

ABSTRACT

The final project for the student of Diploma in Interior Design is a manifestation towards the student's knowledge about the whole aspect on interior design that had been learnt from basic to the final presentation on the proposed design. The project that had been chosen for the final project is to Proposed New Interior Design For Mustika Ratu Spa Of Suri Illusi Beauty at no 5, Lengkok Harimau, Gunung Rapat, 31400 Ipoh, Perak Darul Ridzuan. This proposed spa is to attract users, mostly on women to try for themselves the treatment that the Mustika Ratu produce, at the same time to promote their product successfully as they offered a javanese treatment and interiors, that comes mostly from Indonesia. The target market for the users of this spa range product is women, man , and teenager from all age and classes, that are concern about their look and appearances, not forgetting to find those who are interested in trying a java-based spa treatment. Concept and image that had been chosen not only must be suitable with the clients as both of it would reflect the client itself. Connected to that, the chosen design style for Mustika Ratu Spa is based on Javnese (contemporary) design, goes all the way i propose for client the traditional javanese look and at the same time would attract the customers with different image that they would only get in Mustika Ratu. Before getting design, that is suitable with the client's needs, some data analysis should be done where these analysis is on types of customers to attend the session, types of services offered, products of the brand, spaces to be concluded in the proposed area, operation time and informations about other spas that use the same system in management, as the proposed spa.

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CHAPTER 1.0 INTRODUCTION

1.1 BACKGROUND OF RESEARCH

The reasons of doing this project because this product have its own image and client interested to introduce the spa with this brand. Besides that, the spa took off was because the world today placed importance on a good quality of life and life expectancy. In addition to that, the Mustika Ratu product range is based on traditional beauty recipes from the Javanese royalty. So i take this chance to proposed new interior design for Mustika Ratu Spa and my client is Suri Illusi Beauty.

The client an owner of Suri Illusi Beauty, Pn.Azliza has choosed place for her new spa. The location is at Gunung Rapat, Ipoh and it is a big bungalow with huge advantage to be famous one day. The history of building is, this bungalow is one of JKR'S quaters and previously, there were three owner lived in this building. The building was left vacant ten years ago. The place is a strategic location to open a spa because it is a JKR'S (Jabatan Kerja Raya) quarters for managerial level staffs. It is situated next to the main road which is Jalan Azlan Shah. Besides that, the place own a big compound area that i might need to proposed a new parking area to accomodate customers in future.

Suri Illusi Beauty sdn.bhd is a retail that sell Mustika Ratu goods and has been chosen as the client. The owner at this retail is Mrs.Azliza Hasni, she has opened this retail since 2001 until now. She is helped by his husband in managing this business to run smoothly. Suri Illusi Beauty have a mission to expand their business by opening a spa using Mustika Ratu spa a product. In a