

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

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It is recommended that this project report prepared

by

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titled

**REPORT ON PROPOSED NEW INTERIOR DESIGN SCHEME FOR CREATIVE ZEN RETAIL SHOP,
AT LOT NO. 5, JALAN PJU 5, KOTA DAMANSARA, 46780, PETALING JAYA, SELANGOR DARUL EHSAN**

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

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ABSTRACT

This Diploma level Interior Design final project is towards student understanding about the interior design project's whole aspect that had been studied from the basic level until the design proposal presentation. The selected final project is a proposed new interior design scheme of Creative Zen Retail Shop for Multi-Tronic Sdn. Bhd. at Lot no. 5, Jalan PJU 5, 46780, Petaling Jaya. The concept and image is also apply to both interior and exterior to appeal the centre will be able to lure more customers who were always keen in our design values of the product. There were several researches done to succeed this retail shop final project, amongst them are site analysis, building analysis, interview, observation and case studies. All these studies have a purpose of identifying the existing weaknesses and also attempt to solve some of the problems that appear. These investigations will be implemented in the design process with the intention to gain an attractive design and also suitable with the Multi-Tronic demands in terms of function and aesthetic value.

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CHAPTER 1.0 INTRODUCTION

1.1 PREFACE

This final project report is an obligation for obtaining a Diploma in Interior Design at University Technology Mara (UiTM). This course acts as a design understanding exercise for the students, where at this level students are given a task to prepare a design scheme based on research and observation related to existing problems and issues in a certain design process. This final project report of Diploma in Interior Design is 'Proposed New Interior Design of Creative Zen Retail for Multi-Tronic Sdn. Bhd. at No.5 Jalan PJU5, 47810, Kota Damansara, Petaling Jaya, Selangor Darul Ehsan.

Youth nowadays are attracted with technologies that comes with styles. As for example, cool gadgets like cell phones, MP3 players, digital cameras and so on, have been a compulsory trend for the teenagers. It is a must to have one of it. Creative Zen is one of the well-known brand that produced such gadgets that concerned on the figure and appearance of their products. Creative tend to yield a product that provide latest technology yet with their peculiar designs. Most of the gadget are designed to fulfilled the consumers need with vibrant colors and catchy design.

In 1989, Creative Company has been founded by Sim Wong Hoo. From the onset, the Creative brand reflected the founder's inquisitive approach to technology. And so, the brand continues to reflect the curiosity, playful irreverence, customization, and innovation that have become the core values permeating their culture. This core values define their dedication to digital entertainment wares and services that excite and exceed expectations. With user friendly interfaces, multiple features, and well thought-out designs that echo Creative's name with each push of button.