

Project 1 :- Residential Project



BEDROOM DESIGNED BY:
SUNALI KHAJURIA
Interior Design –AND Academy
2022-2023

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CLIENT PROFILE



Mr. Suhail Mahajan(30) and Mrs. Payal Mahajan(28)

Son name: Amitabh Mahajan (2.5 years)

They are working couple in Jammu

They are Living on the 1st floor of a house

People who live in / visit the house:

The couple and son

House Help

Visited by their:

- A. Parents
- B. Siblings
- C. Friends

Background:

Suhail Mahajan is a Businessman and Payal Mahajan works in school as a teacher and also she runs her own coaching institute. They are very friendly and follow a simple life style .They love to spend the time with family and close friends. Suhail Mahajan watching a cricket match with friends. They both plan a dinner once a month.

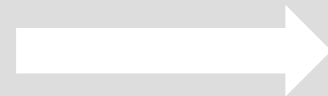
Wants and need for the Interior Design of their Bedroom and Bathroom:

In the Bedroom:

- Pastel Colours
- TV Unit should be their in the room
- Wardrobe
- Wanted bed side switch board
- Study Table / Coffee Table with Chair
- Wooden Floor
- Require Curtains
- False ceiling

In the Bathroom

- Marble Wall
 - Mirror with Light
- Glass Wash basin with Storage
- Shower Panel with Glass Door



What they like:

Playing with son
Listening Music
Watching Cricket match
Mood Light



Style Preference:

Modern Style

Functional Needs

Study Table

TV Console

Mood Lighting

Bed side switch
board

Chair with Coffee
Table

Foot rest

Emotional Needs

Playing with Child

Spend quality time
with Family and
Friends

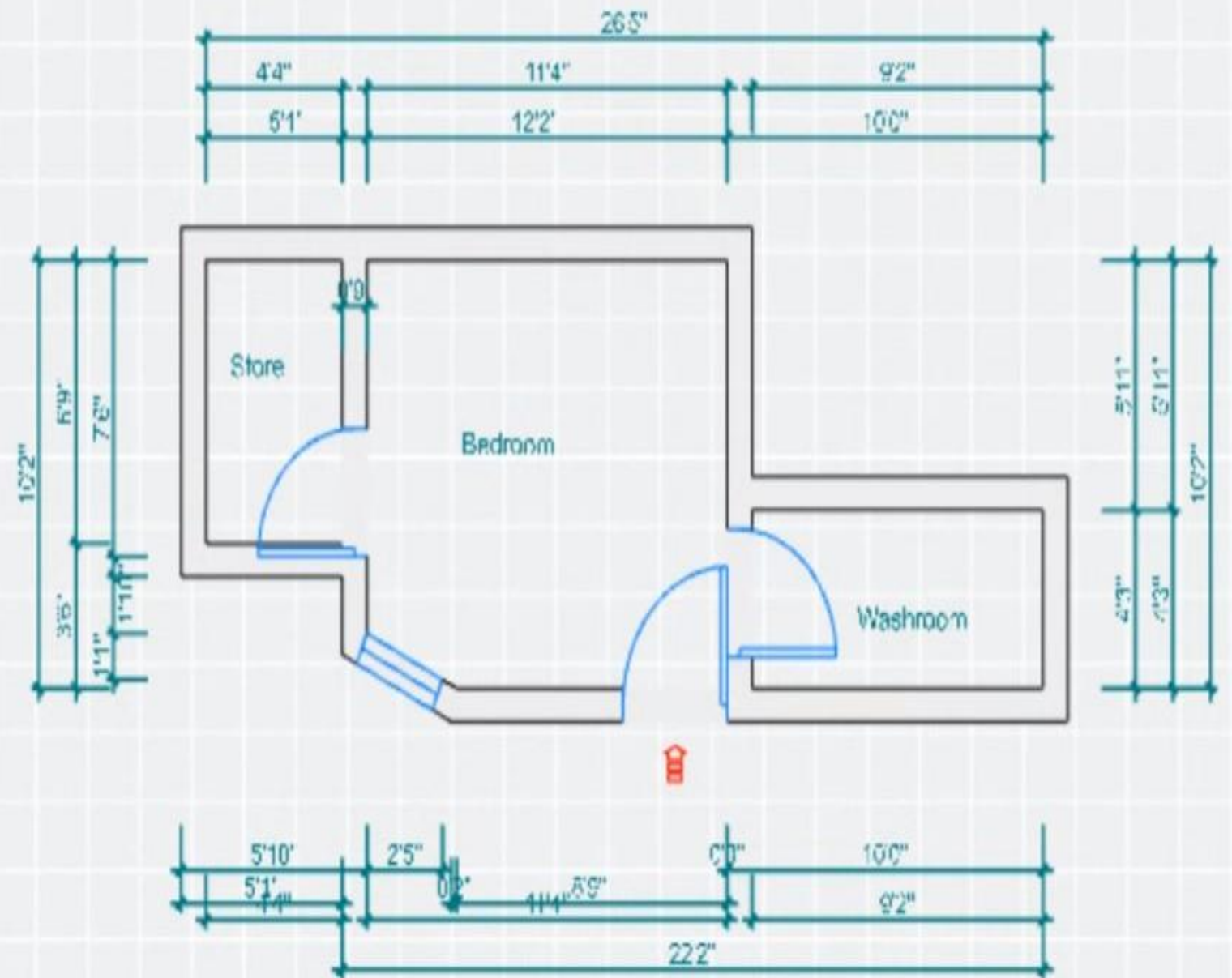
Positive vibes

Privacy

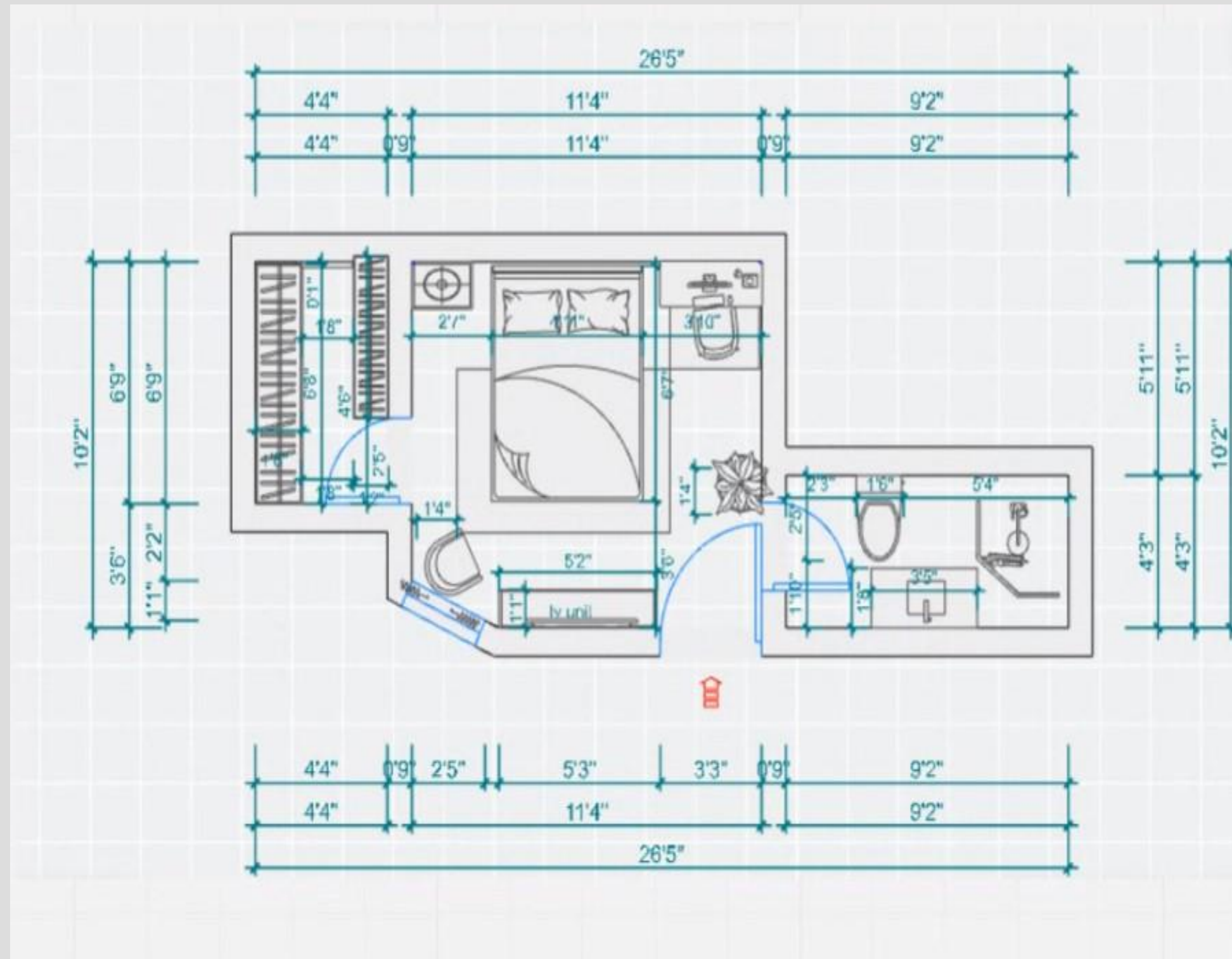
Comfort

Reading Books

Room Planning



Layout Option 1



Swot Analysis

Strength

Spacious

Weakness

Storage space is less

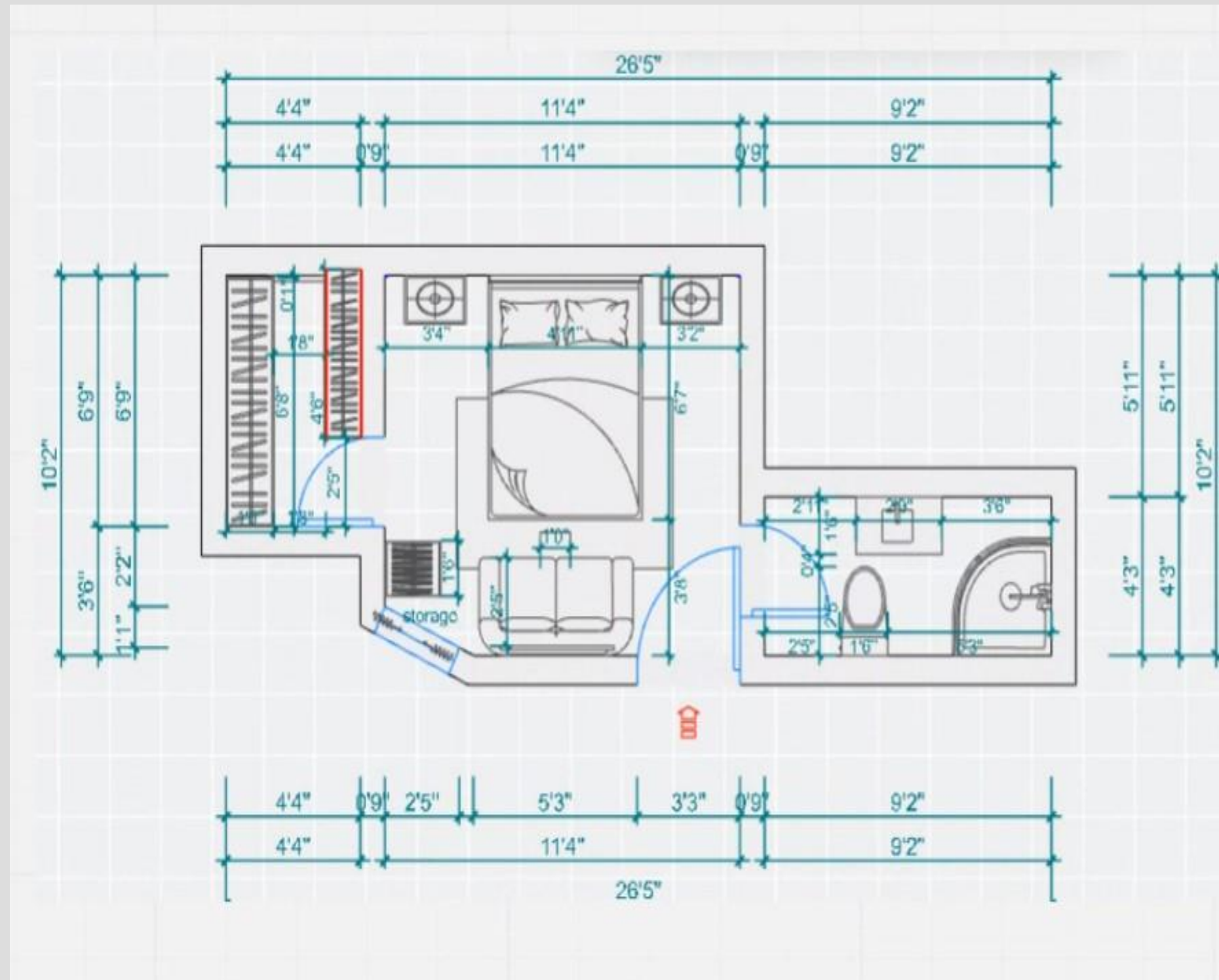
Opportunities

Sliding Door can be done in dressing area.

Threats

Study Table to close the bed.

Layout Option 2



Swot Analysis

Strength



Adequate space for wardrobe and side table.

Weakness



No study table in room.

Opportunities



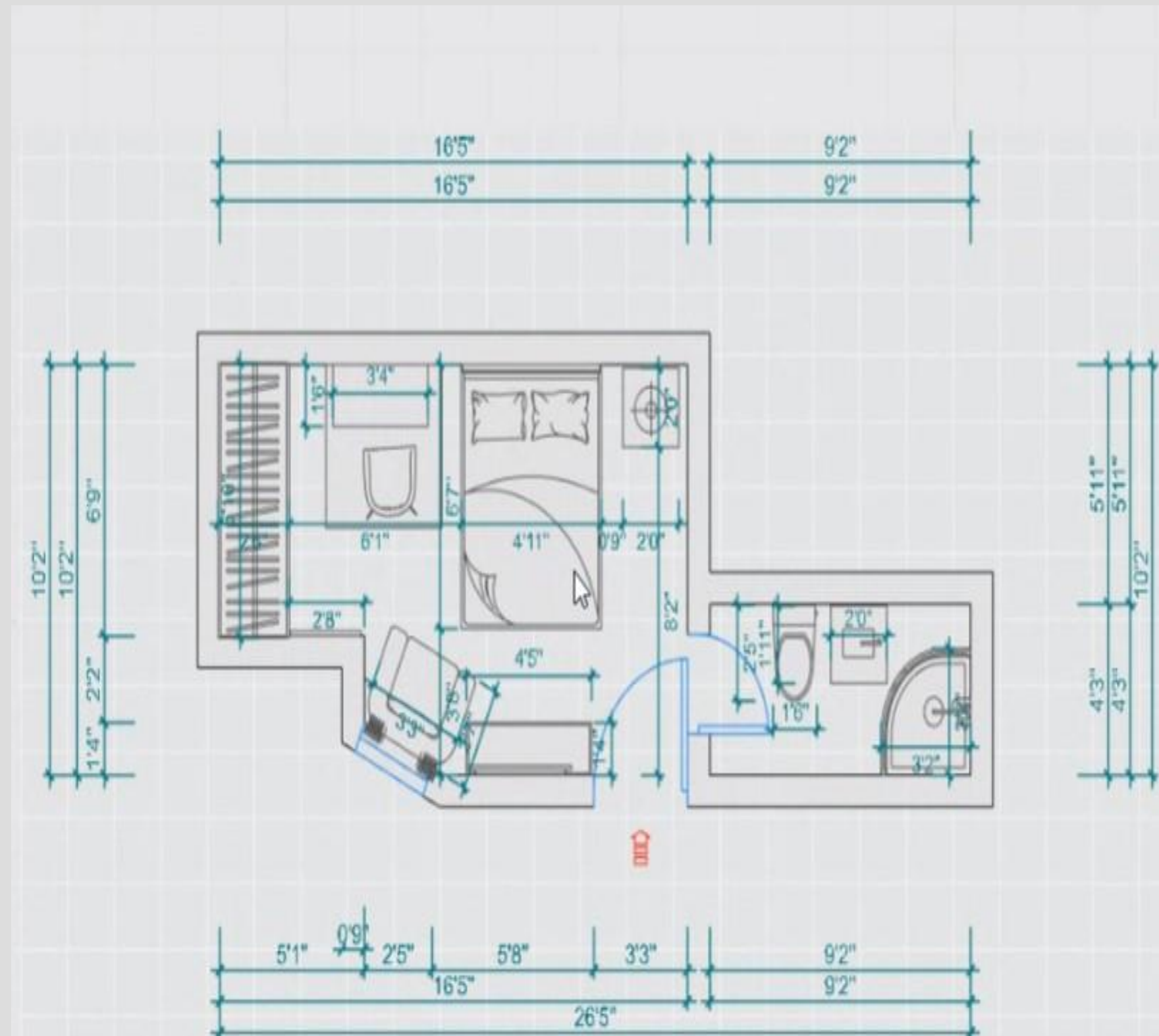
Wardrobe room wall can be remove.

Threats



No natural light in bedroom.

Layout Option 3



Swot Analysis

Strength



Adequate space for walking around in room

Weakness



Width wise bathroom size is small.

Opportunities



Adequate space for study table.

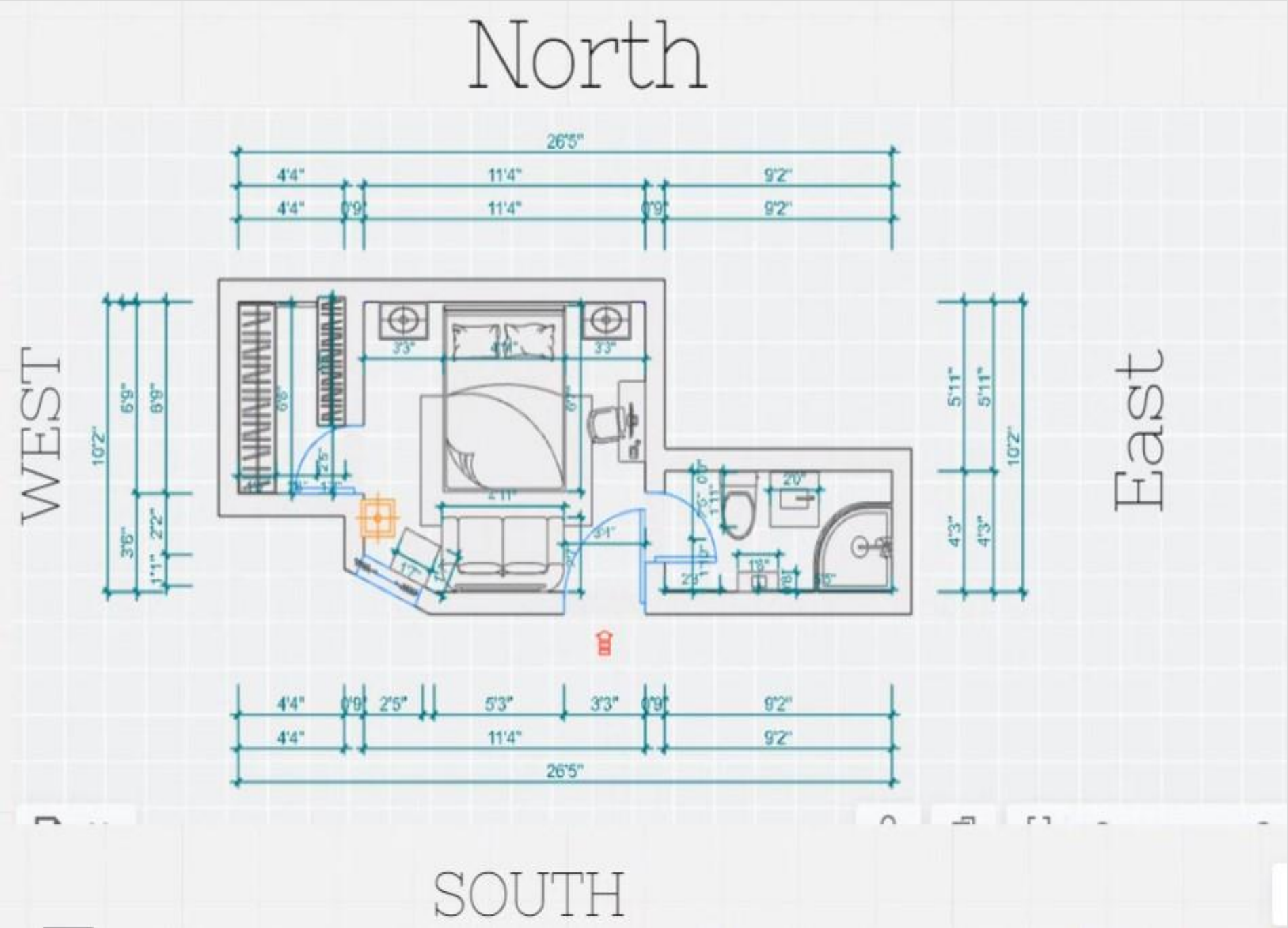
Threats



No ventilation in bathroom.

Client Approved

Layout Option 4 – Vaastu Compliant Layout



Swot Analysis

Strength	→	According to vaastu, Study table should be in east wall.
Weakness	→	Bed is not right direction according to vaastu.
Opportunities	→	Less clutter in the bedroom.
Threats	→	Might get hurt near the sofa.

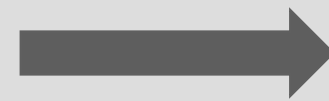
Client Brief

Project Number: 1
Client:suhail mahajan and payal mahajan.
Designer:sunali

AREA	REQUIREMENTS	DETAILS / OPTIONS / PREFERENCES	ACTIONS TO BE TAKEN
Bedroom (114ft)	.Double bed .Side table .study table .light .wardrobe .mirror with light .tv .fall ceiling .soothing colors.	-Bed with storage. -drawer storage. -warm and white lights -prefer walk in closet/glass door -To make getting ready easier -full wall led panel with drawer -simple fall ceiling -prefer pastel colours	Bed without storage One side table Delivered wardrobe with glass door Delivered Done Done Done
Bathroom (39ft)	Glass washbasin -mirror with light -ventilation separate shower area -Towel rails or hooks	-square space with storage -white light/round mirror -exhaust fan -.glass partition -steel rack	Delivered

Mood Board

Option 1



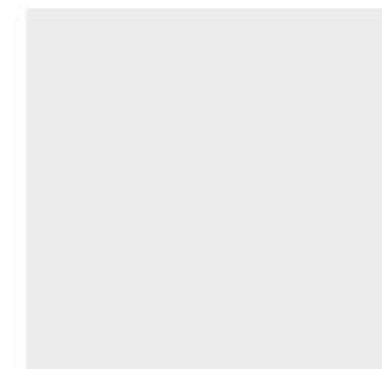
Cousion



Bench



color palette



Chandelier



Curtain



Side table



Flooring



Texture



Mood Board

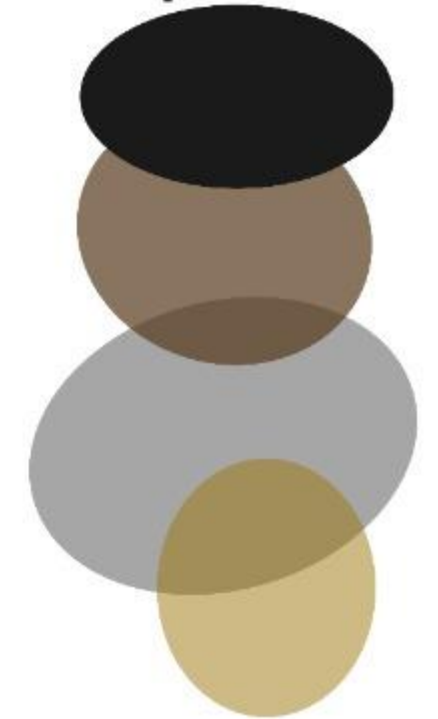
Option 2



Chair



Color palette



Side Table

Rug

TV Console



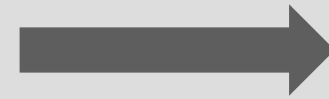
wardrobe



Client Approved

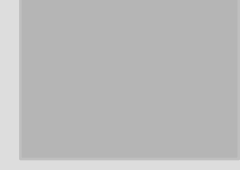
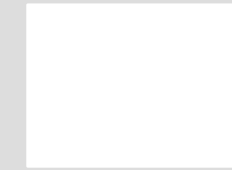
Mood Board

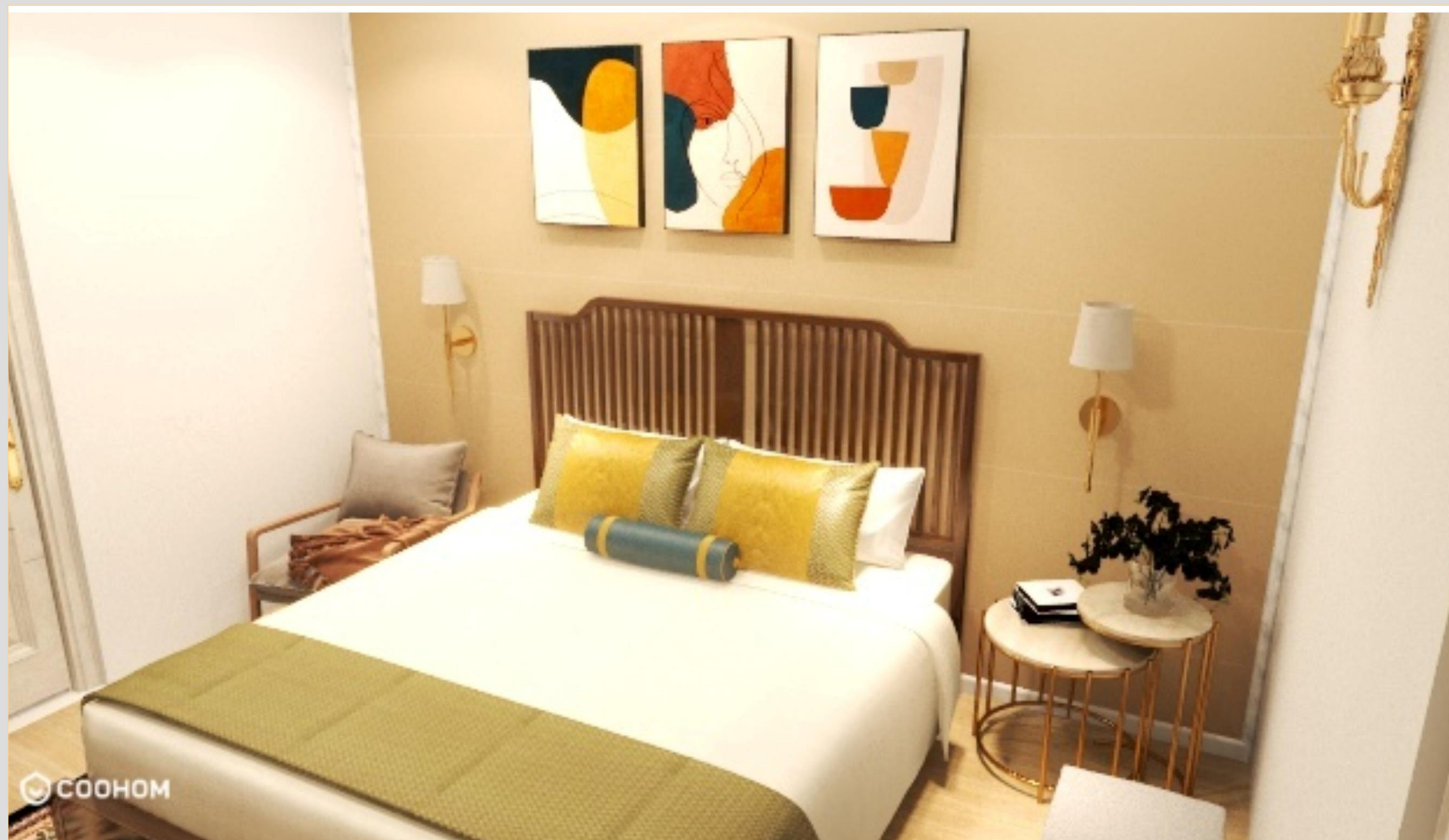
Option 3



Colour

Option 1









Colour

Option 2



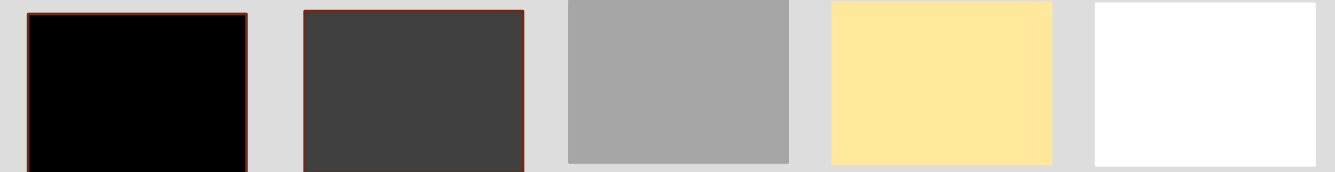






Colour

Option 3



Client Approved



COOHOM





Light-option 1



White

Option 2



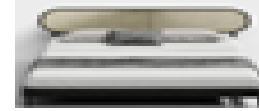

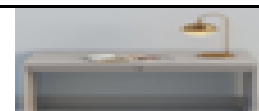


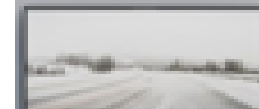



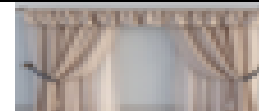

Warm Light

Client Approved




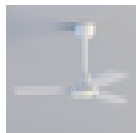




Furniture & Furnishings

Call Out List

Description	Specification	Size	Colour Code	Supplier	Image
Bed	Teak Wood	6'1*7'1	Black & Beige	Urban Ladder	
Side Table	Teak Wood	1'7*1'4	Black	Urban Ladder	
Writing Desk	Ply Wood	3'0*1'8	White	Royal Choice Furniture House ,Jammu	
Study Chair	Velvet Seat & Black Iron Leg	1'9*2'0	Grey	Royal Choice Furniture House ,Jammu	
TV Console	Teak Wood	4'0*1'4	White & Beige	Urban Ladder	
TV	Samsung	32 Inch	Black Border	Amazon	
Rug	Hand Tufted Wollen Rug	6'5*9'4	White & Grey	Kashmir Collection Jammu	
Chair	Wood & HandCrafted	3*6	Black	Urban Leader	
Room Divider	Meta Frame With Glass	7'4	Black & Grey	Local Vender	
Curtain	Linen Fabric With Frilled & Tassels	2'9	White & Beige	D'decor	
Wardrobe	Teak Wood	6'1*2'0	Black	Local Carpenter	



Fixtures

Description	Specification	Size	Colour Code	Supplier	Image
Ceiling Light	Havells,Round	0'3	White	Verma Electronics	
Ceiling Fan	Havells,Metal	Standard	White	Amazon	
Wall Lamp	Havells,Metal	1'0	Warm White	Verma Electronics	
Switch Board	Havells Polycarbonated	Standard	White	Verma Electronics	
AC	Hitachi,Split AC	1.5 Ton	White	Amazon	
Handles	Aluminum	Standard	Copper	Sharma Hardware	

Metal Frame wih Glass

Teak wood

Plywood shelf


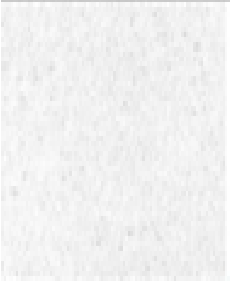

Teak wood &
cane
handicrafted



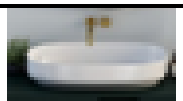

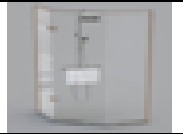


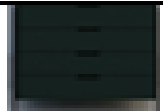
Wood &Cane hadicrafted

Ceramic Floor Tiles



Surfaces Materials and Finishes

Description	Specification	Size	Colour Code	Supplier	Image
Walls	Mate	5 litre's	Grey & White	Asian Paint	
Floor Tiles	Ceramic Floor Tiles	16*16	White	Kajaria	
False Ceiling	Plastic of Paris	2.5 Feet	White	Local Vender	

Fixtures					
Description	Specification	Size	Colour Code	Supplier	Image
Wall Light	Havells	1'0	White	Verma Electronics	
Switch Board	Havells Polycarbonated	Standard	White	Verma Electronics	
Wash Basin	Ceramic Round		White	Kajaria	
Wc	Ceramic		White	Jaquar	
Shower Panel	Sliding Glass	thickness 6mm	Black matte	Jaquar	
Surfaces Materails And Finishes					
Floor Tiles	Marbles	39 ft.	Dark Grey	Local marble shop	
Wall Tiles	Mosaic Tiles	30*30 cm	Grey , White	Kajaria	
Wall Colour	Matte	2lt.	White	Asian Paint	
Furniture & Furnishings					
Storage Cabinet	Plywood	3'1*1'8	Black	Local Vendor	



THANK YOU !

Project 2 :- Commercial Project



Cafe :- Cadbury Dairy Milk
Designed By :- Sunali Khajuria
Interior Design -AND Academy
2022-2023

CONTENT

- Understanding About The Brand
- Positioning Of Brand
- Brand Personality
- Ambiance Of the Café
- Brand Target Of Audience
- Mood Board
- Renders Of Café
- CAD Drawing
- Ceiling Light Plan
- HVAC Plan
- Elevation A
- Elevation B
- Call Out And Specifications.

About Cadbury Dairy Milk

- Dairy Milk is a brand of chocolate bar made by cadbury.
- Popular in both the united kingdom and around the world.
- Introduced in 1905, but it came to India in 1948.
- Dairy Milk understands the importance of sweets in the Indian context. Hence its campaign “Kuchh meetha ho jaye” resonates perfectly with the Indian audience
- Its popularity rose in 1994 when the ‘Asli Swad Zindagi Ka’ (meaning The real taste/essence of Life) ad where the girl started dancing on the cricket field while enjoying the bar.
- On average, 350 million dairy milk bars are sold every year, all over the world.

→ Old Version of Dairy Milk ←



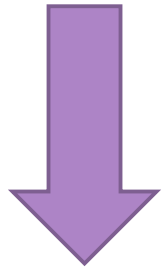
1990



1993



1999



New Version



Advertisement's Link



→ <https://youtu.be/6kdMcu9N27g> - old one



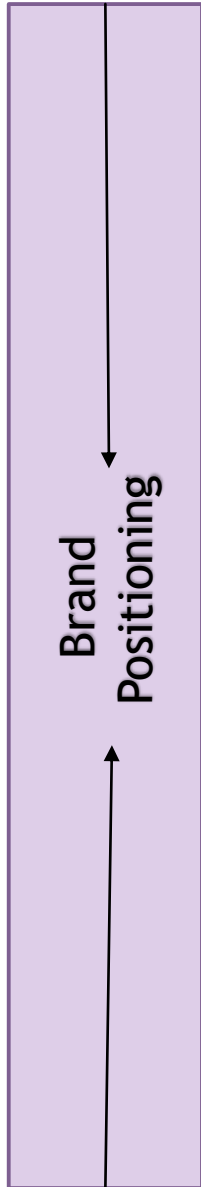
→ <https://youtu.be/ugp1lhxHT48>

Brand Popular Slogan

Kuchh achha ho jaye
Kuchh meetha ho jaye

Baddi dosti ke naam
kuch meetha ho jaye

Asli Swad Zindagi Ka



- Varieties of Chocolates
- Right Packaging
- Middle Class
- Mid Segement Brand
- Rooted in tradition but modern
- Ready to redefine tradition

Competitor Of Brand

Brand	Starbucks
Position	Permium cafe Range of coffee
Target Audience	.Mostly Age group-18 to 60 / urban region middle and upperclass .formal meetings .business person .friends/colleague / A place to chat with friends with our partner A place to work

Competitor - 1

Brand	Amul
Position	Quality varities of chocolate
Target Audience	.Age 12 to 60 .Middle class .college students, Friends, casual meetings, couple, School students

Competitor -2

Personality of Brand



Bright Colour



Care



Loving



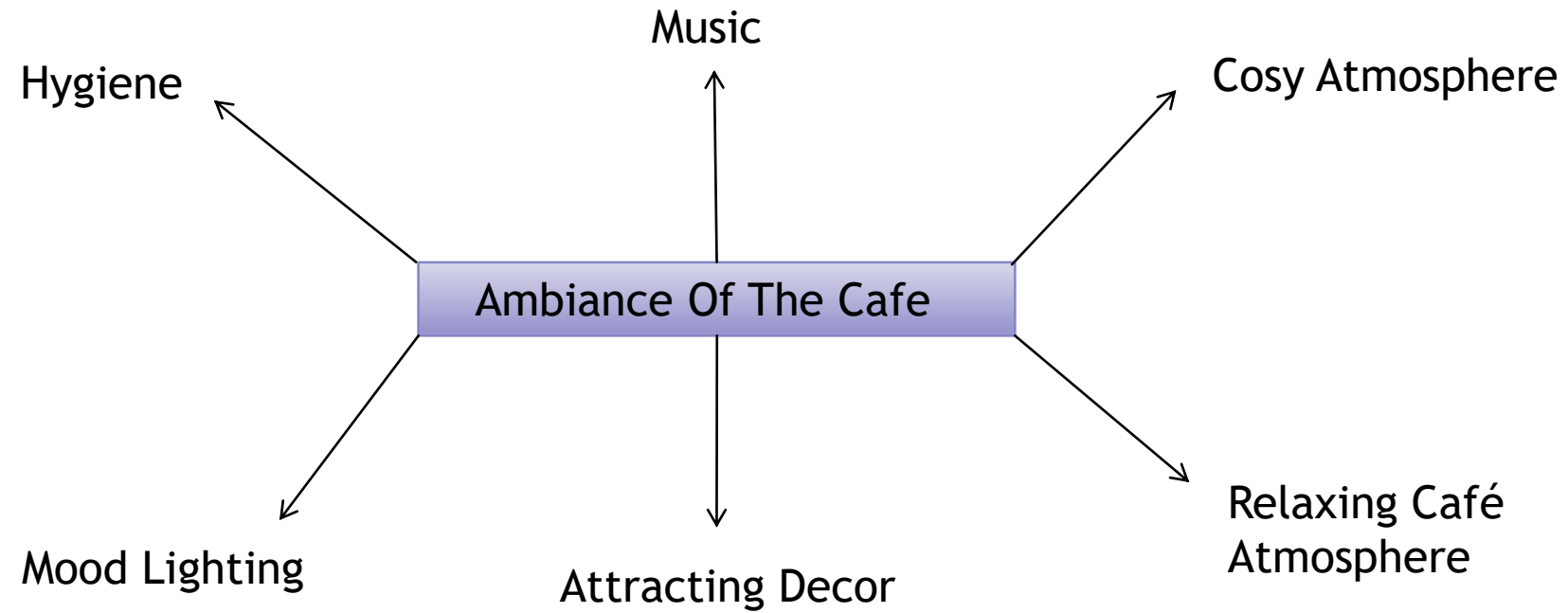
Happiness



Romantic



Young Heart



Why is your brand diversifying (Expanding) into your assigned Typology (CAFE)

Cadbury dairy milk is expandable brand. Mostly everyone in the society loves to have the varieties of dairy milk but it can more expandable if it produce a flavour of dark chocolate as we know some diet conscious just need to switch their mind because of sugar but if there is a variety of dark chocolate than they will also able to enjoy the brand. Dairy milk doesn't have any cafe so it quite be very good to expand the brand by having a lot of cafes with varieties of beverages .This makes other cafes to have new competitor in the market.

Brand Target Audience

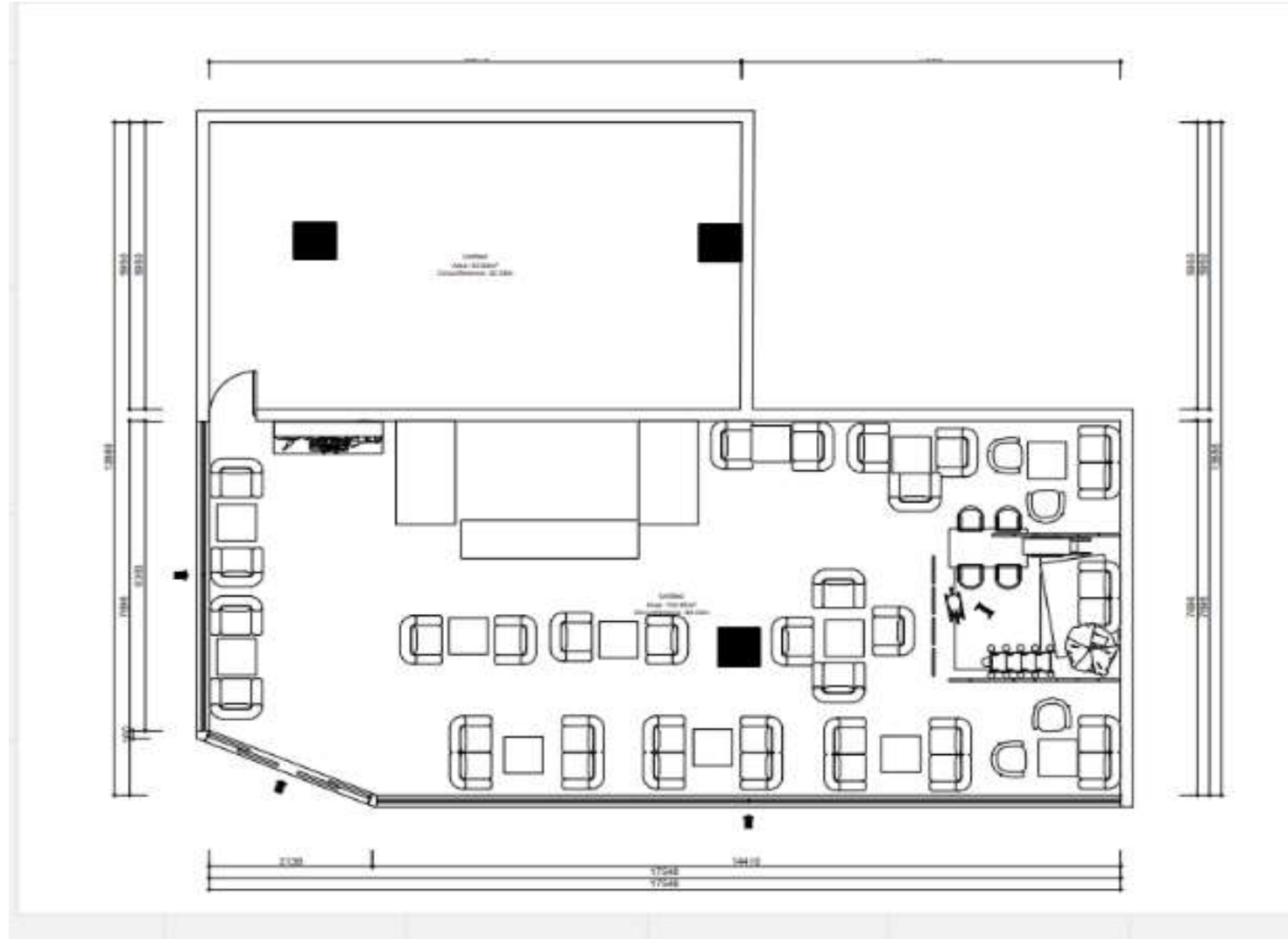


- All Age Groups - Family, Teenage, Youth
- Middle Class / Urban Region
- Hang around with Friends
- Couple go on coffee date

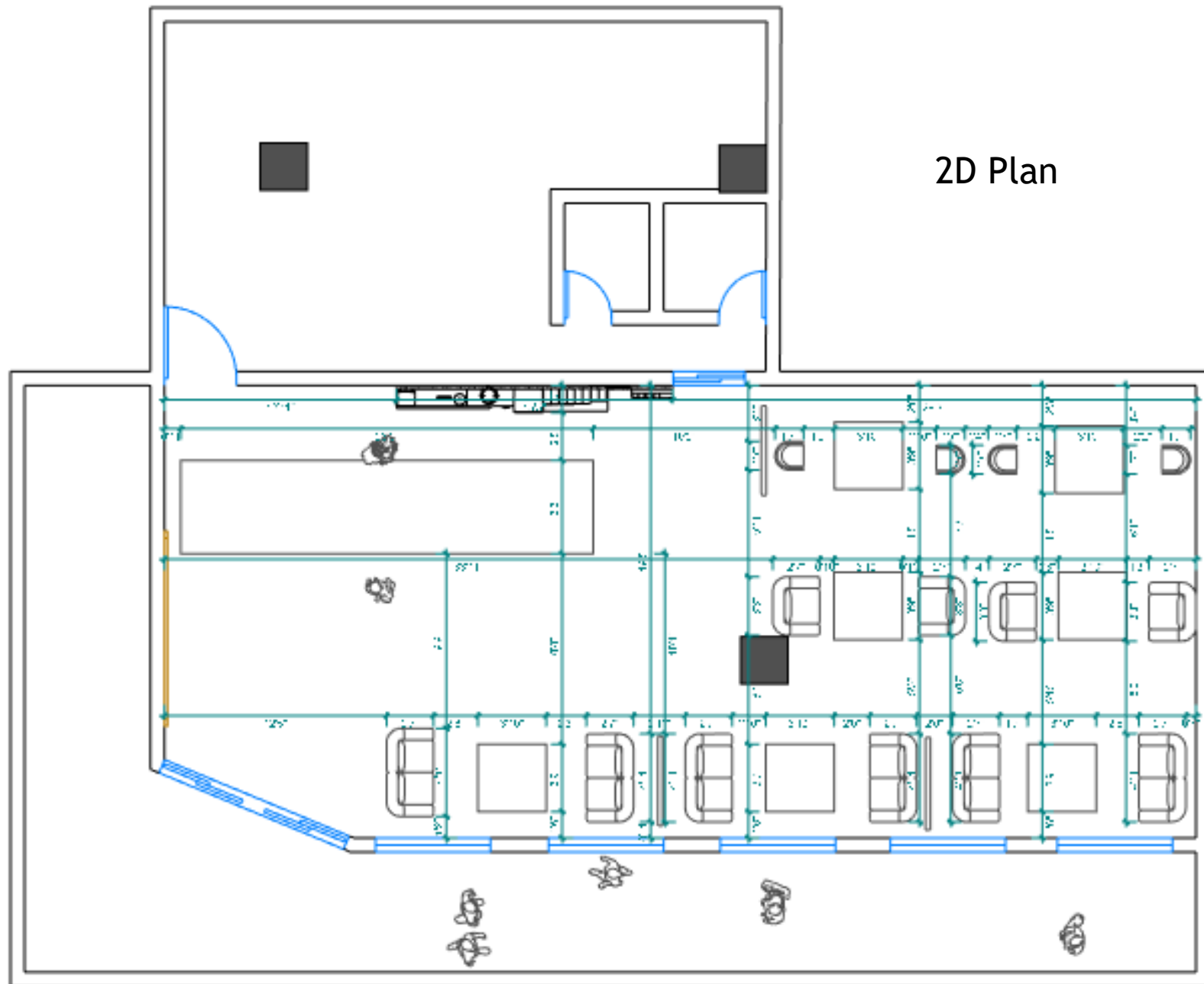


MOOD BOARD





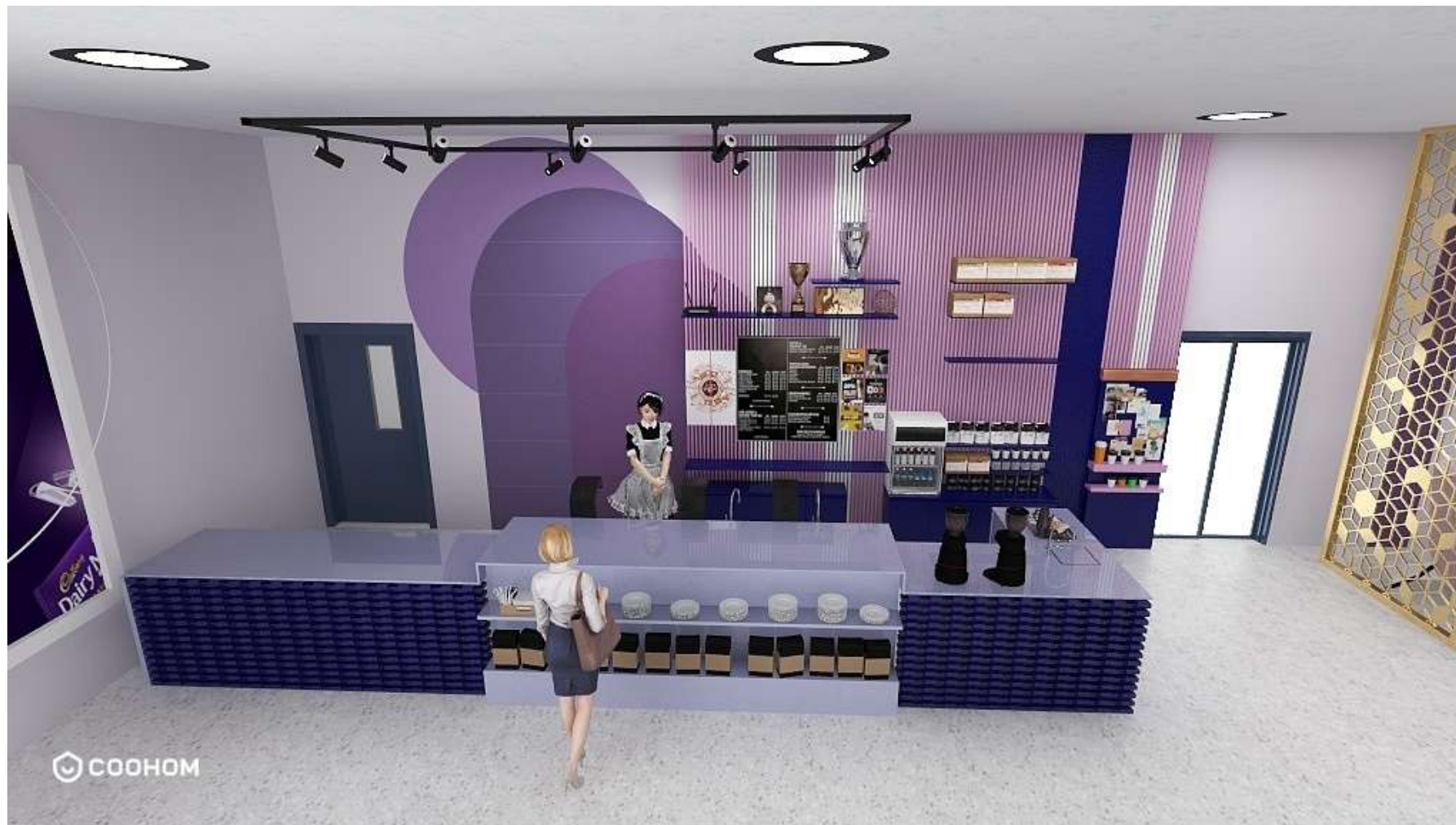
2D Plan



3D plan







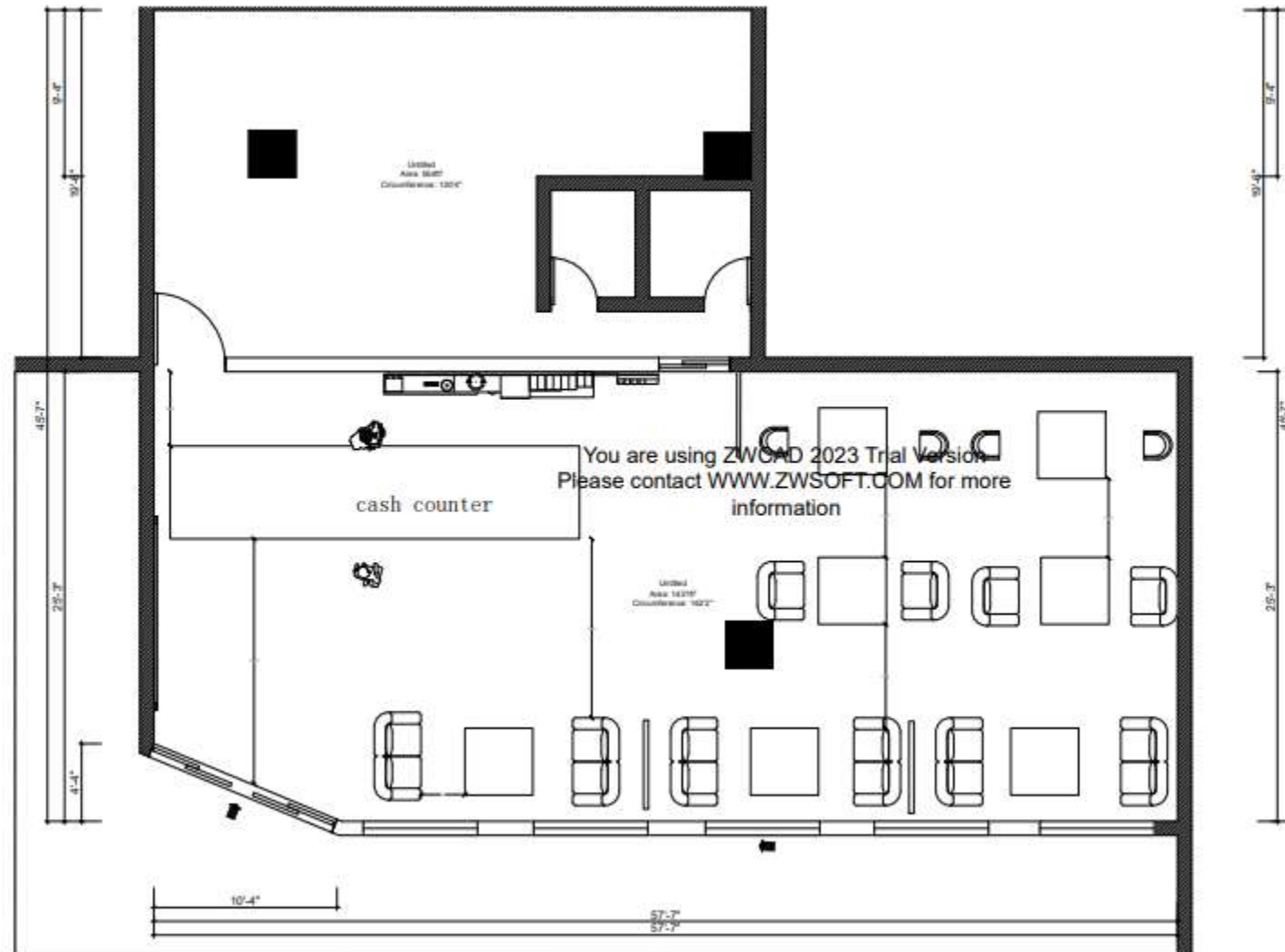




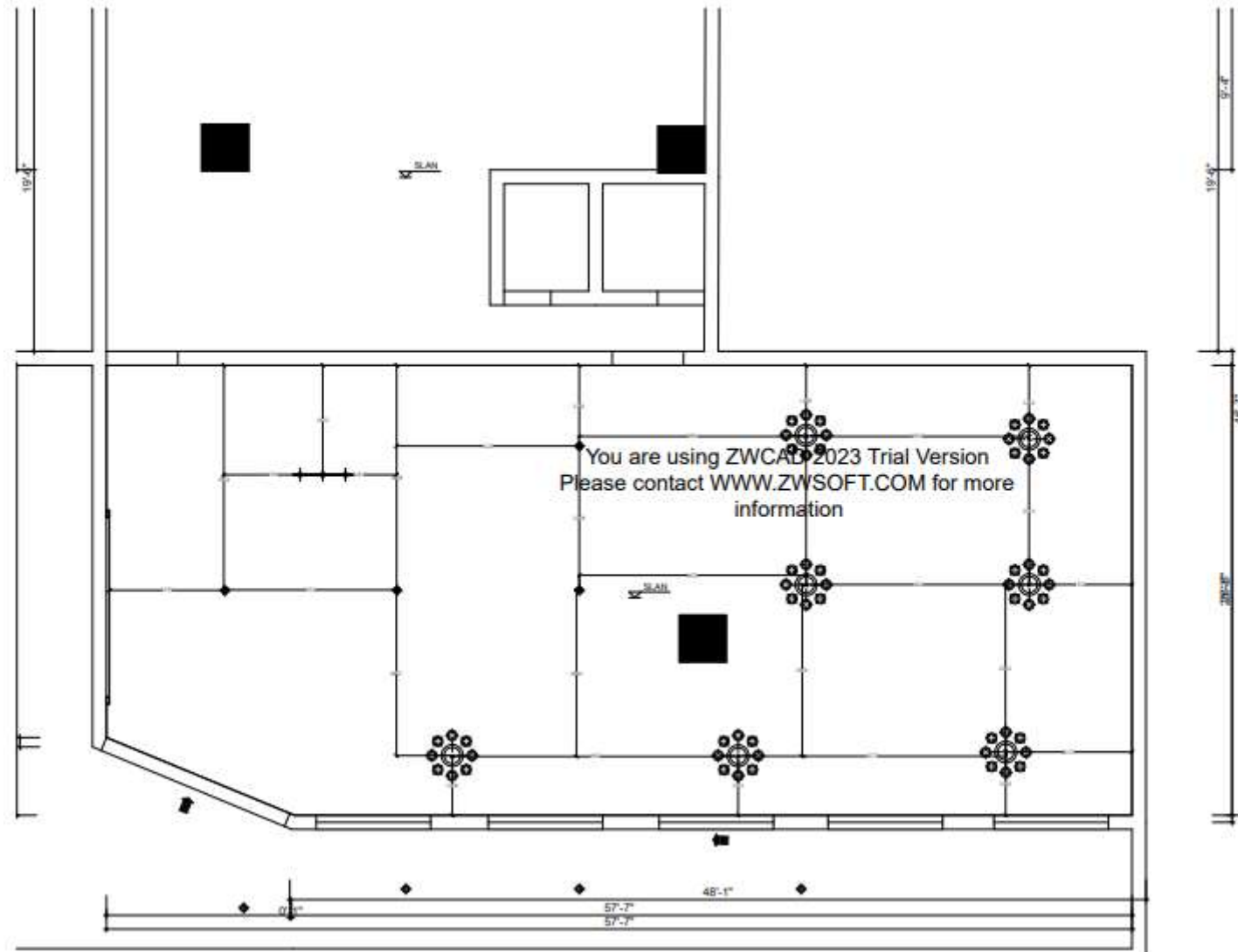


CAD DRAWING

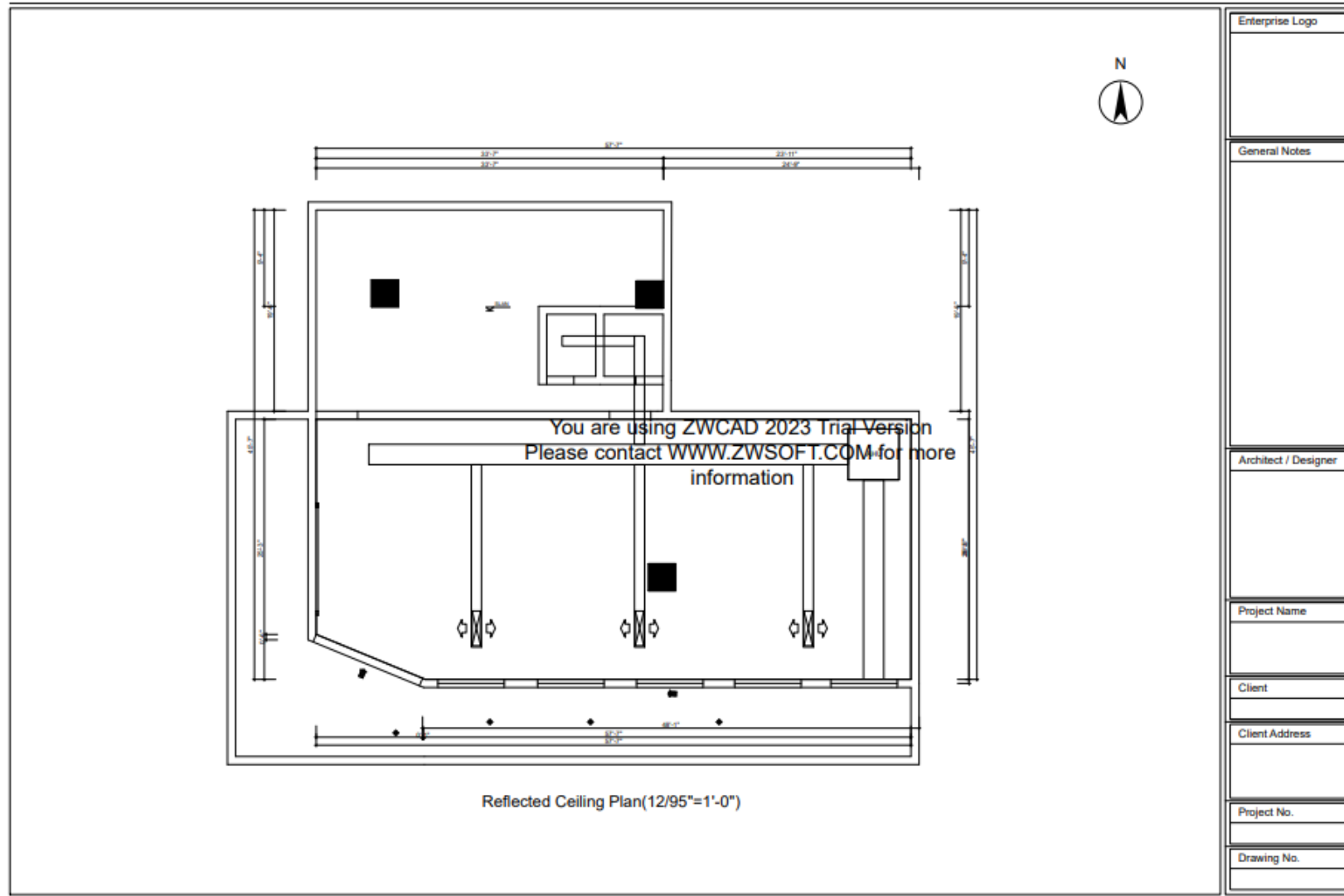
Floor Plan



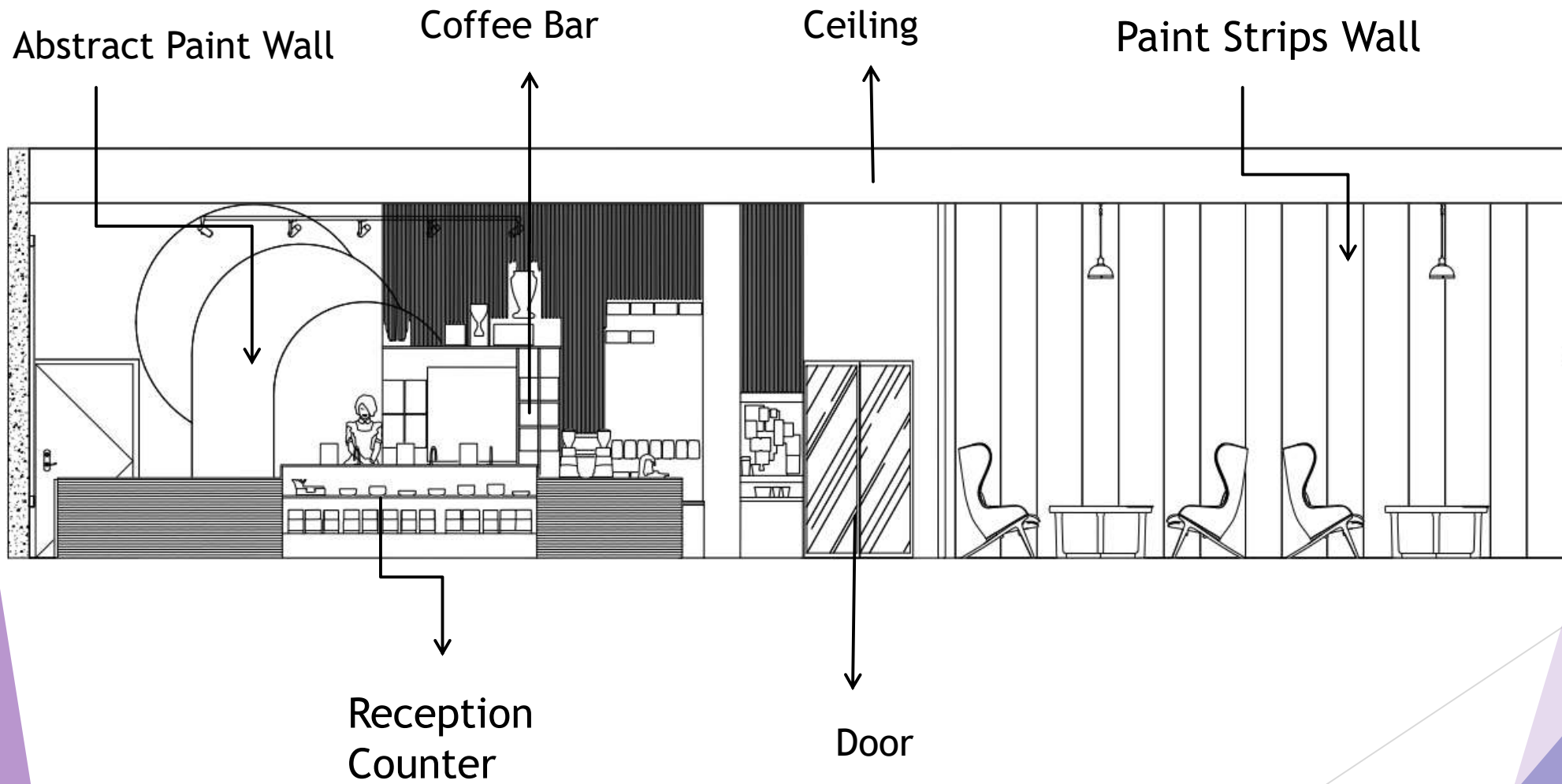
Ceiling Light Plan



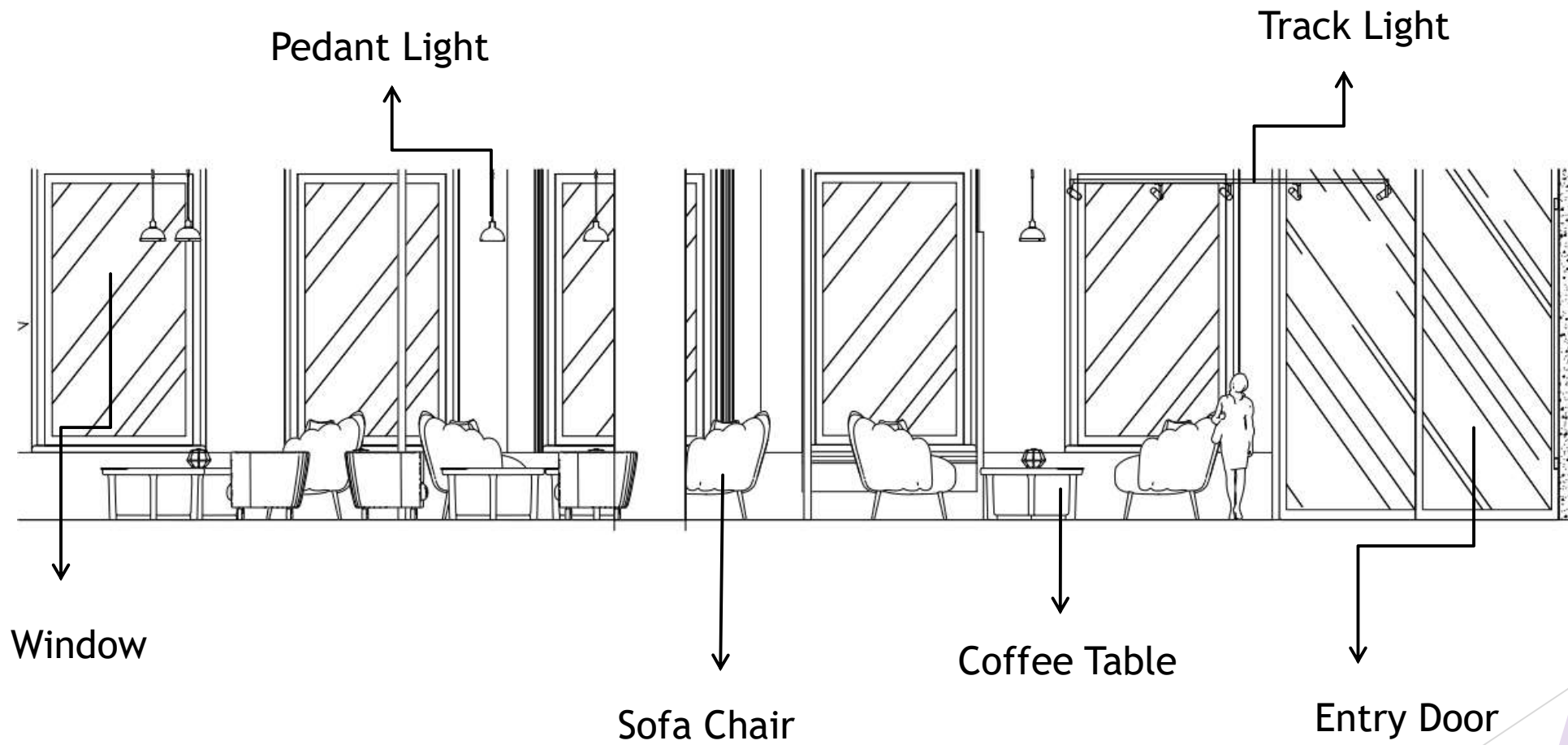
HVAC Plan









Elevation A




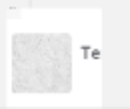




Elevation B



Call Out And Specifications

Description	Specification	Size	Quantity	Supplier	Rate	Amount	Image
Chair	Velvet seat and metal leg	single seat 2 ft 5 in w 2 ft 9 in H	4no	Pepperfry	7000	28000	
Sofa chair	Velvet seat pine wood	Two seater sofa 5 ft 1 in L 2 Ft 3 in W 3 ft H	6no	local vender shop	118000	108000	
Coffee Table	Glass top and wooden leg	2ft 6 in L 2ft 6in w 3ft 6in H	7no	local vender shop	4500	31500	
Counter	Wood	23ft L 5ft3in W 4ft8in H	1no	local vender shop	30000	30000	
Switch board	Plastic	25*6.5*25centimeters	9no	Havells	1187	10,683	
Partition	Metal frame	5ft L 13ft H	3no	local shop	7000	21000	
Door	Teak wood	4ft L 7ft3in H	1no	local vender	8000	8000	
sliding door	wooden frame and glass door	4ft L 7ft3in H	1no	local vender	7000	7000	
Back rest chair	velvet seat	2ft9in L 3ft W	4no	pepperfry	19000	76000	

Description	Specifiction	Size	Quanity	Supplier	Rate	Amount	Image
Pendant light	Metallic black hanging light	0'11 L 2'9ft H	7no	Syska	800	5600	
Downlight spot light	LED 12watts	1"4 L 1"4 W	10no	syska	649	6490	
Morden track light	LED 30watt	11"11ft L 7"10ft W	1no	syska	6800	6800	
Terrazzo tiles	chips of marbles	12*12inch thickness 10mm	15 tile per box	kajaria	4999	14997	
Window	teak wood	6"5L 10"7W	5 Frame	local vender	5000	25000	
paint	matt		4litres	asian paint	370	1480	
white paint	matt		6liters	asian paint	368	2880	



THANK YOU