

**REPORT OF  
PROPOSED NEW DESIGN SCHEME FOR CADBURY CAFÉ  
AT LOT C21-C, PARK MALL, GROUND FLOOR,  
SURIA KLCC, KUALA LUMPUR**

**By:**

**SHAZLEEN BT MD AFFANDI  
2004424900**

**DEPARTMENT OF INTERIOR DESIGN  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
MARA UNIVERSITY OF TECHNOLOGY  
PERAK  
SRI ISKANDAR CAMPUS**

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## **ABSTRACT**

The purpose of this thesis is to create a new Cadbury Café where it present the image of Cadbury itself and provide a place that suitable for Cadbury's target market.

The objectives are to design according café requirement and based on client's need. To provide a one place for all genres- kids, adults, parents and family. To design Cadbury Café that reflect Cadbury image in every aspect, since the day it started until now. To create a new concept that blends with Cadbury image and to give relax and fun environment at the same time. These objectives are to aim one mission which is to apply and represent Cadbury image in this Cadbury Café.

There are a few ways of research application in this project which are site analysis, interview and case study. The purpose these methods are to solve the problems in café and management in a café. The process of data collection will be applied in design process to create a space that is comfortable and suits for chocolate's lover. Thus, it will create a new image for this new Cadbury Café.

*In conclusion, the café is based on research and data collection. Furthermore, the result of research is the outcome of concept and image that applied in design process.*

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