

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

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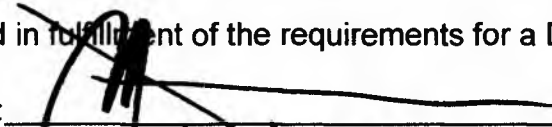


by

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**PROPOSED NEW INTERIOR DESIGN OF RESTAURANT FOR
D'PAYA SERAI RESTAURANT AT LOT 3 & 5 JALAN PLUMBUM S 7/S, SEKSYEN 7,
40000 SHAH ALAM, SELANGOR DARUL EHSAN**

submitted in fulfillment of the requirements for a Diploma in Interior Design

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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 propose a new interior design for D'Paya Serai Restaurant at lot 3 & 5, Jalan Plumbum S 7/s, Seksyen 7, 4000 Shah Alam, Selangor. This proposed restaurant is to attract customers, mostly on student and family to try the great Kelantan food. With the outcome of a new D'Paya Serai Restaurant, it is hoped to make this restaurant more recognizable and assist more customers. The concept and image is also applied to both interior and exterior to appeal the restaurant will be able to lure more customers. There were several researches done to succeed this restaurant 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 D'Paya Serai Restaurant image in terms of function and aesthetic value.

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CHAPTER 1.0 INTRODUCTION

1.1 INTRODUCTION

This report is the coursework for course THE386, Research Thesis as for graduating in a Diploma in Interior Design at University Technology Mara (UiTM). This course acts as a comprehensive practice on the art of Interior Design, where at this stage the students have to prepare a design scheme based on analysis and observations on some issues or problems that they encounter while dealing with the design process. This final project report of Diploma in Interior Design is Proposed New Interior Design Scheme Of D'Paya Serai Restaurant At Lot 1 & 3, Jalan Plumbum S 7/S, Seksyen 7, 4000 Shah Alam Selangor.

Nowadays, there are many restaurants that serve different types of delicious food and cuisine all around the world. Most Malaysians love to eat food of different culture. This happens because Malaysia is a multi-racial population with different cultures. Each race and culture has different methods and ways to preparing their food. So there are more advantages in setting up a restaurant so that it can add more variety to the food industry in Malaysia. A restaurant (from French "RESTAURANT") prepares and serves food and drink to customers. Meals are generally served and eaten on premises, but many restaurants also offer take-out and food delivery services. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and services models.

D'Paya Serai restaurant operation since 8 May 1998. The first restaurant opening at KLCC and this restaurant has 4 outlets there. After opening at KLCC, the owner opens 2 outlets at Midvalley and 2 outlets at Genting First World. But now the owner concerns about 4 branches at NKVE Petronas, Bentong Petronas, Shah Alam Giant and The Mall food court.