

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

**NOVEMBER 2008**

It is recommended that this report prepared

By

**MOHD SHAFIQ BIN MOHD RAFIQ**

**2005197420**

Titled

**PROPOSED NEW INTERIOR DESIGN OF PET STORE OUTLET AT LOT 28053, PARCEL 1 - 1 A, JALAN WANGSA DELIMA 13,  
D'WANGSA LINK COMMERCIAL CENTRE, WANGSA MAJU, 53300, KUALA LUMPUR  
FOR PETS WONDERLAND**

Is accepted as to fulfill the requirements to attain the Diploma in Interior Design

Report Supervisor : \_\_\_\_\_ En. Izat Bukhary bin Ismail Bukhary  
Course Coordinator : \_\_\_\_\_ 14/11/08 Pn. Mawar binti Masri  
Program Coordinator : \_\_\_\_\_ Prof. Madya. Dr Mohd Sabrizaa Bin Abdul Rashid

## ATTRIBUTE

Assalamualaikum warahmatullahi wabarakatuh and alhamdulillah. Full grace to Allah the almighty for his bless and mercy that enables me to complete the thesis for my final project which is the proposed new interior design of pet store outlet for Pets Wonderland at Lot 28053, Parcel 1 – 1A, Jalan Wangsa Delima 13, D'Wangsa Link Commercial Centre, Wangsa Maju, Kuala Lumpur.

Firstly I would like to thank my beloved parents for their on going and everlasting love and support during the process of making this thesis report and many times before. Without them I probably would not be able to complete this task efficiently as I should.

A handful of appreciations are also to be given to the lecturers who had involved in the process of learning and provided me with helpful information and guidance to be applied in this thesis and for the final project entirely. Many thanks to the thesis coordinator , Pn.Mawar binti Masri who had given the most contribution and ideas of what to include in a thesis report and how to compose it in a rightful manner. My gratitude to the thesis supervisor, En.Izat Bukhary bin Ismail Bukhary who help to ease the confusions and problems that occurred during the process of writing the thesis report.

Furthermore, to my fellow colleagues who mutually lend a hand in terms of ideas, materials, transportation, information and many more, thank you for your help and kindness. This includes the staffs of Pets Wonderland, Y&T Aquarium and SPCA for making an effort spending their time to contribute in my research studies.

## **ABSTRACT**

This final project is about a proposal on a new interior design of pet store outlet for Pets Wonderland which will be situated at Lot 28053, Parcel 1 – 1A, Jalan Wangsa Delima 13, D'Wangsa Link Commercial Centre, Wangsa Maju, Kuala Lumpur. The purpose of this proposal is to come up with a brand new interior design for a pet store that would consist an area for animal display, pet accessories and supplies and also an area for grooming and consultation in order to promote Pets Wonderland products and services to the public especially in around the proposed site area. As for the long term period, the objective is to encourage and educate people to be more responsible and caring towards animals especially their pets through the pet store style and design features. Numerous researches have been made by studying various person and parties related to pet store industry locally and internationally. As a result, several aspects related to the project are identified for a place for enhancement and additions. It is also acknowledged that the strengths, weaknesses, opportunity and restriction of the store are vital factors to ensure the sustainability of this project. Unlike other retail store, a pet store can be considered unique because it does not only challenge the designer on how to create an interesting way to display products such as food and accessories, but they also have to think about how to create a suitable display method for the animals.

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## **CHAPTER 1.0 PREFACE**

### **1.1 INTRODUCTION**

Pets are domesticated animals which have been affiliated with humans since thousands of year ago. They are kept for companionship and enjoyment. There are various types of animal that can be made as pet such as hamsters, tortoises, colourful fishes, iguanas but the most popular choice are cats and dogs. These animals can be trained to entertain their owners or do chores like fetching the newspaper and some even trained or groomed to compete with each other in a competition.

The latest trend of pet keeping is the digital or virtual pets. These devices or software are the alternative way for the people who cannot afford on buying a real pet or have allergies and other constrictions. Conclusively, both conventional and electronic pets serve the same purpose which will train their owners to be more responsible, loving and improve their self-discipline.

The project is to propose a new interior design of a new pet store outlet for Pets Wonderland. Pets Wonderland is the largest specialty pet retailer in Malaysia that sells pets and related products consist of pet food, supplies and services. Considering the fact that Malaysia is a fast growing market for pet trade (estimated 15% per year) and having the leading command in share of this market, Pets Wonderland is looking to expand its market throughout Malaysia and furthermore, the Asian market. Therefore, in order to comply to the company's objective, an expansion of a new store outlet with new look and new design features but preserving Pet's Wonderland commitment in being the most caring, complete and value oriented store.