

UNIVERSITI TEKNOLOGI MARA

**VISUAL MERCHANDISING
ASPECTS IN
BRIDAL BOUTIQUE**

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Dissertation submitted in fulfillment
of the requirements for the degree of
Degree Of Interior Architecture (Hons.)

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AUTHOR'S DECLARATION

I declare that the work in this dissertation was carried out in accordance with the regulation of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academy institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic rules and Regulations for Post Graduate, University Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

In each of the most significant events in the lives of couples, wedding is one. They are unforgettable moments. That could make a couple feel like a queen and a king on that day. It is not only for those who for the first time, want to share their lives together, but it is also a celebration of the renewal of vows and anniversaries. Furthermore, this will be a method for sharing one's passion and values. The purpose of weddings varies, it is important to have a good, lasting memory of that occasion (Sivemala, 2016). This research is carried out two comparative studies to compare each and every Bridal Boutique operators which took different place in Malaysia. First at the Bizmilla Factory, located at One City, Subang, Selangor and second at The Calla, located at Shah Alam, Selangor. The research objective of this research to identify user's feedback in visual merchandising of bridal boutique and to investigate the visual merchandising aspects in bridal boutique. In this study, it applies the qualitative and quantitative method which is the two methods in order to obtain. First, the questionnaire, second is on site-observation. Study shows the type and method of display, lighting, colors and material also finishes that are influenced visual merchandising in bridal boutique. It could help designers to explore more about the several elements to achieve end user's satisfaction. More studies and research need to be conducted to solve the problems.

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