

**PROPOSED NEW DESIGN AND SCHEMES FOR
MAZDA SHOWROOM AT LOT 189, JALAN
SULTAN ISKANDAR, 30250 IPOH,
PERAK DARUL RIDZUAN**

**BY:
MOHAMMAD HAZRUL BIN ALIAS
2003260245**

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

JULY 2006



Acknowledgement.

Assalamualaikum.....

Firstly, many thankful to Allah SWT for given me spirit on everything, especially on doing this final report until it complete. The process of writing this "report" requires the support of a great many people and organizations. Although it was written in solitude, the completion of this work would not have been possible without the help of everyone. Therefore, I would like to take this opportunity to thank all those who contributed to the successful actualization of this project.

First and foremost, I would like to express my sincere thanks to my lecturer that handle this final report subject, Cik Mawar bt. Masri for believing in this enterprise from the beginning and for helping me bring this concept fruition. I would like to thank my assessor En. Nordin Bin Misnat for the support, understanding and turning this manuscript into a completed book.

I would like to thank my beloved mother and father for supporting me to begin my career as an interior design student in UiTM Seri Iskandar, Perak. I also would like to thank my friends for their support all the time.



Abstract.

The objective of this project are to form a Mazda showroom as a part of its one roof marketing vehicle in Malaysia and to develop a design scheme that would express its corporate identity which is well established as one of dominant automotive company.

A series of interview and observation had been conducted in collecting relevant data and information. A set of (questionnaires) had been distributed to various group such as public, Mazda car owners and automotive – link companies.

The finding of this research shown that it needs to be commercialized and to cater for the public as well as the Mazda lovers. It also gives an advantage to clients to expose the new Mazda product to the customers. To achieve a high quality of Mazda showroom, we specified the design according to the guideline of Mazda Dealership Asia-Pacific. Share the experience most incredible Mazda showroom that perhaps one day will be a one of the best selling car in Malaysia.



ACKNOWLEDGEMENT		I
ABSTRACT		II
TABLE OF CONTENT		III
LIST OF FIGURE, CHART AND SCHEDULE		IV
CHAPTER 1	INTRODUCTION	1
	1.0 RESEARCH INTRODUCTION	2
	1.0.1 DEFINITION OF SHOWROOM	
	1.0.2 THE HISTORY OF SHOWROOM	
	1.0.3 TYPES OF S CAR SHOWROOM	3
	1.0.4 DESIGN MISSION	4
	1.0.5 DESIGN OBJRCTIVE	
	1.1 CLIENT	5
	1.1.1 HISTORY OF ORGANIZATION	
	1.1.2 CLIENT'S ADDRESS	7
	1.1.3 CLIENT'S MISSION	
	1.1.4 CLIENT'S VISSION	
	1.1.5 LOGO	8
	1.1.6 ORGANIZATION CHART	9
	1.1.7 CLIENT SPACE REQUIREMENT	
	1.1.8 RESEARCH METHODOLOGY	10
	1.1.9 CONCLUSION	13
CHAPTER 2	PROJECT	14
	2.0 CASE STUDY AND RESEARCH	15
	2.1 CYCLE & CARRIAGE BINTANG BERHAD	16
	2.2 AUTO BAVARIA SDN. BHD.	23
	2.3 SITE ANALYSIS	30
	2.4 SITE ENVIRONMENT	34
	2.5 SITE ACCESSIBILITY	36
	2.6 VEGETATION	37
	2.7 BUILDING ANALYSIS	38



1.0 Research Introduction

For this final project, I have chosen to proposed new design and schemes for Mazda Showroom for my client, Cycle & Carriage Bintang Berhad.

1.0.1 Definition of showroom

Showroom is a room where objects for sale are displayed for people to see: a car showroom. In this project, designing a showroom must be a space that is compelling and inviting to the consumer. The most important element of the building is to sell.

1.0.2 The history of showroom

Car showrooms originated in the early 1910s with the introduction of the automobile. In larger cities, many of these dealerships had multiple floors. In smaller towns, dealerships often grew out of pre-existing garages. Often dealerships sold gas as well since this was before the gas station concept was born. In the 1920s, car ownership really took off and most big cities developed "automobile rows" - avenues with many dealerships, repair shops and auto-related businesses.

Some of these very early showrooms survive as conversions. Some diverted into repairs-only shops while others became restaurants, apartments, banks, etc. Surviving dealerships from the 1950s and 1960s are less likely to maintain their original appearance. Owners seem to believe keeping a modern appearance is just as important as having the