Manaf

Course Coordinator

Mr. Abdul Hamid Bin Mohamed

ABSTRACT

In final semester of diploma in Interior Design, the understanding of the project is important to make sure all the progress is going well. With the project title, proposed new interior design of Lerun Bicycle Showroom for Lerun Industries Sdn Bhd at Lot P.T No. 7, Tol Batu Tiga Federal Highway, Mukmim Damansara, Daerah Petaling, Selangor, the understanding of the circulation of service and sale, system used in the showroom, market strategy, design psychology and some related issue is important to solve the design problem. Therefore, all the aspect to create and to solve the problem in designing the showroom is taken seriously. Moreover, research about the client, site proposed, interviews, observations, case study and also questionnaire is made to make sure this project can be done perfectly. The process of design have a several early images to show the important and advantages of showroom in promoting the project Lerun Bicycle Showroom.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

Assalamualaikum w.b.t

I would really like to thanks and very grateful to Allah because give me an oppurtunity in completing this project report. To finish the report for the project Lerun Bicycle Showroom, there is some resistance and also problem when the process to getting information for this project. However, i feel very lucky and grateful because of the guide and some useful information based on experience that i get from my supervisor Dr. Abdul Halim Bin Abdul Manaf and also Mr. Abdul Hamid Bin Mohamed as a program coordinator in helping to done this project report.

Special thanks to my parents in giving a good advising and never give up to fully support. The suggesion and information from them is also giving me an useful and new experience while done this project report. Last but not least, to all the person who involve and helping me to perfectly complete this project Lerun Bicycle Showroom, thank you.

Table of Contents

ABSTRACT.....	iii
ACKNOWLEDGEMENT	iv
LIST OF FIGURES	viii
LIST OF TABLES.....	viii
LIST OF ABBREVIATIONS.....	ix
CHAPTER 1.0 INTRODUCTION.....	1
1.1 INTRODUCTION.....	1
1.2 PROJECT'S ISSUE.....	2
1.2.2 Design Issues.....	3
1.3 PROJECT'S AIM.....	5
1.4 PROJECT'S OBJECTIVES	6
1.5 PROJECT METHODOLOGY	7
1.5.1 Interview.....	7
1.5.2 Observation.....	7
1.5.3 Internet.....	8
1.6 PROJECT SCOPE.....	9
1.7 PROJECT LIMITATION	10
1.8 PROJECT SIGNFICANCE.....	11
1.5.1 Client.....	11
1.5.2 Public	11
1.5.3 LeRun Bicycle Showroom.....	12
CHAPTER 2.0 CLIENT	13
2.1 CLIENT'S BACKGROUND	13
2.3 VISION AND MISSION.....	15
2.3.1 VISION.....	15
2.3.2 MISSION.....	15

CHAPTER 1.0 INTRODUCTION

1.1 INTRODUCTION

Bicycle is an early mechanical type of transportation in our country. The existence of bicycle have innovate our lifestyle as its contribute in many field such as military, economy, transportation, recreational and even entertainment. The improvement had lead to establishment of Lerun Industries Sdn Bhd in 1970's. However, this company have never own any bicycle showroom to actually showed their speciality and technology in bicycle manufacturing to Malaysian. Therefore, as the market leader in Malaysia bicycle industry, Lerun Industries is considering to open their first bicycle showroom in Malaysia.

This is all about cycling lifestyle. The understanding of the function and the system in designing a showroom. To create a new interior design of Lerun Bicycle Showroom for the client Lerun Bicycle Industries Sdn. Bhd.

With the site proposed at Lot P.T No.7 Tol Batu Tiga Federal Highway, Mukmim Damansara, Daerah Petaling, Selangor, the site itself can actually help a lot in promoting the Lerun Bicycle Showroom because it is constructed specially for shoroom and reatail. It is located at the main road from Port Klang to Kuala Lumpur, near to Plaza Tol Batu Tiga.