

**UNIVERSITI TEKNOLOGI MARA  
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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 OF CONVERSE RETAIL FOR CONSPORTS (M) SDN. BHD.  
AT S05, SECOND FLOOR SEREMBAN PARADE, LOT 4973, JALAN DATO' BANDAR TUNGGAL,  
70000 SEREMBAN, NEGERI SEMBILAN DARUL KHUSUS.**

Accepted in partially fulfillment of the requirements for a Diploma in Interior Design

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## **ABSTRACT**

A final year student pursuing a diploma course in Interior Design is required to prepare a final year project. The design of the project should be related closely to current issues or similar to it. The knowledge and skill acquired during the duration of the course should be put to practise and onto the drawing board. This also includes the research, case study, interviewing of clients, designing proposals, preparing art work, preparing presentation drawings, design development and last but not least the final presentation. The proposed product for this project is 'Converse'. The idea to propose this project based on market situation about the Converse business that have been increased and there are only one Converse retail located at Seremban. Thereafter, a plan was proposed to prepare a retail design that may interest and fulfil the public demand, needs for both of client and customers. From the research and observation conducted on the product and the site, the information and details gathered was used as a guideline to prepare the design. After scouting for a while, an empty lot in Seremban Parade Shopping Complex was chosen as a proposed site for this project. The objective was to design and prepare a 'Converse' retail with the concept and style best suited to the client, Consports (M) Sdn. Bhd. It is sincerely hoped that the proposed design would give the premise the desired image projection that is needed to enhanced the interest of the Converse user.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

This thesis is a requirement for each and every interior design student to get the Diploma in Interior Design in Universiti Teknologi Mara. Students have to submit report about their final project. This thesis will record each and every data and information about the final project such as research, case study, client information, project proposal, site proposal, concept, style, image, design development and final presentation.

This report is to proposed new design of Converse retail. Generally, retail consists of the sale of goods or merchandise from a fixed location in small or individual lots for direct consumption by the purchaser. Nowadays, retailing commercial in Malaysia has a good demand for their service no matter the type of business. Converse is a classic sneakers or shoes that still been use until now. Starting from an athletic shoe for basketball, tennis and badminton, nowadays it becomes a fashion trend for young generation. Officially, it start to reach Asia in 1984, this classic shoes are available in the original form and in a variety of new materials, colors, prints and special features. More than a decade from 1908 until now, Converse still remains and creates their long history of tradition and performance.