

PROPOSED NEW INTERIOR SCHEME DESIGN FOR THE SKATES SHOP ASIA SDY BHD NEW OUTLET
LOCATED AT LOT F-29, F-30, F-31 AND F-32 FIRST FLOOR, SUWAY CARNIVAL MALL, 3068,
JALAN TODAK, PUSAT BANDAR SEBERANG JAYA, 13700 SEBERANG JAYA, PENANG

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

APRIL 2010

It is recommended that this Research Project Report prepared

By

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titled

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Has been accepted fulfilled part of faculty term to gain Diploma of Interior Architecture

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ABSTRACT

The final project of interior design for diploma is the manifestation to students' understanding on process aspects of interior design that has been studied from the basic to presentation level of design proposal. The project that I choose for my final year project is design a new interior design scheme for the Skates Shop Asia Sdn. Bhd new outlet which located at the Lot F-29, F-30, F-31 and F-32 First Floor, Sunway Carnival Mall, 3068, Jalan Todak, Pusat Bandar Seberang Jaya, 13700 Seberang Jaya, Penang. This outlet will operate as the skates shop hub station for the Malaysia skates and few other nearest country neighborhood skates such as Thailand. The shop aim's is for the skates and the customer would like to buy new equipment and apparel, skates and customer who would like to upgrade and services their skate, new beginner skates would like to learn a proper skates lesson and tricks and customer or visitor who like to buy a skates merchandises as gift. Due to the wide range of skates and customer that is comes from all different back ground, races and country to the Skates Shop Asia, the concept and style for the shop must be suitable to each individual and must be comfortable to each customers that's shop in the Skates Shop Asia. The image and concept that has been choose not only must be suitable to the customer, but also must be able to give a positive effect and confident to the customer about the product in the Skates Shop Asia. Therefore, the style I choose for the Skates Shop Asia new interior scheme is *'Urban Street Style'* which bring the meaning of design concerns the arrangement, appearance and functionality of towns and cities, and in particular the shaping and uses of urban public space freedom which not complementary with a certain group or races. It is about the freedom and unites with others as one. However, to achieve a good final design, a few research has to be done where the research purpose is to identify the client background and the Skates Shop Asia customer aim's, the type of product that is always be in customer attention, kind of space planning that should be in the shop, type of services and facilities that the shop will provide, time the business operation start, and others information that is complementary with shop operation system. The type of research that has been taken in this project is by interview, newspaper, internet, observation, experience and case study.

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