

**UNIVERSITI TEKNOLOGI MARA  
DEPARTMENT OF INTERIOR DESIGN  
FUCULTY OF ARCHITECTURE, PLANNING, SURVEY**

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This Project Report prepared

by

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titled

**REPORT PROPOSED OF NEW INTERIOR DESIGN SCHEME OF AUDI SHOWROOM AT NOT 132,SECTION 41,  
JALAN SULTAN ISMAIL,50250 KUALA LUMPUR,  
FOR EUROMOBIL SDN. BHD.**

accepted as a part of requirement of Diploma in Interior Design

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## **ABSTRACT**

Proposing a new interior design scheme for Audi showroom in Kuala Lumpur is an idea given by my client itself, who wanted to open up a new branch showroom in the heart of the city of Kuala Lumpur. This is part of their plan on expanding their sells to and to make the car brand becoming the top premium brand car maker in Malaysia by the year 2010. They wanted the new showroom to follow the same standard company design that the Audi AG has come out on the year 2008. They wanted the new showroom to up hold the identity of Audi and the image that they represent. The client felt it is time to redesign all Audi showrooms in Malaysia to its current image so that the showroom will reflect the recent development batch of new design models that come out. They want the new showroom to make an impact to Malaysian and the brand will be the coming trend of exotic and exclusive cars in the country as it did to Mercedes Benz and BMW.

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## 1.1 INTRODUCTION PROJECT BRIEF

Cars have been around since the late 1800. As time changes, cars makers has develop their brand cars to the point where it becomes a challenge. Now the every car company in the world competes by showing their new model of cars with a new image and new identity. For automotive companies to sell their cars, they need to have a dealership or a car showroom. To differentiate between any other automotive companies, each company create their own image and concept. These showroom changes their image after certain period of time to keep with the current trend.

Through the years, an automotive company such as Audi AG has change their company identity to keep with the current and future taste. They have created an identity that is well known to the whole world of automotive. Audi also has develop their cars to a new look to compete with their competitors such as BMW, Mercedes, and other top premium brand cars. Not only they gave a new look but also complete with new technology that can compete with Mercedes and BMW. With this new development, Audi can be recognized to the world by their showroom or dealership. While in other country like Singapore has upgrade their Audi showroom to Audi new cooperate image, but Malaysia hasn't. A branch in Johor and in Peneng was just open up early still year. Both of this showroom is not following the new cooperate image that Audi AG has provided. This project requires to proposed a new interior design of Audi Showroom for Euromobil Sdn.Bhd.

Euromobil Sdn.Bhd. is the company that responsible on bringing the car into Malaysia.