

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

APRIL 2010

This project report is prepared

by

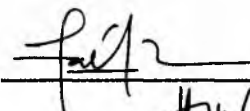
FIQ'HA NUR AMIRA BINTI SHAHFUZI

titled

**PROPOSED NEW INTERIOR DESIGN FOR SATE KAJANG HAJI SAMURI RESTAURANT AT LOT 3 & 4,
WATERFRONT BISTRO, ESPLANADE WING LUMUT WATERFRONT, 32020, LUMUT, PERAK DARUL RIDZUAN**

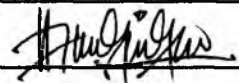
Submitted in fulfillment of the requirements of Diploma in Interior Design

Report Advisor

:  23 APRIL 2010

Cik Fairuzzana Ahmad Padzi

Course Coordinator

:  27-4-2010

Pn. Azizah Md Ajis

Program Coordinator

: _____

Dr. Ahmad Marzukhi Monir

ABSTRACT

The titled of my project study is Proposed New Interior Design for Sate Kajang Haji Samuri Restaurant at Lot 3 & 4, Waterfront Bistro, Esplanade Wing Lumut Waterfront, 32020 Lumut, Perak Darul Ridzuan. It is located near the beach. It is a good spot to build up a new restaurant because there is no sate restaurant around there. The target market of this traditional food is mostly people whoever wish to eat sate. The first branch restaurant from the product at Kajang, Selangor is one of the way for the company to expand their target market and business. The main objective of this project is to portray a new look for the product and the restaurant.

There are a few of methodology and techniques have been used to achieve this objective. There are three phase for each methodology. It depends on how cooperative the client and how we strive for the information to be included in this report. The restaurant needs a new concept and images that shows the looks of a sense of delight. It is key important to give a better images for this restaurant referring back to the main objective of this proposal yet to improvise the products marketing strategies.

Abstract	i
Acknowledgement	ii
Table of Contents	iii
List of Figures	iv
List of Tables	iv
List of Photos	v
List of Appendices	vi
List of Abbreviations	vii

CONTENTS			PAGE
CHAPTER	1.0	INTRODUCTION	1
	1.1	INTRODUCTION	2
	1.2	PROJECT'S AIM	4
	1.3	PROJECT'S OBJECTIVES	4
	1.4	PROJECT'S METHODOLOGY	5
	1.5	SCOPE OF PROJECT	6
	1.6	LIMITATION OF PROJECT	8
	1.7	SIGNIFICANCE OF PROJECT	9
CHAPTER	2.0	CLIENT	10
	2.1	CLIENT'S BACKGROUND	11
	2.2	ORGANIZATION CHART	16
	2.3	VISION AND MISSION	17
	2.4	CORPORATE IMAGE	17
CHAPTER	3.0	SITE ANALYSIS AND BUILDINGANALYSIS	19
	3.1	SITE ANALYSIS	19
	3.2	BUILDING ANALYSIS	31
	3.3	FINDINGS	32
	3.4	CONCLUSION	44

CHAPTER	4.0	CASE STUDY	45
	4.1	CASE STUDY 1	46
	4.2	CASE STUDY 2	57
	4.3	CASE STUDY 3	77
	4.4	PRECEDENT STUDY	84
	4.5	CONCLUSION	91
CHAPTER	5.0	PROJECT	92
	5.1	CLIENT'S REQUIREMENT	93
	5.2	SCOPE OF WORK	95
CHAPTER	6.0	DESIGN PROPOSAL	97
	6.1	INTRODUCTION	97
	6.2	DESIGN PROPOSAL	98
	6.3	CONCLUSION	131
REFERENCES			132
APPENDICES			133

CHAPTER 1.0

INTRODUCTION

1.0 INTRODUCTION

This report is the coursework for course INA 396, Research Thesis as for graduating in Diploma in Interior Design, Universiti Teknologi Mara. This course is a comprehensive work of art and schematic in Interior Design program, which required students in this stage to develop and design a new scheme based analysis and observations on some general and design issues that they face while dealing within the design process itself. This thesis is a report about proposing a new interior design scheme for Sate Kajang Haji Samuri Restaurant for Diploma in Interior Design's final projects. This is crucial and important as to propose a new interior design scheme on the client's need based on the current issues which required the full-depth analysis and observation.

Restaurant Sate Kajang Haji Samuri located at Tingkat 1 Bangunan Dato' Nazir, Jalan Kelab, 43000, Kajang, Selangor Darul Ehsan is the famous sate restaurant in this country. Their business is huge and they have 20 outlets located at some expressway's rest area in Klang Valley. The restaurant serve variety of sate such as beef, mutton, chicken, fish and other exotics like rabbit and deer meat. Sate had been known to have originated from Indonesia. For many Malaysians, they are adamant that it is a very Malaysian meal or traditional food. Sate is normally eaten for dinner. They consist of simply chunks of meat on skewers and grilled over charcoal fire.