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Titled

**REPORT FOR PROPOSED NEW DESIGN FOR AIK CHEONG CAFE AT
NO.2, KUALA PAYA, 50500 KUALA LUMPUR**

Is accepted as to fulfill the requirements to attain the Diploma Interior Design

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ABSTRACT

From all the research that had been done, every process of café design must take care of several things including project objectives, the feasibility study, technical requirements and the concept. In relation to this research, I had opportunity to observe the expansion of theme café where this type of café is getting more popular nowadays. Beside that, I also had discovered problems in café or coffee house business such as orientation of cafes must be suitable to give a good flow and some of cafes not using concept in its design beside they just decorate the café to look interesting such as put some photo frame or plants. Moreover, café also plays its own role in sending message for example, the images and theme that is shown will give information and effect to customers. If we see now, most of customers not understand about the image and concept that want to be shown in every café design. This we can see that customers more interested in café that use international image and concept. For them, local theme such as Malay traditional and Baba & Nyonya are not interesting. It seems that international cafes set the trend that the locals have to follow. So, this Aik Cheong café presents a café that have images of traditional Malaysia elements with modern contemporary. This café will still have Eastern characteristic. This to ensure that the café can be accepted by all kind of people either tourists or local people.

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CHAPTER 1.0

INTRODUCTION

1.0 CAFÉ

A café or coffee shop is an informal restaurant offering a range of hot meals and made to order sandwiches. This differs from a coffee house, which is limited menu establishment which focuses on coffee sales. Depending on the jurisdiction, a café may be licensed to serve alcohol. In many countries, however the term ‘café’ denotes roughly what ‘coffee house’ denotes in English speaking countries. In American cafes the serving of coffee incidental to the serving of food, and they may or may not serve alcoholic beverages.

In small towns, the local café is often the central gathering spot for conversation and meetings. Such cafes are especially popular for breakfast. In central business district of larger cities cafes and coffee shops are often open only for breakfast and lunch, since their patrons leave the area after business hours.

A café can refer to a small informal public discussion. These are usually live events, and often focus on stating an open conversation on a particular topic. Nowadays some café also have WiFi service where people can serve internet while having meal.