

PROPOSED NEW BRANCH AND DESIGN FOR CROCODILE  
RETAIL AT THE GARDENS, LOT G203A, G204 AND 205,  
TINCKARSEN SYED PETRA 59200 KUALA LUMPUR

FADIRA BINTI GULAMADNAS  
2005487299

DEPARTMENT OF INTERIOR ARCHITECTURE  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
UNIVERSITI TEKNOLOGI MARA  
PERAK  
SERI ISKANDAR CAMPUS

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## **ABSTRACT**

The final project of interior design for diploma is the manifestation to students' understanding on process aspects of interior design that has been studied from the basic to presentation level of design proposal. The chosen product for this project is retail, the brand is Crocodile. The purpose of this project is to introduce crocodile's menswear products and to be the leading fashion lifestyle provider in Malaysia. In running this project, the most important of the retail is to know the fundamentals of retail, finding the images and finding a focus. The research method for this project is based on observation of retail shops through differences of local and international. The advantages that can be seen in this Crocodile brand are, the materials are made from the finest materials for maximum comfort, the apparel are stylish and smart, the look is distinguished in these well tailored slacks and shirts made from fine European quality fabric. In conclusion, the new design concept that will be run should have the characteristics and customers needs besides the suitable concept to be shown. The design hopefully, will give benefits to all, and liked by either local or foreigner.

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