

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

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This project report is prepared

by

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titled

**REPORT ON PROPOSED NEW INTERIOR DESIGN  
HARLEY DAVIDSON CLUBHOUSE FOR NAZA BIKERS GROUP  
NO 151 &153, JALAN AMPANG, 50450 KUALA LUMPUR.**

submitted in fulfillment of the requirements for a Diploma in Interior Design

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## **ABSTRACT**

This Diploma level Interior Design final project is towards student understanding about the interior design project's whole aspect that had been studied from the basic level until the design proposal presentation. The selected final project is a proposed new interior design of Harley-Davidson clubhouse for NAZA Prestige Biker Sdn. Bhd. at 151 & 153, Jalan Ampang, 40540 Kuala Lumpur. Harley-Davidson clubhouse is an opportunity to HOG (Harley Group Owner) members in local and overseas to having their activities. As a coordinators of the Harley-Davidson motorcycles, NAZA Prestige Bikes Sdn Bhd is a group which has launch the new Harley-Davidson NAZA auto mall in Petaling Jaya, Selangor and the Harley-Davidson lifestyle gallery in KLCC to boost-up tourism sector and promoting Harley-Davidson legacy in South-east Asia. Malaysia has being chosen for the reason that they want to introduce this brand for Harley-Davidson die-hard fans besides attract crowd to join in all aspects such as neither their 'way of life' nor their bike accessories. In USA, where this brand was invented they were sustains a loyal brand community which keeps active through their social clubs activities, events, and a museum.

Harley-Davidson becomes one of icon because they have their own strong and exclusive image naturally. This grown up grouping is very popular with their routine such as having breakfast trip everyday and them still having the same living style currently. That is why NAZA want to launch the new clubhouse especially for the Harleys.

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|                                   |  |                 |
|-----------------------------------|--|-----------------|
| <b>ABSTRACT</b>                   |  | <b>i</b>        |
| <b>ACKNOWLEDGEMENT</b>            |  | <b>ii</b>       |
| <b>TABLE OF CONTENTS</b>          |  | <b>iii-vi</b>   |
| <b>LIST OF FIGURES</b>            |  | <b>vii-xiii</b> |
| <b>LIST OF DIAGRAMS</b>           |  | <b>xiv</b>      |
| <b>LIST OF TABLES</b>             |  | <b>xv</b>       |
| <br>                              |  |                 |
| <b>CONTENT</b>                    |  | <b>PAGE</b>     |
| <b>CHAPTER 1.0 INTRODUCTION</b>   |  | <b>1</b>        |
| 1.1 PREFACE                       |  | 1-2             |
| 1.2 RESEARCH METHODOLOGY          |  | 3-4             |
| 1.2.1 Primary data                |  | 5               |
| 1.2.2 Secondary data              |  | 6               |
| 1.3 RESEARCH AIM                  |  | 7               |
| 1.4 PROJECT OBJECTIVE             |  | 8-9             |
| 1.5 SCOPE OF STUDY                |  | 10              |
| 1.6 RESEARCH LIMITATION           |  | 11              |
| 1.7 PROJECT SIGNIFICANT           |  | 12-13           |
| 1.8 SUMMARY OF INTRODUCTION       |  | 14              |
| <br>                              |  |                 |
| <b>CHAPTER 2.0 CLIENT PROFILE</b> |  | <b>15</b>       |
| 2.1 CLIENT'S BACKGROUND           |  | 15-17           |
| 2.2 ORGANIZATION CHART            |  | 18              |
| 2.3 VISION AND MISSION            |  | 19              |
| 2.3.1 vision                      |  | 19              |
| 2.3.2 mission                     |  | 19              |

## **CHAPTER 1.0**

### **INTRODUCTION**

#### **1.1 PREFACE**

This Project Report for course INA 386 as part of 06 for graduating in Diploma requirement for Interior Design, Universiti Teknologi Mara. This course is a comprehensive practice on the art of Interior Design, where at this stage the students have to prepare a design scheme based on analysis and observations on some issues or problems that they encounter while dealing with the design process. This Project Report is a report on a proposed new design of Harley Davidson clubhouse for NAZA Prestige Group Sdn. Bhd. as a Diploma in Interior Design's final project. This is important as to propose a new interior design on the client's needs and on the current issues based on the crisis observation.

Harley-Davidson is an American motorcycle manufacturer. Founded in Milwaukee, Wisconsin, during the first decade of the 20th century, it was one of two major American motorcycle manufacturers to survive the Great Depression. The company sells heavyweight (over 750 cc) motorcycles designed for cruising on the highway. Harley-Davidson motorcycles (popularly known as "Harleys") have a distinctive design and exhaust note. Harley-Davidson sustains a loyal brand community which keeps active through clubs, events, and a museum.