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It is recommended that this report prepared

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titled:

**REPORT PROPOSED NEW DESIGN SCHEME OF BOUTIQUE CAFÉ FOR SEED (PADINI HOLDINGS BERHAD)
AT MILLENNIUM SQUARE, DATARAN MILLENNIUM PJ, NO 98 JALAN 14/1, 46100 PETALING JAYA SELANGOR**

Has been accepted to fulfill the requirement to attain the Diploma in Interior Design

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ABSTRACT

The competitive environment in the retail and Food and Beverage industry is expected to get more intense and crowded. More foreign brand names have now set up shop in Malaysia and more are still to come. Business conditions in this sector will become less forgiving; complacency and a slowness to act or change will be severely punished. To succeed in such an environment, retailers and brand owners alike will have to rethink their existing work practices and business strategies to see if more efficiencies and competitive advantage can be secured by doing things differently. Best practices in product design and merchandising, customer service, data collection and analysis, store layouts, inventory control, etc., will have to be reviewed, modified and adopted just so a retailer can stay relevant and profitable. This proposal is for open second branch SEED boutique and café at Millennium Square Petaling Jaya, Selangor. The main objective is to proposed new concept and design for SEED boutique and café. Enhance to make a perfect boutique café in good environment and services. Wireless internet service will be providing in this second branch of SEED boutique and café. Observation and compilation data was done before the design process. A good proposal must have a good research to make this proposal successful. The information of client must be research before to proceed this project proposal and also site proposed information. Finally, analysis all the data will be a guider in design process. The proposed design concept is "The Paradox Boolean" to follow the client image and identity.

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1.1 INTRODUCTION

This report is a comprehensive exercise of design, which is the students have to prepare interior design scheme according to their final project. The title for my final project is Proposed New Design Scheme of Boutique and Café for SEED Sdn. Bhd.

Recent events in the retail industry have shown that the level of competition experienced in the past will further intensify in the foreseeable future, and that in the mass market segment, this competition will be driven very much by price, promotions, variety of offerings and by the speed at which new offerings reach the market.

The fashion retail industry has always been and continues to remain a very competitive industry. In recent years, rising disposable incomes, a growing middle class, and the quickening pace of urbanization have all contributed to a rapid expansion in amount of retail space available, especially in the urban centers of Malaysia. In turn, this has provided tremendous opportunities for more and more brands to be showcased.

A most diverse range of characteristics; price, age, lifestyle preferences, income, gender, archetypes, social class, culture, etc. have increasingly segment the market; the consumer is spoilt for choice. Competition in such an environment can only be expected to get more intense, and jostling among the industry's players to gain a greater share of the consumer's attention and spending is most certainly expected to get more bruising.