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**OCTOBER 2009**

It is recommended that this report prepared

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titled

**PROPOSED NEW DESIGN SCHEME OF LeRun BIKE CENTRE FOR LERUN INDUSTRIES SDN. BHD.  
AT LOT 264, JALAN AMPANG OFF JALAN JELATEK, 50450 KUALA LUMPUR**

has been accepted to fulfill the requirement to attain the Diploma in Interior Design

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## **ABSTRACT**

The competitive environment in retail and bicycle industry is expected to get more intense. There are lot of bicycle retails have been set up in every states in Malaysia and more are still to come. To succeed in this business, retailers will have to rethink their existing work practices and business strategies to see if more efficiencies and competitive advantage can be secured by doing things differently. This proposal is to open new concept store of LeRun Bike Centre at Jalan Ampang off Jalan Jelatek, Kuala Lumpur. The main objective is to introduce a 'Dynamic' concept and 'Modern' design to follow the client corporate image and identity. This centre is different from other bicycles retail. It will be a hot spot for the bicycle fans and will act as a catalyst to prompt other retailers to convert a conventional setting to the current modern concept store. The idea to undertake this project was given due attention after taking into consideration the current and design issues, and to solve the problems encountered by the bicycle retails efficiently. Therefore, a plan was proposed to prepare new design and approach that may interest and fulfill the aspiration of the client, workers and customer. Design scheme concept should be taken into account as profoundest study. From the research and observation conducted, all data and details gathered was used as a guideline in the design process.

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## 1.1 PROJECT BRIEF

This report is a comprehensive exercise design, which is the students have to prepare interior design scheme according to their final project. The title for my final project is Proposed New Design Scheme of LeRun Bike Centre For LERUN INDUSTRIES SDN. BHD at Lot 264, Jalan Ampang off Jalan Jelatek, 50450 Kuala Lumpur.

Recent events in the retail industry have shown that the level competition experienced in the past will further intensify in the future, and that in the mass market segment, this competition will be driven by price, promotions, variety of offerings and by the speed at which new offerings reach the market.

The bicycle retail industry has always been continuously to remain a very competitive industry as most of them offering the same items with the same display fixtures which is not properly arranged and not interesting. Competition in such environment can only be expected to get more intense.

Basically, each bicycle retail found in Malaysia seldom provide comfortable and attractive exhibition space for the customer. This include satisfaction aspect and advisory service, as most bicycle consumer in Malaysia are lack of information about bicycles. In order to succeed in this industry, new approach and design environment of a concept store need to be done.

The selection of this project is to provide a different style of bicycle retail, redesign a new concept and image of display fixtures and to provide site gathered for bicycle's fan, by giving a practical and comfortable atmosphere in order to cater the needs of the workers and customers. Therefore, design scheme concept will be taken into account as profoundest study and the issue and problems need to be solved effectively.