

REPORT : PROPOSED INTERIOR NEW DESIGN OF THEME CAFE AT NO 32,32A & 32B,  
JALAN PLUMBUM Q7/Q, SEKSYEN 7, 40000 SHAH ALAM,  
SELANGOR DARUL EHSAN FOR MAT SALAI SDN BHD

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## **ABSTRACT**

The competitive environment in food industry is expected to get more intense. There are lot of restaurant and cafe have been set up in every states in Malaysia and more are still to come. This final project will is to design the interior design of a cafe. This project to be covered all the aspect of interior design that have been learned from the basic level up to the stage performance design proposals is final project is proposed to design a new cafe scheme, concept and theme for Mat Salai Cafe which located at No.32, 32A & 32B, Jalan Plumbum Q7/Q, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan. This site has been chosen due to the site location as the focus area of the public. The aim of this project are to introduces new theme and colour scheme of Mat Salai Café. At the same time, to create the new space for individual privacy and new facilities for disable person for moving and also to feel comfort. Therefore, the objectives of Mat Salai Café are will be one of the best café in design, theme and space planning in Malaysia. So that Mat Salai brand will be known widely. The design style will be approached by theme. The development of theme comes from the characteristic of Mat Salai's logo itself. The cartoon character in the logo and the malay element of a village environment. The concept will be implement in this interior this café. The methodology of this final project are collected from primary data and secondary data. Primary data was the main data or information that need to collected. all the primary data was collected by interview from staff of Mat Salai Sdn.Bhd (MSSB), Maljis Bandaraya Shah Alam (MBSA) and also staff from developer of proposed site itself. Other than that, all information gain from observation at the proposed site to study about the environment of site and measurement of the building. Beside that, all advantage and disadvantage of the café and small restaurant design will be collected and analyzed to make as a guideline and reference in design project from case study and precedence study. additional information can be collected from secondary data by internet, reference book and magazine or newspaper sources. All the problem will be solve soon when the process development of design and more research about the design until be define design. Therefore, I will produce a new design concept and theme that suit Mat Salai Café to become one of the best and interesting café in Malaysia.

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