

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

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It is recommended that this project report prepared

by

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titled

**PROPOSED NEW INTERIOR DESIGN SCHEME OF BOUTIQUE RETAIL  
AT 1F – 23, LEVEL 1, SACC MALL, JALAN PERBADANAN 14/9, PUSAT BANDAR, 40000, SHAH ALAM, SELANGOR  
FOR EMMETT**

accepted in partially fulfillment of the requirements for a Diploma in Interior Design

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**ABSTRACT**

Commercial space such as retail, boutique, and others were one of the designs that will merge with corporate identity of the branding or products. The design that will be design must be not be temporary and solid. It must be always up to date and can match for every collection. Others than that, opinion from customers also will be one of the suggestion that will be involve in design process for retail or commercial spaces. Commercial design was so special when it's come to design the layout plan that must be interest to anyone that will be the guest or customer for those spaces. Then special features need to be in those spaces for giving an attraction aspect on those spaces. Other than that, color scheme also can be the most important thing that will be considered when design the commercial space. It will be an attraction to those people would like a window shopping.

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Bismillahirrahmanirrahim

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Thank you.

## CHAPTER 1.0 INTRODUCTION

### 1.1 INTRODUCTION

This final report is compulsory for final year student of Diploma in Interior Design University of Technology MARA. This course is to train the student about a design understanding exercise, which means at this level the students have to prepare a design scheme based on an analysis and observation method that related to the issues and problems that they face while the design process. This Final Report Writing Is A Report For Final Project Of Diploma In Interior Architecture (INA 305) On "Proposed New Design Scheme Of Boutique Retail At 1F- 23,23A, 25, 26, Level 1 Shah Alam Convention Centre (Sacc) Mall, Jalan Perbadanan 14/9, 40000 Shah Alam, Selangor For EMMETT".

For now, EMMETT existing boutique does not have a proper discussion area for customer and designer to discuss privately. Other than that, the existing boutique was so small and narrow there is no place for customer to sit while trying the EMMETT product. The operation hour also not suitable with customer timing because the existing boutique not open on weekends it is because of the shopping mall management. The existing location not suitable because customer will have more free time on weekends than weekdays.