

Strategic
Overview & 2026 Vision

Profile & Project References

20260414

Building Spaces. Building Trust.

Institutional Fit-Out & Project Specialist



EST. 2008 | SINGAPORE

WWW.KKDBUILDER.COM



KKD Reno is a Singapore-based renovation and interior fit-out specialist established in 2008. With over **17 years of experience**, we have evolved from a specialist subcontractor into a prominent institutional and commercial contractor.

Our commitment to "**Building Spaces, Building Trust**" drives us to deliver quality solutions with transparent pricing and on-time completion across diverse sectors.



Residential



Commercial

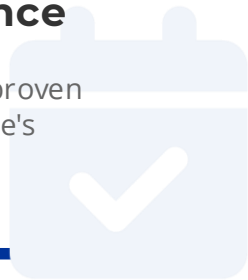


Institutional

17+

Years of Excellence

Established in 2008 with a proven track record in Singapore's renovation industry.



\$15M+

Annual Project Sum

Consistently delivering high-value projects with financial stability and capacity.



\$3.8M

Largest Single Project

Demonstrated capability in managing large-scale commercial fit-outs (One @ Changi City).



✓ PROMAT Fire-Rated Expertise

✓ Government HIP Specialist

✓ Tier 1 Contractor Partnerships



Our Vision

"Building Spaces. Building Trust."

To be the premier partner for renovation and interior fit-out solutions in Singapore, recognized specifically as an **Institutional Fit-Out & Upgrading Specialist**.

We aspire to set the benchmark for reliability, transforming every project into a testament of enduring craftsmanship and professional integrity.

2026 Strategic Goal

To solidify our market position as a Tier 1 Contractor for Institutional Upgrading & Commercial Fit-Outs while expanding our digital footprint.

Our Mission

Quality Excellence: Delivering superior renovation solutions that stand the test of time.

Transparent Pricing: Maintaining honest, itemized costings with zero hidden charges.

On-Time Delivery: Executing projects with precision to meet every schedule milestone.

Professional Management: Building trust through dedicated project supervision and clear communication.

The 5 Pillars of Our Identity



01

Integrity

Honest pricing with no hidden costs. We provide full transparency in every quotation.



02

Quality Craftsmanship

Utilizing skilled tradespeople to deliver superior workmanship that stands the test of time.



03

Accountability

We stand by our work. Defects are fixed, not excused. Your satisfaction is our priority.



04

Client-Centric

We listen to your vision before building. Prioritizing your needs at every step.



05

Efficiency

Ensuring timely completion through structured processes and professional project management.



Residential Services

- ✓ HDB Full Unit Renovation
- ✓ BTO Fit-Out Packages
- ✓ Condominium Renovation
- ✓ Kitchen & Bathroom Remodelling
- ✓ Custom Carpentry



Commercial Services

- ✓ Office Fit-Outs
- ✓ Retail & F&B Renovation
- ✓ Clinics & Professional Spaces
- ✓ Reinstatement Works
- ✓ Space Planning & Design



Institutional & Government

- ✓ HDB Projects
- ✓ Schools & Community Hubs
- ✓ Cultural & Heritage Sites
- ✓ Events & Exhibitions

Your Space, Perfected



HDB Full Unit
Renovation



BTO Fit-Out
Packages



Condominium
Renovation



Kitchen & Bathroom
Remodelling



Aluminum Carpentry & Built-In
Furniture



Modern Living Spaces

Tailored designs for HDB & Private Properties



Starting from
\$10,000



Full Project
Management



Post-Handover
Support



BUSINESS ENVIRONMENTS

Professional Spaces, Built for Success

-  Corporate Office Fit-Outs
-  Retail & F&B Renovation
-  Clinics & Professional Spaces
-  Reinstatement Works
-  Ceiling & Partition Systems

 \$500K – \$3.8M Commercial
Projects

 BCA
Compliant

 SCDF Certified
Works

Institutional Government Fit-Out Specialist

-  HDB Projects
-  Schools & Community Hubs
-  Museums & Galleries
-  Events & Exhibitions



 HDB
HIP Recurring

 Tier 1 Contractor
Partners

 Government
Trusted

Our 5-Step Methodology



Pre-Consultation

- ✓ 20-45 min site visit
- ✓ Needs assessment
- ✓ Budget discussion

Design & Planning

- ✓ Layout planning
- ✓ 3D Visualisation
- ✓ Material selection

Quotation & Confirmation

- ✓ Itemised costing
- ✓ No hidden charges
- ✓ Contract agreement

Execution

- ✓ Structured timeline
- ✓ Dedicated supervision
- ✓ Regular client updates

Handover

- ✓ Quality check
- ✓ Defect rectification
- ✓ Final sign-off

🛡️ Post-Handover Support Included | Client Satisfaction Guaranteed



Quality Workmanship

Skilled tradespeople delivering lasting results with premium materials and attention to detail.



On-Time Completion

Structured timelines with zero guesswork, ensuring your project is delivered exactly when promised.



Transparent Pricing

Fully itemised quotations with no hidden costs; client approves every line.



Professional Management

Dedicated project manager from start to final handover and beyond.



Long-Term Relationships

Client-centric culture with comprehensive post-handover support.

Target Market & Positioning



Residential Clients

- ✓ HDB & Condo Owners
- ✓ First-Time BTO Buyers
- ✓ Property Investors
- ✓ Quality + Value Seekers



Commercial & Corporate

- ✓ SMEs & Retailers
- ✓ Corporate Offices
- ✓ F&B Operators
- ✓ Clinics & Healthcare
- ✓ Hospitality Sector



Institutional & Government

- ✓ HDB Projects
- ✓ Tier 1 Contractor Partners
- ✓ Educational Institutions
- ✓ Event Organizers
- ✓ Government Bodies

Brand Positioning:

★ Mid-Tier to Premium

🔍 Transparent Process

🏛️ Institutional Specialist



Key Success Factor	KKD Reno	Typical Contractor
17+ Years Track Record	✓ Proven History	✗ Limited Experience
Institutional Projects	✓ MBS, USS, F1, HDB HIP	✗ Rare / Non-existent
Transparent Pricing	✓ Every Line Approved	✗ Lump Sum / Hidden Costs
SCDF Approved Fire Rated System	✓ SCDF Approved	✗ Not Specialized
Structured Methodology	✓ 5-Step Process Driven	✗ Ad-hoc / Unstructured
Government Contracts	✓ HDB Projects	✗ One-off Projects
Annual Project Scale	✓ \$15M+ Capacity	✗ Much Smaller Scale
After-Sales Support	✓ Standard Inclusion	✗ Often Excluded

Choose Expertise. Choose Reliability. Choose KKD Reno.

Our Landmark Project Portfolio



Singapore Airshow

→ Exhibition Structures 2020-2024



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One@Changi City

🏠 \$3.8M Landmark Fit-Out



HDB Renovation

🏠 Quality Homes & HIP Upgrading

Our Landmark Project Portfolio



Universal Studios Singapore

~\$2.8M Fire Stop & Façade

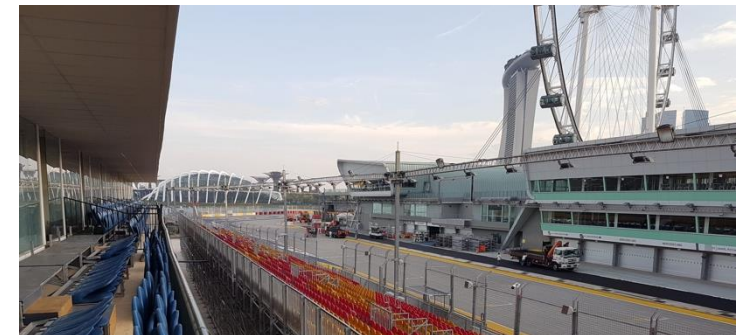


2011-2023



F1 Singapore GP

Recurring Contractor (2011-2023)





PHASE 1

2008 - 2010

Fire-Rated & Specialist Works

- ✓ **Universal Studios Singapore:** Fire Rated System & Façade (~\$2.8M)
- ✓ **Marina Bay Sands IR:** Specialist Partition & Ceiling (\$1M+)
- ✓ **Aalto Condominium:** 196-unit Fit-Out

 Project Value Range
\$30K - \$2.8M

PHASE 2

2011 - 2012

New Capabilities & Expansion

- ✓ **Formula 1 Pit Building:** Recurring Specialist Works
- ✓ **SUTD Campus Upgrading** (\$500K+)
- ✓ **Suntec City:** Office Renovation Works (\$1M+)
- ✕ **New Skills:** Conwood Decking, Aluminium Ceilings, Cladding

 Project Value Range
\$15K - \$2.5M



Marina Pit Building

Iconic Events

Formula 1 Singapore Grand Prix

Recurring Contractor (2011-12, 2022-23)

Project Scope

Partition works, ceiling installations, and full fit-out for racing pits & suites.

Key Phases

Phase 2 (2011-2012)
Phase 5 (2022-2023)

Scale

350m long facility covering over 18,000 sqm of event space.

Achievement

Trusted by STB & Race Promoters for high-stakes, time-critical delivery.

“

“One of Singapore's most iconic annual event constructions — entrusted to KKD Reno for reliability and speed.”

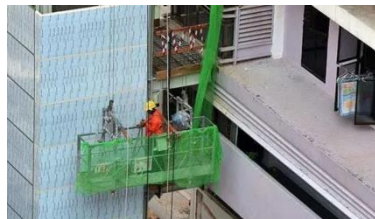
PHASE 3

2013 - 2016

Mega Contracts & Capabilities

- One@Changi City:** \$3.8M Fit-Out (Largest single project)
- HDB Projects:** 1,850 Residential Units Contract
- Canberra EC:** 638 Units Executive Condo

Project Value Range
\$100K - \$3.8M



PHASE 4

2016 - 2019

Government HDB Specialist Commercial Projects

- Mall Upgrades:** Westgate & Jurong Point
- Judicial Heritage Gallery:** Cultural Institution
- Institutional:** Schools & Community Clubs
- Govt Upgrading Specialist:** HDB Projects
- Key Partners:** Progressive Builders | Kingsmen

Specialization
Govt HDB Projects



One@Changi City

Milestone Achievement: First \$3M+ Contract — 2013

Phase 3: Mega Contracts

Largest Single Project: \$3.8 Million

Commercial Fit-Out Excellence | 2013-2016

Project Value

\$3.8M — The company's largest single project to date.

Location

Changi Business Park, Singapore.

Scope of Work

Commercial fit-out, partitions, ceilings, specialized installations, lobby premium finishes.

Outcome

Successfully completed; established large-scale project credentials.

"9-storey landmark in Changi Business Park — trusted by CapitaLand."



PHASE 5

2020 - 2025

Strategic Continuity & Mega Upgrading

- ✓ **2020-2024 Singapore Airshow:** Recurring exhibition structures (2020, 2022, 2024 editions)
- ✓ **2022-2023 Formula 1 Singapore GP:** Pit works & facility fit-out return
- ✓ **2020-2025 HDB Projects :** Continuous government upgrading pipeline
- ✗ **2020-2025 Large-Scale Exhibitions:** Mock-up, event structures & rapid fit-outs



Key Achievement Markers



17 Years



\$15M+ Annual



Tier 1 Status



Govt Pipeline

Singapore Airshow

2020-2024 (Recurring). Delivered exhibition pavilion & structure works for the 2020, 2022, and 2024 editions at Changi Exhibition Centre. Asia Pacific's largest aerospace event.



Exhibition Hall

Largest Aerospace Event



Airshow Pavilion

Recurring Structures

Homes We've Transformed

HDB | BTO | Condo | Carpentry



196 Units

Aalto Condominium



1,850 Units

HDB Projects

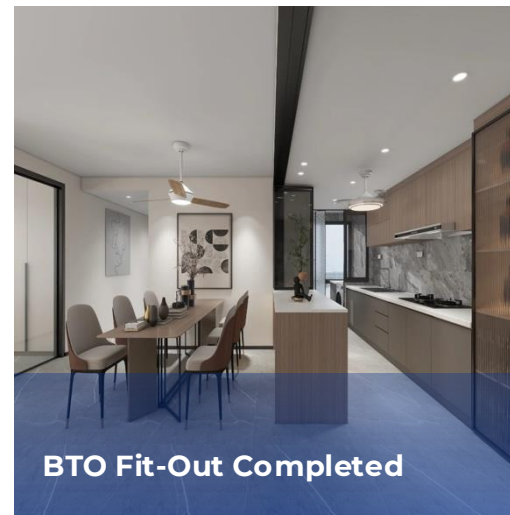


638 Units

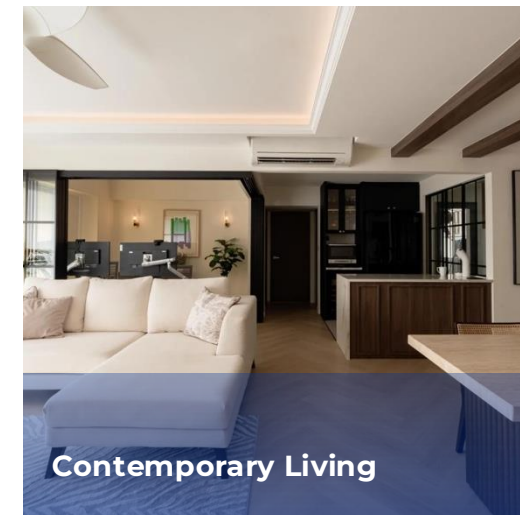
Canberra Executive Condo



Modern HDB Kitchen



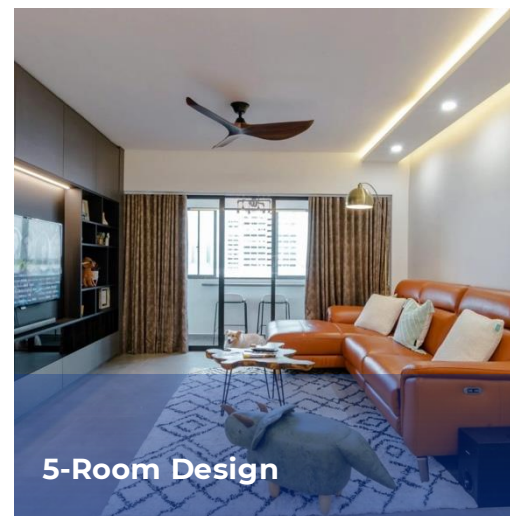
BTO Fit-Out Completed



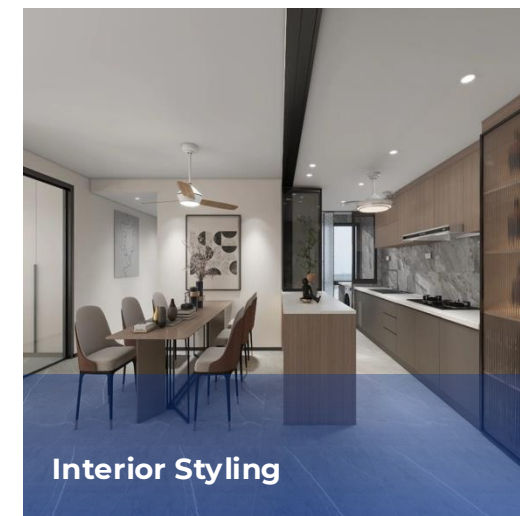
Contemporary Living



Full Renovation

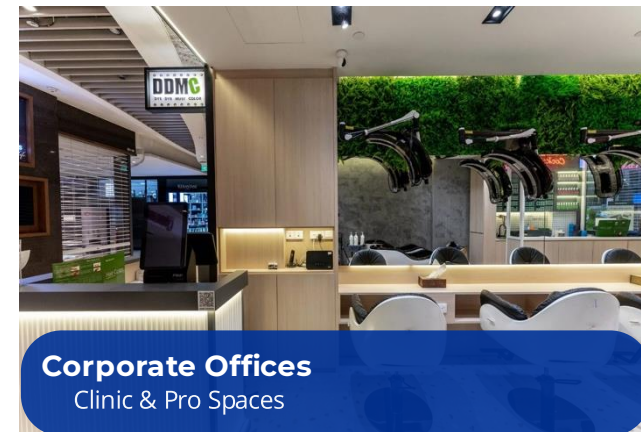
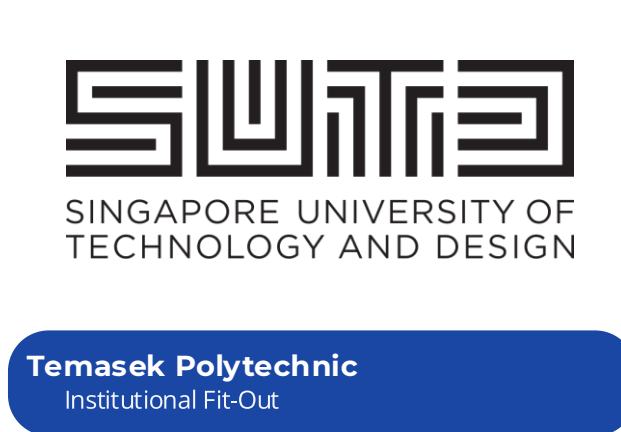


5-Room Design



Interior Styling

Commercial Spaces Built to Impress



From startup offices to landmark commercial complexes — we deliver.

17 Years Of Project Summary



\$15M+

Annual Project Sum

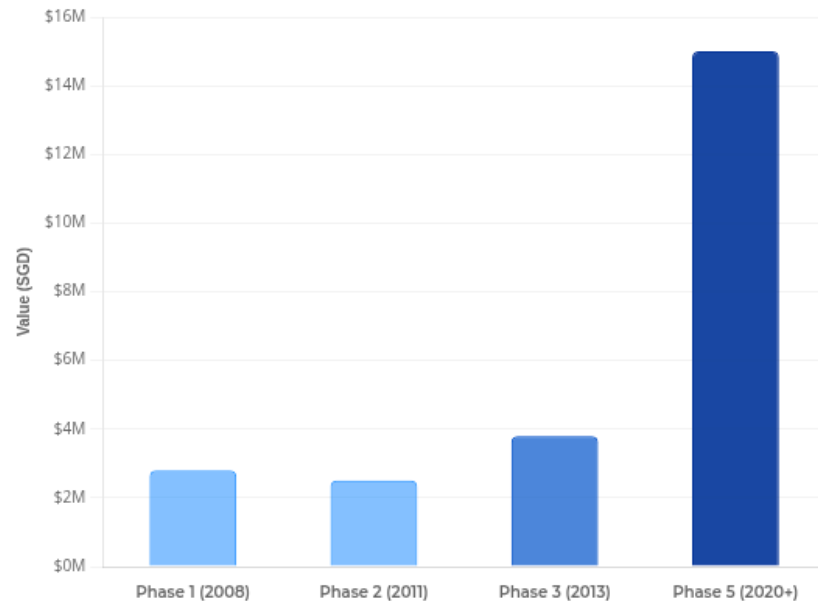
\$3.8M

Largest Single Project

17+

Years Continuous Operation

Project Scale Growth (SGD Millions)



Key Milestones

- 2008** Founded fire-rated systems specialist
- 2010** Marina Bay Sands & Universal Studios SG
- 2011** F1 Pit Building recurring works begin
- 2013** First \$3M+ project (One @ Changi City)
- 2016** HDB Projects
- 2020** Singapore Airshow
- 2022** F1 & Airshow recurring contracts continue
- 2026** Institutional Fit-Out Rebrand Launch

Market Strategy

Differentiation in a Competitive Market

Most contractors compete on price alone. **KKDECOR differentiates through:**

- ✓ Professional brand presence & structured methodology
- 🕒 17+ year track record vs industry newcomers
- 🏢 Deep government (HDB Projects) institutional relationships
- 🤝 Tier 1 contractor network

Rebrand Vision & Transition

From Contractor Institutional Specialist

- 1 Finalize Brand Identity**
Refine tagline, color palette, and visual guidelines
- 2 Portfolio Showcase**
Curate photography & detailed case studies of landmark projects
- 3 Digital Presence**
Launch refreshed website, Google My Business optimization, LinkedIn
- 4 Tender Positioning**
Restructure profiles to emphasize institutional capabilities
- 5 Partnership Programme**
Formalize links with Tier 1 contractors & property developers

Let's Build Something Great Together



BUILDING SPACES. BUILDING TRUST.

TO CHAI KIAT

HP: +65 9337 5772

Email: tckkiat@gmail.com

K.K DECOR Pte Ltd

CO / GST REG .NO : 201105387K

BLK 1015 Geylang East Ave 3 #03-117

Singapore 389730

Tel: 6846 9198 / 6743 2426

Fax: 6846 9798

TO WEI JIAN

HP: +65 8719 9030

Email: weijian@asme-sg.com

"Your space, perfected."

WWW.KKDBUILDER.COM

