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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 NEW INTERIOR DESIGN SCHEME FOR CLASSIC HONDA MOTORCYCLE  
DI NO 3 JALAN METRO PUDU 1, FRASER BUSINESS PARK,  
OFF JALAN YEW, 55200 KUALA LUMPUR.**

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

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## **ABSTRACT**

Creativity and imagination is the important element to make a good design before the writer need to draw a sketches. This project is proposed a new design scheme for Classic Honda Motorcycle Showroom. Before make a new design, writer will start to do research and analyze on the general issues and design issues to solve the problems and to come up with new ideas. The chosen of any potential site is important to make this project succeed. This highly potential for being developed. So, the future of this showroom might be well-known by the public. Furthermore, this site is located at the center of Kuala Lumpur.

The design was been critic step by step by the lectures to make this showroom more interesting and good design. Writer also need to identify and make understanding the system and flow of showroom to give to the client satisfied and easier to client work on the showroom. Writer also do case study on internet and local motorcycle s showroom for make sample and get some idea.

The plan is the element which most interior designers use to develop space. Therefore, students and educators should have a greater understanding and vocabulary for such an important tool.

## **ACKNOWLEDGEMENT**

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## **CHAPTER 1.0**

### **1.1 INTRODUCTION**

Boon Siew Honda Sdn Bhd, is a joint venture company between Honda Motor Co., Ltd. and Oriental Holdings Bhd, it was started operations in September 2008 with the dual aims of consolidating motorcycle production and sales in Malaysia and to achieve higher customer satisfaction and efficiency.

Prior to the emergence of the new company, Boon Siew Sdn Bhd was responsible for the wholesale business of Honda motorcycle products in Malaysia and contracted the final assembly of Honda motorcycles to Kah Assemblers Sdn Bhd, a wholly-owned subsidiary of Oriental Holdings Bhd.

With the new joint-venture company, Honda obtained 50% of the outstanding shares of Kah Assemblers Sdn Bhd from Oriental Holdings Bhd, and established is a joint venture with Oriental Holdings Bhd. Beginning January 2009, wholesale operations were transferred from Boon Siew Sdn Bhd to consolidate production and sales operations within the new company. While envisioning collaboration with other Honda companies in the ASEAN region, the new company will strengthen its competitiveness and strive to provide products and services, exceeding the customers' expectations.