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INTERIOR ARCHITECTURE DEPARTMENT**

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It is recommended that this Research Project Report prepared

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titled

**PROPOSED NEW INTERIOR DESIGN OF PHILIPS LUMILEDS RETAIL CENTRE FOR PHILIPS (M) SDN.BHD.  
AT STUDIO 99, LOT 54, JALAN LIEW WENG CHEE, JALAN YAP KWAN SENG, 50450, KUALA LUMPUR**

accepted in partially fulfillment for the award of the Diploma in Interior Design

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## Abstract

In this days and age, users have grown more mature when it comes to purchasing any product. The issue that I am bringing forward is about how the seller is going to convince the end users to use their product confidently without feeling any hesitation after purchasing them. It is also the way to convince the end users to buy their products when they are so many competitions out there that are promising the same outcome.

The problem with retail centre nowadays, they only display what they are selling without further information on explaining about their product such as how to install the product, or what can you do with the product, what to keep in mind should there be any consequences or defect after few years or things related to the products.

The plan is to Proposed New Interior Design of Philips Lumileds Retail Centre for Philips (M) Sdn.Bhd. at Studio 99, Lot 54, Jalan Liew Weng Chee, Jalan Yap Kwan Seng, 50450, Kuala Lumpur. It will not be an ordinary retail centre because the idea is to break away from the normal, typical retail design. The method is to give the future user the clear picture on how the product's functions and the results they are getting from certain products from the display technique.

Hence, a new approach and technology on display technique will be used in the retail centre. All data and information gathered throughout the process will be used as a design guidelines to come with a design that will satisfy the client, the end-user and the workers. Therefore, a thorough planning on the space and a suitable image and concept must be choose to implement on this project.

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## CHAPTER 1.0 INTRODUCTION

### 1.1 INTRODUCTION

The title for my final project is Proposed New Interior Design of Philips LUMILEDS Retail Centre For Philips (M) Sdn. Bhd. at Studio 99, Lot 54, Jalan Liew Weng Chee, Jalan Yap Kwan Seng, 50450, Kuala Lumpur.

**Retail design** is a creative and commercial discipline that combines several different areas of expertise together in the design and construction of retail space. Retail design is primarily a specialized practice of architecture and interior design, however it also incorporates elements of interior decoration, graphic design, ergonomics, and advertising.

It is a very specialized discipline due to the heavy demands placed on retail space. Because the primary purpose of retail space is to stock and sell product to consumers, the spaces must be designed in a way that promotes an enjoyable and hassle-free shopping experience for the consumer. The space must be specially-tailored to the kind of product being sold in that space; for example, a bookstore requires many large shelving units to accommodate small products that can be arranged categorically while a clothing store requires more open space to fully display product.