

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

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It is recommended that this report prepared

by:

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Titled:

**PROPOSED NEW DESIGN SCHEMES FOR ANI SUP UTARA RESTAURANT  
AT 29, 29A, 31, 31A JALAN MEDAN IPOH 1E, MEDAN IPOH BESTARI, 31400, IPOH, PERAK**

accepted as to fulfill the requirement to attain the Diploma in Interior Design

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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. A restaurant is defined as an establishment that serves prepared food and beverages to be consumed on the premises (Webster, 2006). The term covers a multiplicity of venues and a diversity of styles of cuisine. Customers are looking for a good experience from the moment they walk in the door until the time they leave. "Taste is only one of our senses. Restaurant patrons want an authentic experience in an environment that speaks to them and their needs," (Shawn Alexander, 2003). The purpose of this project is to give a concept to the Ani Sup Utara Restaurant because currently the restaurant is just a typical family dining and as a franchised restaurant, it needs a standard design that reflect Ani Sup Utara and can be applied to other Ani Sup Utara's branches. In conclusion, the new restaurant design for Ani Sup Utara that will be run should have the characteristics and customers' needs besides a suitable concept. The design is hopefully, to give benefits to the investors as a competitive franchise restaurant.

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## TABLE OF CONTENTS

<b>ABSTRACT</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii-viii</b>
<b>LIST OF FIGURES</b>	<b>ix-xi</b>
<b>CONTENT</b>	<b>PAGE No.</b>
<b>CHAPTER 1.0</b>	
<b>1.1 INTRODUCTION</b>	<b>1 - 3</b>
<b>1.2 RESEARCH METHODOLOGY</b>	<b>4</b>
<b>1.3 PROJECT AIM AND OBJECTIVE</b>	<b>4</b>
<b>1.4 PROBLEM ISSUES</b>	<b>5</b>
<b>1.5 SCOPE OF PROJECT</b>	
1.5.1 SPACE REQUIREMENT	7 – 9
<b>1.6 RESEARCH LIMITATION</b>	<b>9</b>

## CHAPTER 1.0

### PREFACE

#### 1.1 INTRODUCTION

A restaurant is defined as an establishment that serves prepared food and beverages to be consumed on the premises. As living space in the city dwellers has less private room to call their own, they are increasingly choosing to dine out in public spaces. This is reflected in the rich diversity of food and design on display in today's restaurant. In the twenty – first century, eating out is as much about entertainment as well as nourishment.

Restaurant often specialize in certain types of food or present as certain unifying and often entertaining. Good design can help position a restaurant in the market place. Customers are looking for a good experience from the moment they walk in the restaurant until they leave.