

UNIVERSITI TEKNOLOGI MARA

**SYSTEMATIC SPACE PLANNING FOR
RECORD STORE WITH ADDITIONAL
PLEASANT CAFÉ AREA**

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Bachelor Interior Architecture (Hons.)

February 2021

ABSTRACT

Record stores remain a significant third position for contemporary urban communities, despite digitization. This retail store offers locals a source of music, information, enjoyment, distraction, and distinction as places of cultural consumption. Over time, however, where these places exist in the modern city has changed. To keep the record stores known, the impression of individuals with record stores is so important. The record store's space planning makes it impossible for vinyl customers to locate the correct vinyl. There are limited space to fulfill the spaces requirement in a record store. Furthermore, most of the record stores do not have proper space to store their products accordingly to types. This descriptive is to investigate the space planning of the selected record store, the impression of people on the record store nowadays and also to study the spaces needed in a record store according to the function and type of spaces. The study is to provide a systematic space planning for a record store to attract more customers. In order to gain a better insight on the research of the space planning in the record store and cafe, semi-structured interviews were conducted with 6 people. A questionnaire also is being conducted, and an on-site observation in conduct at the existing site of selected case study. Results indicated that most of the respondent agreed that the record store need to improve the record store itself for the first impression to be better. The study also found that the record store must provide a better space planning and a better display area in the future.

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, for His showers of blessings throughout my research work to complete the dissertation successfully.

I would like to express my deep and sincere gratitude to my research supervisor, Dr. Arniatul Aiza binti Mustapha, for giving me the opportunity to do research and providing invaluable guidance throughout this research. Her vision, sincerity and motivation have deeply inspired me. She has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work under her guidance.

Besides my supervisors, I would like to thank the rest of my dissertation lecturers, Puan Nor Hazirah binti Hasri and also Puan Noorul Nadya binti Shaharum for their encouragement, insightful comments, hard questions and also the useful notes given.

I thank my fellow studio mates in Valkyrie Studio; Iman Naziha, Ainnur Adilah and Muhammad Afiq for the stimulating discussions, for the sleepless nights we were working together before deadlines, and for all the fun we have in the last three years. Also, I am grateful for my special friend; Muhammad Nur Faris for the never-ending support and the advices for me to complete the dissertation. My gratitude also goes to all those who agreed to be surveyed and gave me the benefit of their knowledge, views and experience.

Last but not least, I would like to thank my family, my parents; Mohd Fadzil bin Abu Bakar and Ilazidah binti Md Salleh for giving birth to me at the first place and supporting me spiritually and physically throughout my life and in everything I do.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

A record, or once known as a phonograph record is an analog sound storage medium in the form of a flat disc with modulated spiral groove. The groove usually starts near the periphery and ends near the center of the disc. At first, the discs were commonly made from shellac. (Mudge, 2001) Since then, gradually, records made of any material began to be called vinyl records, or vinyl. Vinyl records come in all different shapes sizes, and increasingly, colors. (Mudge, and Hoek, 2001)

According to Shuker (2016), LP (long-playing) albums were introduced in 1948, and there was a huge improvement on the existing shellac 78 RPM records that were limited to less than five minutes of playback time per 12-inch side. Now, new LP discs were made of PVC (vinyl) and played with a smaller-tipped microgroove stylus at 33 1/3 rpm with each side of a 12-inch record can include up to 26 minutes of music per side. The LP was popular with classical music due to longer playback time, but nowadays, artists took advantage of the longer playing time to create a more complete body of work. (Kramer, n.d)

Record collecting has now being a hobby to many people. More record stores are now opened everywhere in town. As stated by Williams and Connell (2010), existing studies indicate that by delivering personalised guidance or curation from people with high levels of cultural capital and offering retail environments that provide unique, exclusive and authentic shopping experiences, retailers can create differentiation, value and customer loyalty. In the digital age,