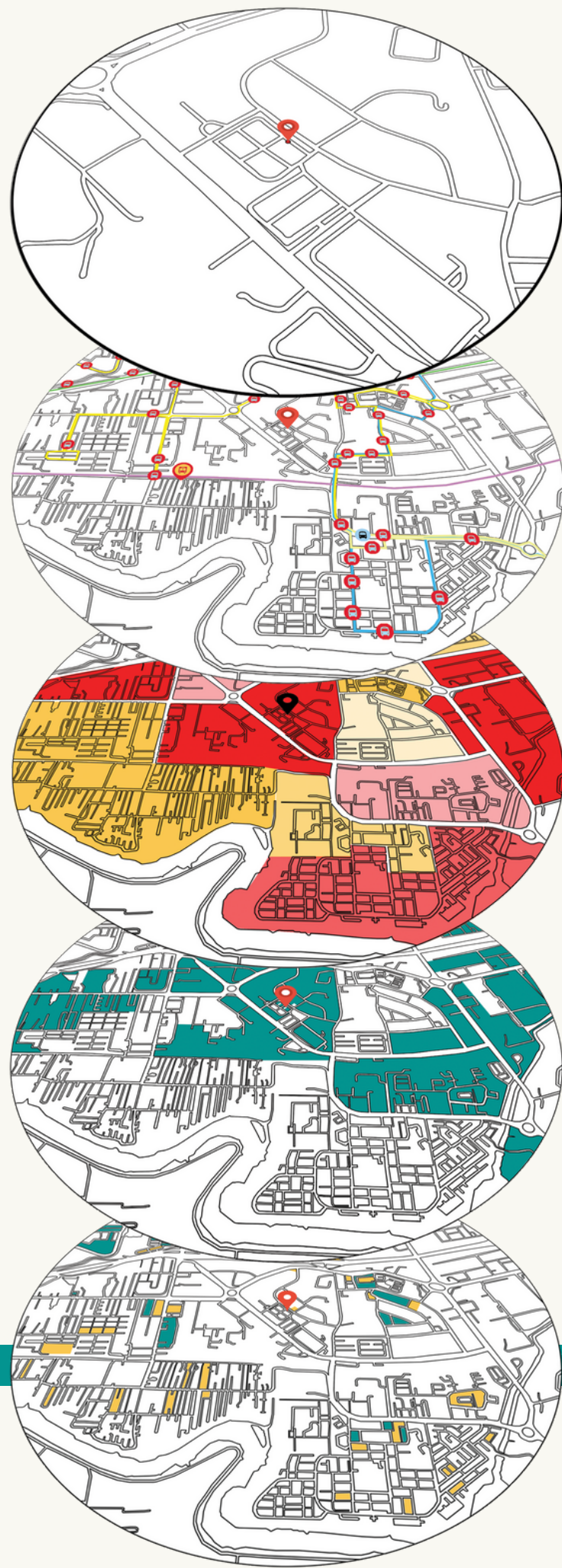




RUANG SITE ANALYSIS



GOH CHONG YUE	0327827
MELISSA NG LI XIANG	0329573
TASNIA AZIZ ANINDA	0331468
WONG CAI YING	0327196
WONG JIA WEN	0329320

INTRODUCTION TO THE RUANGS

MULTIPURPOSE EVENT SPACES



RUANG SEKSYEN 16
 NO.II, JALAN JEMUJU TIGA 16/13C, SEKSYEN 16,
 40200 SHAH ALAM, SELANGOR
 DARUL EHSAN

RUANG was founded by husband and wife team Zaidi Rafa'i & Syazwani Razali in 2014. It is a multipurpose event space located at 4 different locations. RUANG is a Malay word, defining 'space' and is used to represent their culture and native language. This name is also catchy for easy remembrance and it also acts as their business identity.

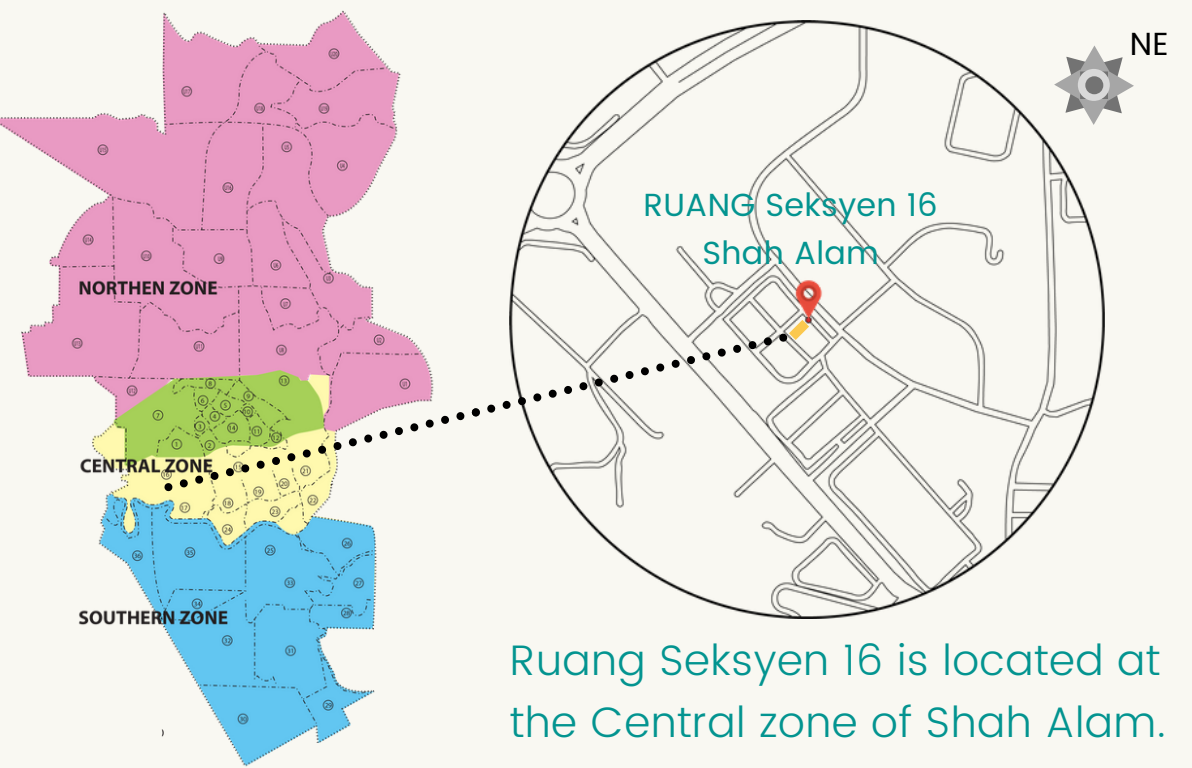


RUANG SEKSYEN 16 CENTRAL AREA

- 1 Education
- 2 Types of flowers
- 3 Types of trees
- 4 Types of fruits
- 5 Administration
- 6 Types of birds
- 7 Types of gems and minerals
- 8 Landform
- 9 Sultanate of Selangor
- 10 Types of clothing
- 11 Culture and Arts
- 12 Genealogical Malay ago
- 13 Sports
- 14 Corporate areas
- 15 Hand tools
- 16 Tin mining
- 17 Types of fish
- 18 Plants in coastal area
- 19 Types of jobs in coastal area
- 20 Types of animals
- 21 Burial
- 22 Enterprise
- 23 Enterprise
- 24 Vegetables

Each section in Shah Alam is given a theme and the name of each street symbolizes the identity of Shah Alam as a modern city that still maintains its local identity. Central zone consists of Section 1 to 24. The central zone is divided into two parts:

- Town centre Sec 1 - 14
- Central area Sec 15 - 24



Ruang Seksyen 16 is located at the Central zone of Shah Alam.

PUBLIC TRANSPORTATION & ACCESS

2KM RADIUS

**FUTURE
NEW
FEATURE**

SHAH ALAM AREA

*NEAREST MRT STATION
(NOW) -
MRT SURIAN (SBK07)

MRT NEW ROUTE :
KELANA JAYA -
PUCHONG

MOTORBIKE
ACCESS ROAD



KTM PADANG JAWA



TERMINAL BAS SHAH
ALAM



MBSA BUS SERVICE
*FREE BUS FARE PROVIDED











SHELL PETROL STATION



Parking Area ESTIMATION:
100M(L)X50M(W)





LEGEND

-  KERETAPI TANAH MELAYU BERHAD (KTMB) PADANG JAWA
-  BUS STOP
-  TERMINAL BUS SHAH ALAM
- ROUTES :
-  KTM TRACK
-  MBSA SA03
-  MBSA SA04
-  RAPIDKL T750
-  RAPIDKL 700

TRAFFIC CONDITION

- WEEKDAYS PEAKHOUR :
- FEDERAL HWY (6PM-7PM)
 - RUANG (12PM-1PM)
- WEEKEND PEAKHOUR :
- FEDERAL HWY (1PM-7PM)
 - RUANG (1PM-4PM)

DISTANCE

 2.1KM 

 1.7KM 

 SA 561 BUS STATION 650M 

 TAYLOR'S LAKESIDE CAMPUS 19.9KM 

NEAREST HIGHWAY ACCESS

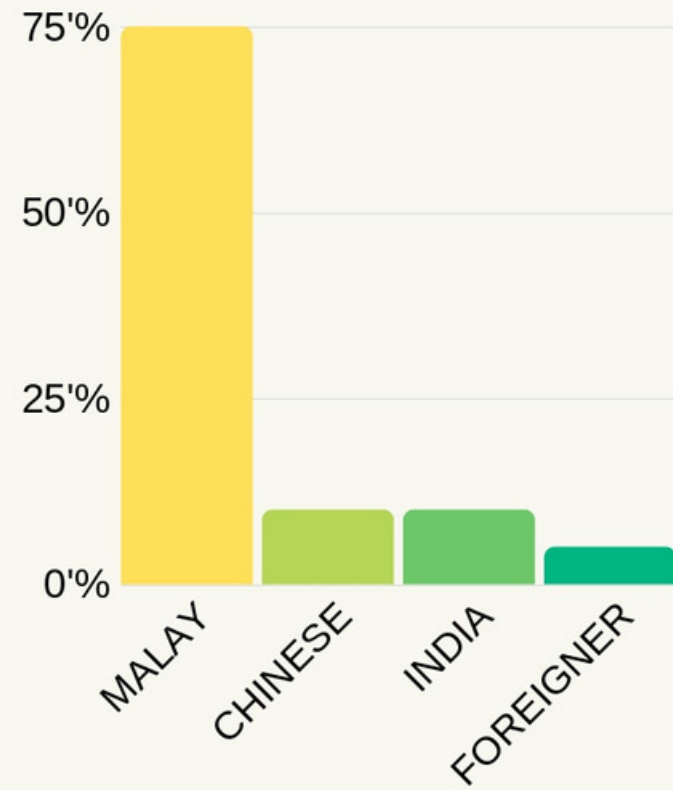
FEDERAL HIGHWAY

KESAS HIGHWAY

POPULATION

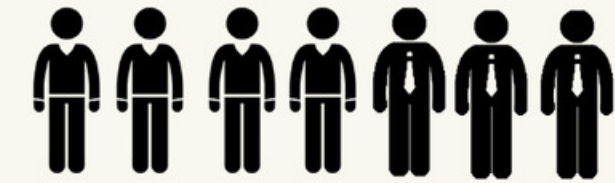
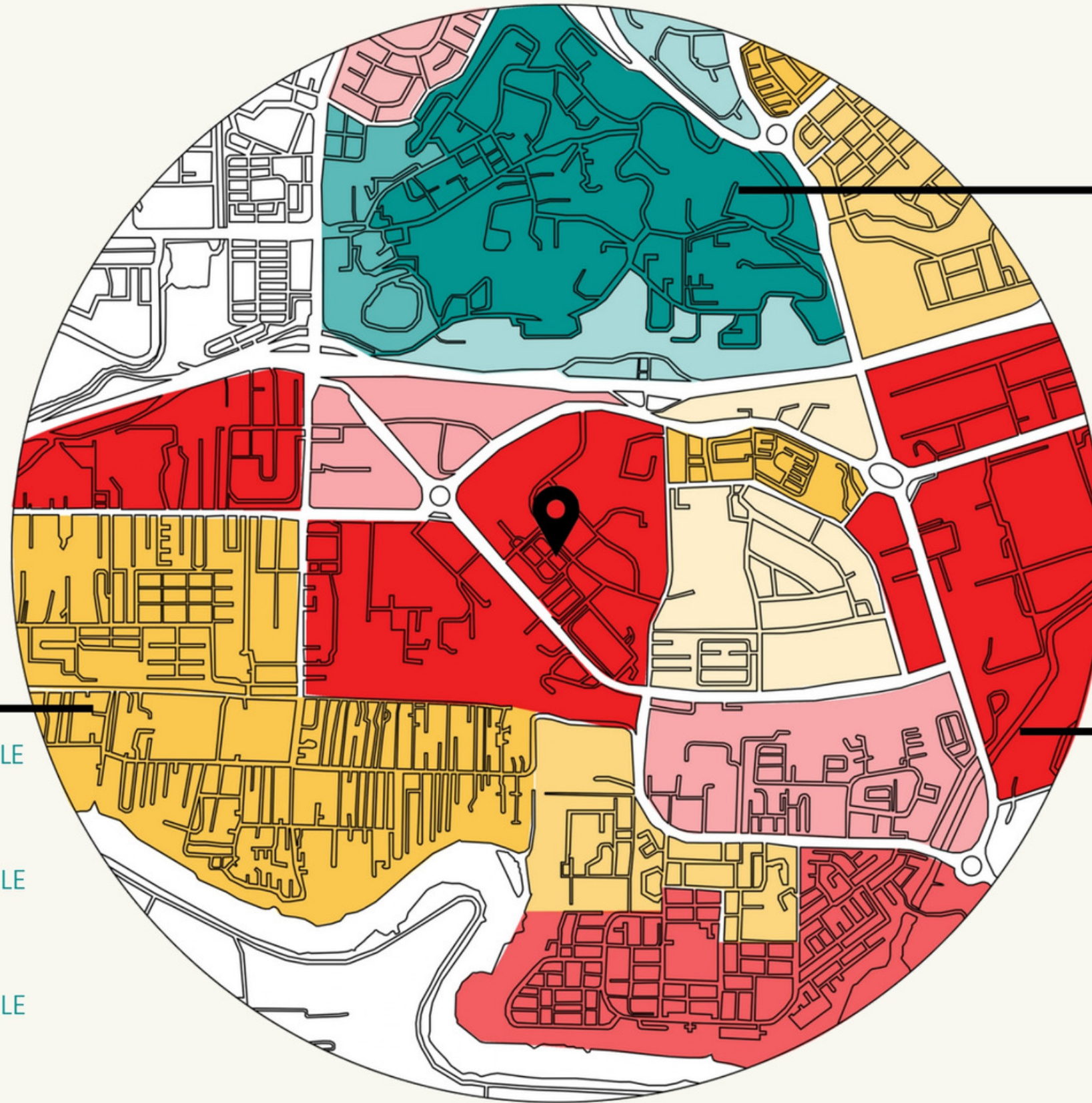
2 KM RADIUS

TOTAL AVERAGE PERCENTAGE OF HUMAN RACE WITHIN 2 KM



RACE:
80% MALAY
10% CHINESE
7% INDIA
3% FOREIGNER
RANGE OF AGE: 0-75

CHILDREN GENDER: 50% FEMALE, 50% MALE
ADULT GENDER: 65% FEMALE, 35% MALE
OLD SENIOR GENDER: 60% FEMALE, 40% MALE



RACE:
70% MALAY
10% CHINESE
15% INDIA
5% FOREIGNER
STUDENT GENDER:
50% FEMALE
50% MALE
RANGE OF AGE: 17 - 50



RACE:
75% MALAY
9% CHINESE
6% INDIA
10% FOREIGNER
WORKER GENDER:
40% FEMALE
60% MALE
RANGE OF AGE: 20-45

LEGEND

AREA:

- RESIDENTIAL (Yellow circle)
- INDUSTRIAL (Red circle)
- EDUCATION (Teal circle)

POPULATION:

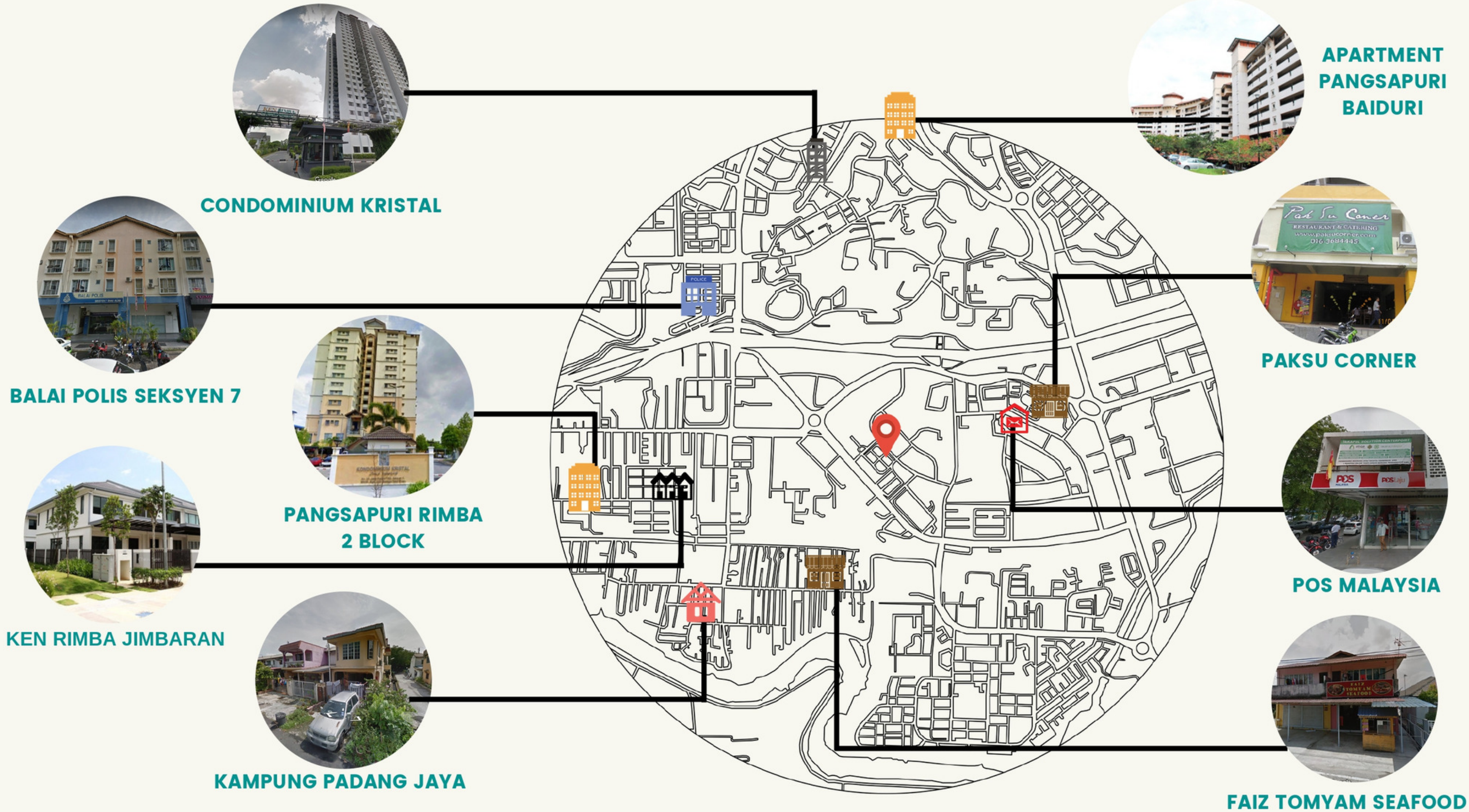
- LOW DENSITY (Light yellow, pink, teal circles)
- MEDIUM DENSITY (Yellow, red, teal circles)
- HIGH DENSITY (Dark yellow, red, teal circles)

ICON FOR MOST PARTICIPANT IN THOSE AREAS :



RESIDENTIAL AREA

2 KM RADIUS



LEGEND



POLIS STATION



POS OFFICE



CONDOMINIUM



APARTMENT



TERRACE HOUSE



RESTAURANT



BUNGALOW

EDUCATIONAL BUILDINGS

2 KM RADIUS

LEGEND



UNIVERSITY



INSTITUTION



SECONDARY SCHOOL



PRIMARY SCHOOL



UNIVERSITY TECHNOLOGY MARA SHGAH ALAM



UITM RESEARCH INSTITUTION



SEKOLAH RENDAH AGAMA PADANG LAMA



SMK SEKSYEN 16



UITM FACULTY OF MUSIC SHAH ALAM



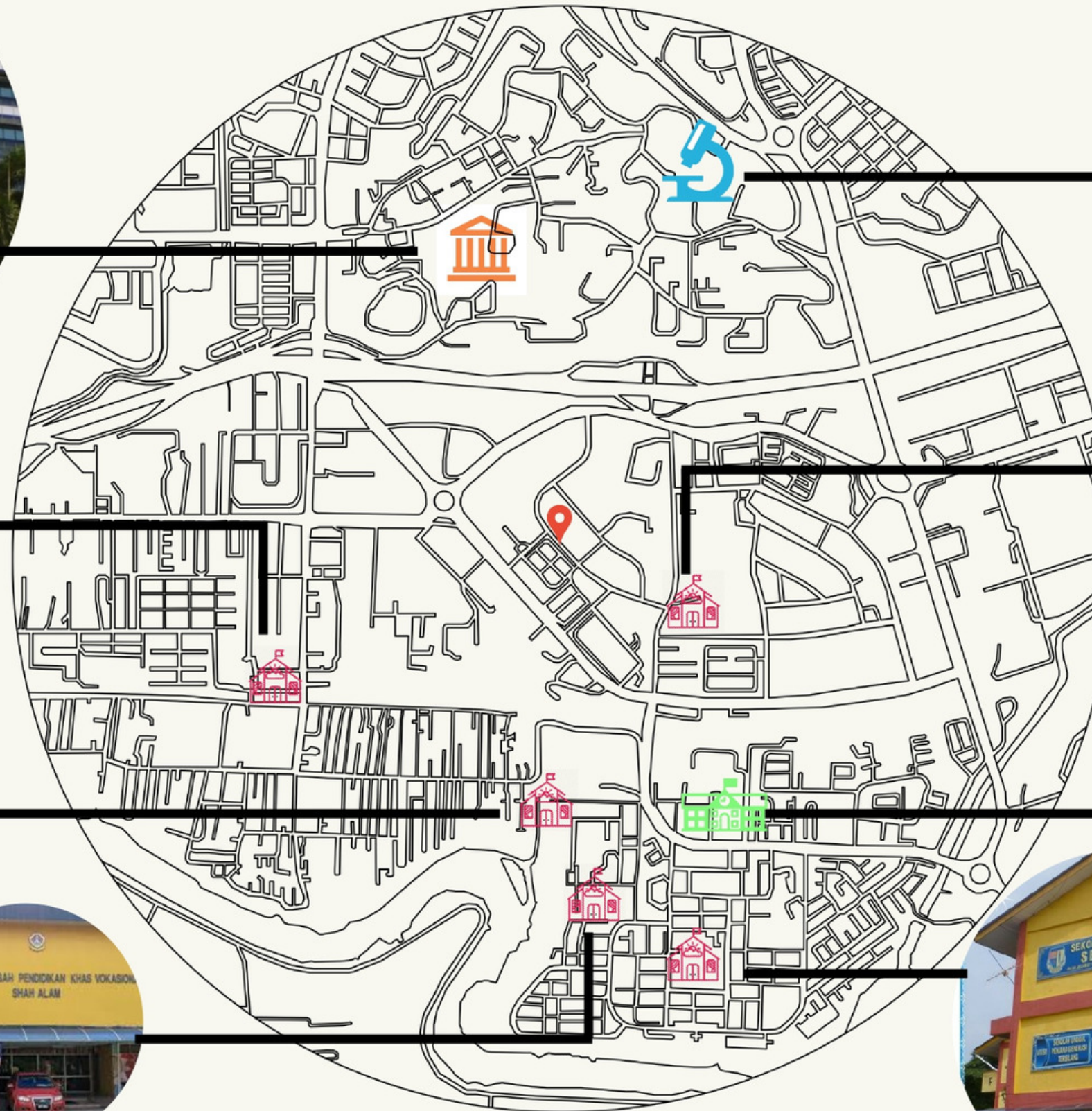
SM PENDIDIKAN KHAS SHAH ALAM



VOCATIONAL SPECIAL EDUCATION SECONDARY SCHOOL



SEKOLAH KEBANGSAAN SEKSYEN 17



INDUSTRIAL AREAS

2KM RADIUS

PETRONAS Gas Berhad SARO



Lee Kum Kee (M) Foods Sdn. Bhd.



SIRIM QAS International Sdn Bhd



Toyota Boshoku UMW (Plant 2)



HIL Industries Bhd



Network Foods Industries Sdn Bhd



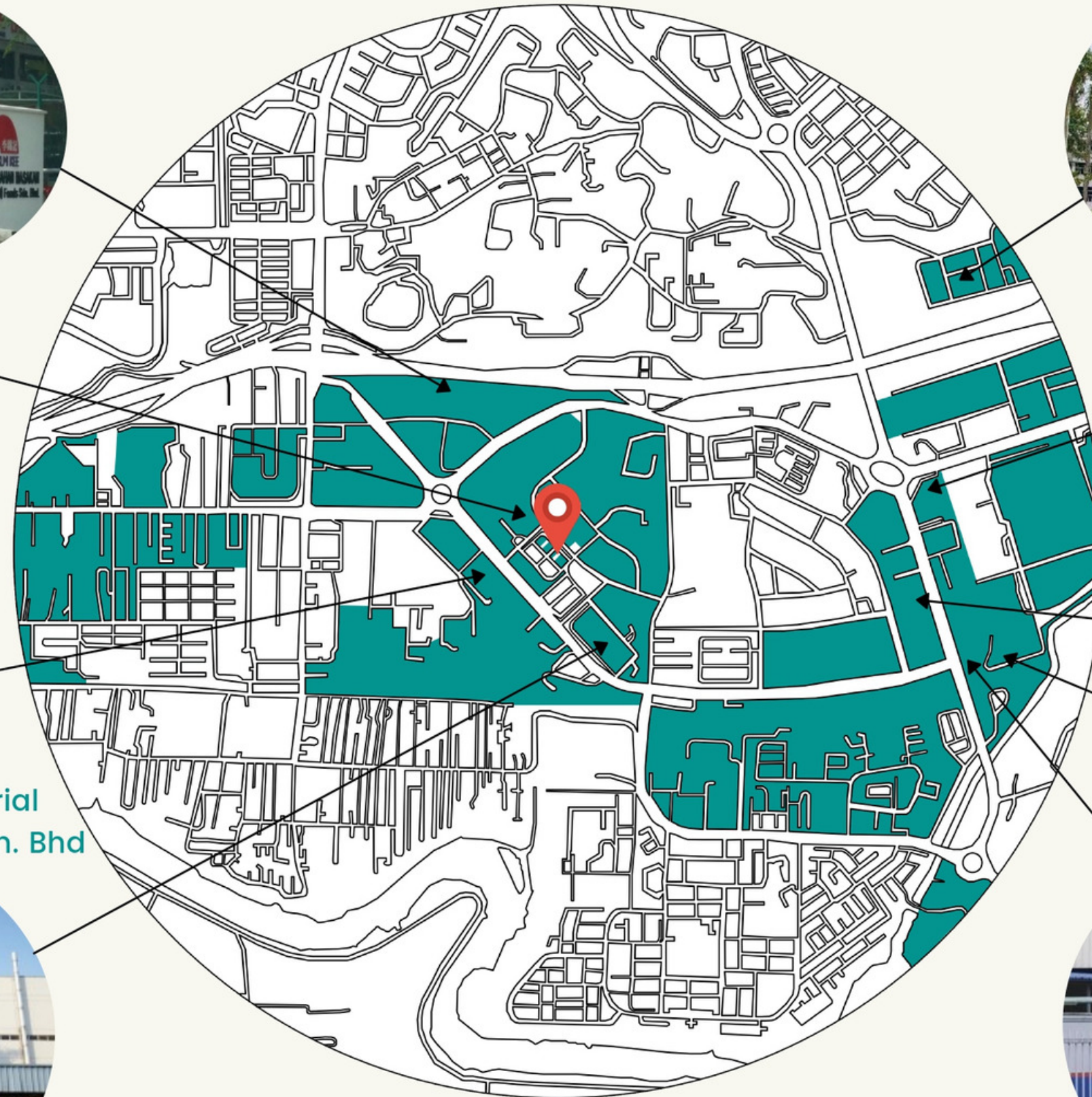
Nestle Manufacturing (Malaysia) Sdn. Bhd.



Daikin Electronic Devices Malaysia Sdn. Bhd.



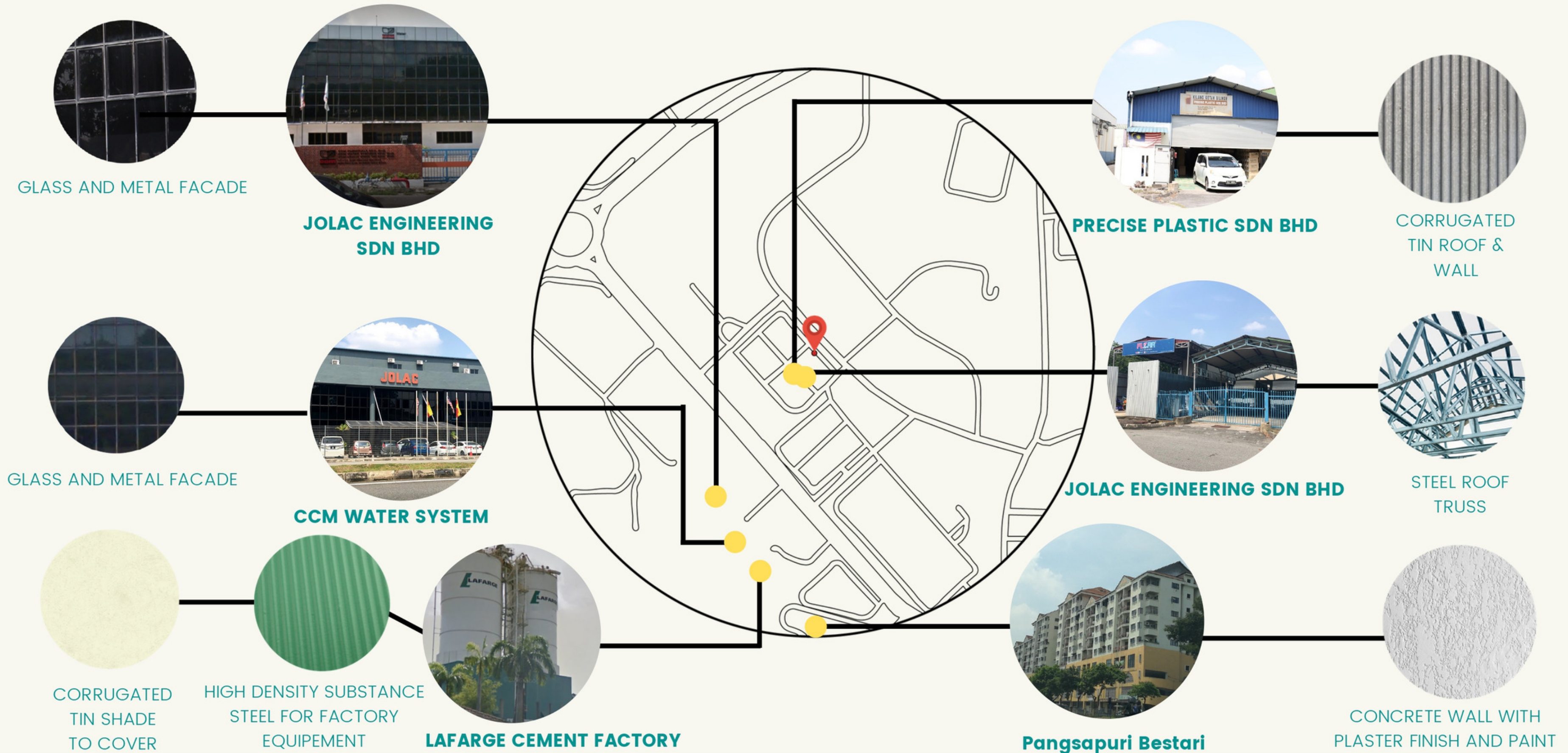
Panasonic Industrial Devices Malaysia Sdn. Bhd



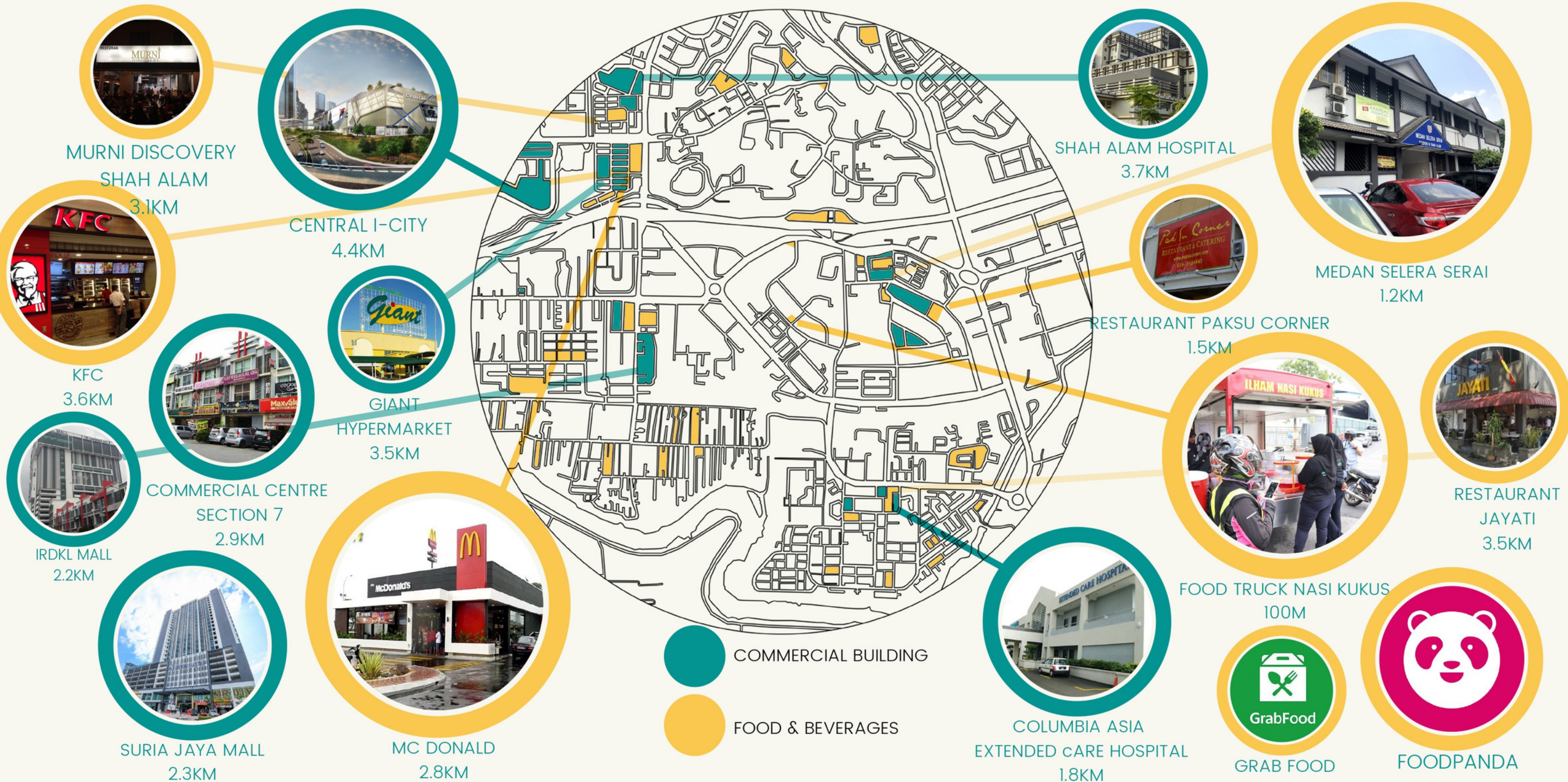
Cadbury Confectionery Malaysia Sdn Bhd

MATERIALITY

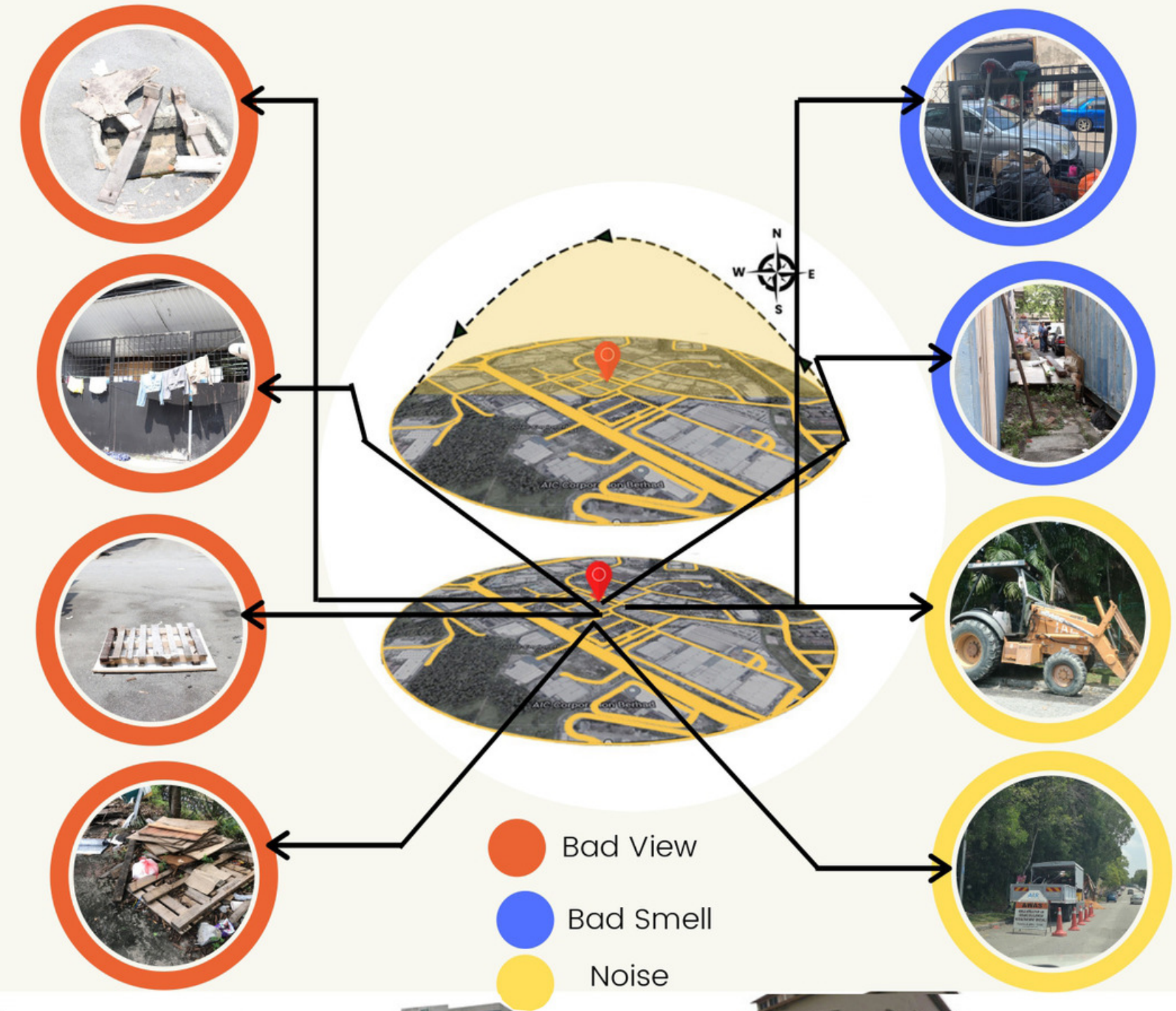
500M RADIUS



FACILITIES : COMMERCIAL BUILDING AND F&B



VEGETATION, SENSORY, SUN PATH AND TYPOLOGY





STRENGTHS

- Spacious interior space that is suitable for holding events.
- Bare interior design to allow flexibility in event deco.
- Food catering service provided.
- Locations strategy to allow flexibility in choosing venue.
- Easy and fast online reservation.
- Unique exterior design that is different from the neighbours.



WEAKNESSES

- No direct public transportation access, have to walk for a distance to get on a bus.
- Lacking of parking spaces.
- Traffic congestion on peak hours.
- Unstable income, events are not always ongoing.
- Location does not have a good visual, all surrounded by factories.



OPPORTUNITIES

- Surrounded by schools, work spaces and industrial areas which allow a diverse group of target users.
- No other event spaces nearby that area.
- High exposure location because a lot of workers there.
- Loyal returning customer.
- Collaboration with other company is highly possible.



THREATS

- No distinct difference compared to other event spaces.
- Online food services available and can be access easily.
- Cheap food stalls and restaurants available around that area.