

FINAL REPORT ON PROPOSED NEW DESIGN  
OF TINY TAPER RETAIL AT LOT 13, JALAN TELAWI 3,  
50100 WIL AYAH PERSEKUTUAN KUALA LUMPUR.

By

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## 1.0 INTRODUCTION

Retail comes from the French word *retailer*, which refers to "cutting off, clip and divide" in terms of tailoring (1365). It first was recorded as a noun with the meaning of a "sale in small quantities" in 1433 (French). Its literal meaning for *retail* was to "cut off, shred, paring". Like the French, the word retail in both Dutch and German (*detailhandel* and *Einzelhandel* respectively), also refers to the sale of small quantities of items.

Retailing consists of the sale of goods or merchandise from a very fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinated services, such as delivery. Purchasers may be individuals or businesses. In commerce, a "retailer" buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end-user. Retail establishments are often called shops or stores. Retailers are at the end of the supply chain. Manufacturing marketers see the process of retailing as a necessary part of their overall distribution strategy. The term "retailer" is also applied where a service provider services the needs of a large number of individuals, such as a public utility, like electric power.

Shops may be on residential streets, shopping streets with few or no houses or in a shopping mall. Shopping streets may be for pedestrians only. Sometimes a shopping street has a partial or full roof to protect customers from precipitation. Online retailing, a type of electronic commerce used for business-to-consumer (B2C) transactions and mail order, are forms of non-shop retailing.

Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping and browsing and does not always result in a purchase.



products and practices into your daily life. Think about it, if you shop online with Tiny Tapir, you won't have to waste time, energy or petrol by going to the mall.

## **1.2 RESEARCH METHODOLOGY**

Research methodology refers to the methods used for research purpose. The research methodology could be categorized into three major phases. The first phase is the introduction about the proposed project, as well as research on the client's background and history. The second phase consists of collection of data and information gained regarding the proposed project. The third phase is the phase where design process is proposed, based on the client's request and the information gained from the from the first and second phase.

### **1.2.1 First Phase**

#### **a) Client**

Organize a meeting or discussion with the client to gain lots of useful information and data about them. The information gained from the discussion is essential, as it tells the strengths and weaknesses of the proposed project. Besides that, the information gained from the client also helps, especially regarding site requirements, client's request and the necessary feature needed by the client. At the same time, the information gained should be the guideline of design proposal, so that the final design satisfy the client's request, and reflects the client's background and corporate identity.

#### **b) Research focus**

Research focus refers to research on the types of retailing, the space requirements based on the the type of retail, the facility needed in the retail space, the services provided by the client, how the retail operates, the organization charts of the client, the major problem of the selected site, and the things I should avoid in design process. Besides, the research also includes case study on global retailing, as the customers might come not only from Malaysia, but from all over the world as the proposed site is located in Bangsar, a well-

known and strategic location. Therefore, research on the system of retailing and the suitable design from the overseas should be carefully studied so that the proposed design could be accepted by everyone with different background history.

#### **c) Site selection**

Site selection proposal should be appropriate and suitable for the project, as well as the objective and issue of the project, so that the selected area is strategic in order to attract customers. The site should also have basic public facilities and nearby an area with potential to attract a lot of customers. More job vacancies and business opportunities means more potential to attract customers. Besides that, other aspects that should be considered is the possible business competitor, available public transportation services, sufficient parking area nearby and other facilities such as restaurants, petrol station and others. Other minor aspects such as site orientation, geographical study and business strategy.

#### **d) Issues and problems**

While completing research, all the issues and problems should be identified as a guideline to solve the design problems. Analysis and researches on designing an interior space will certainly help in design process. Researched and collected problems will then be solved based on studies on the client's operation systems, space requirements and their personal requests.

### **1.2.2 Second Phase**

#### **a) Case Study**

The purpose of this research is mainly to collect information on the interior space planning and the client's space requirement of several retail shops similar to Tiny Tapir. The case study does not only cover retail shops here in Malaysia, but also retail shop in the overseas. As a result, all the weaknesses, strengths and problems were identified as a guideline on designing the interior space of

Tiny Tapir retail shop. This method is important to compare the design and services offered by the other retail shops, in order to create a successful design that solves all the problems and at the same time satisfy the client's needs.

### **b) Site and Building Analysis**

This step is crucial before starting all the design processes, in order to identify the most suitable site for the project. The site and building analysis should be carried out carefully in order to gain exact information about the proposed site. There are several aspects that should be considered in site analysis, which consists of site and wind orientation, accessibilities, transportation, landmarks and facilities in the surrounding area, including parking spaces, petrol stations, banking institutions and others. Meanwhile, building analysis consists of building structure, mechanical and electrical systems, building plans, types and number of column, building measurement, existing materials and other vital information. Site analysis is important to identify the strengths, weaknesses, obstacles and threats of the proposed site. Besides that, site analysis is also important to identify the accessibilities of the proposed site, the main roads and alternative roads.

## **1.2.3 Third Phase**

### **a) Analysis of data collection**

All the informations is gathered from the magazines, internet and many more. All of the information is needed in the design stage from the beginning to the end. After we gather all the informations, we can translate it a simpler form such as diagrams or visuals. This is the way to make people understand more of the scope of our design.