

Strategic
Overview & 2026 Vision

Profile & Project References

20260414

Building Spaces. Building Trust.

Institutional Fit-Out & Project Specialist



K.K DÉCOR PTE LTD



EST. 2008 | SINGAPORE

WWW.KKDBUILDER.COM



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

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

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

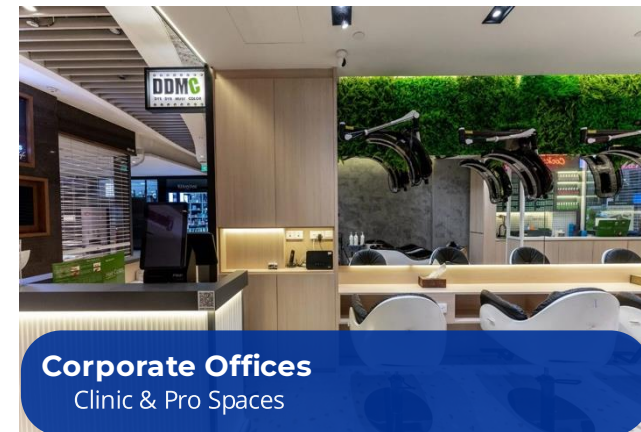
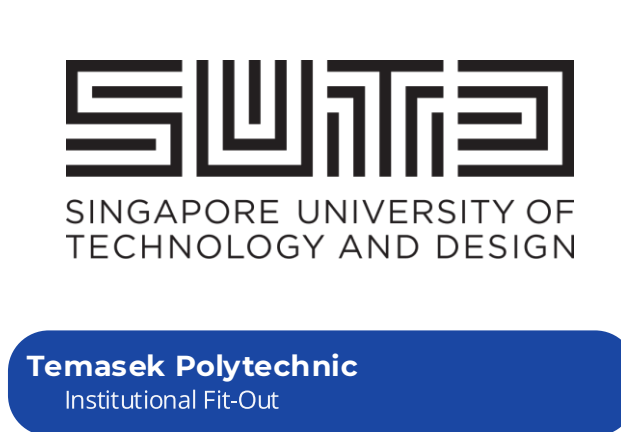
🔍 Transparent Process

🏛️ 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.

Commercial Spaces Built to Impress



From startup offices to landmark commercial complexes — we deliver.

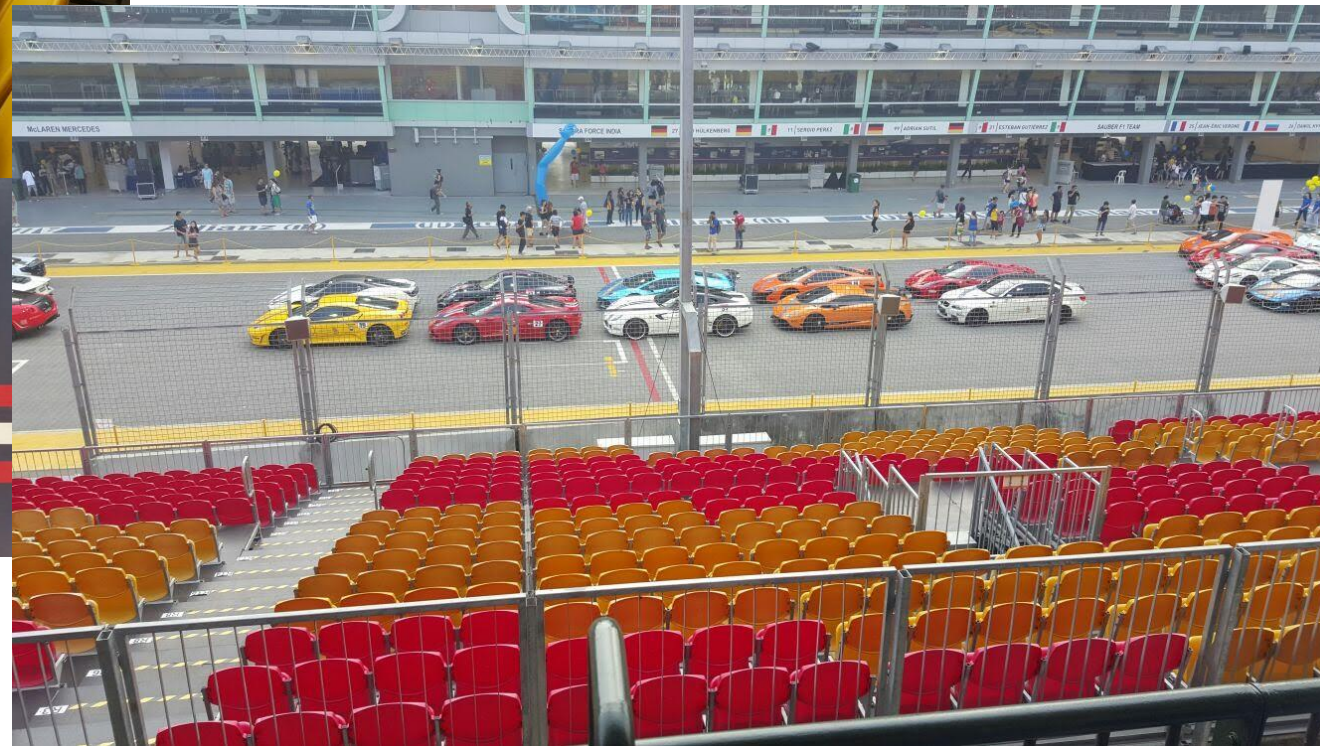
Commercial Portfolio Showcase



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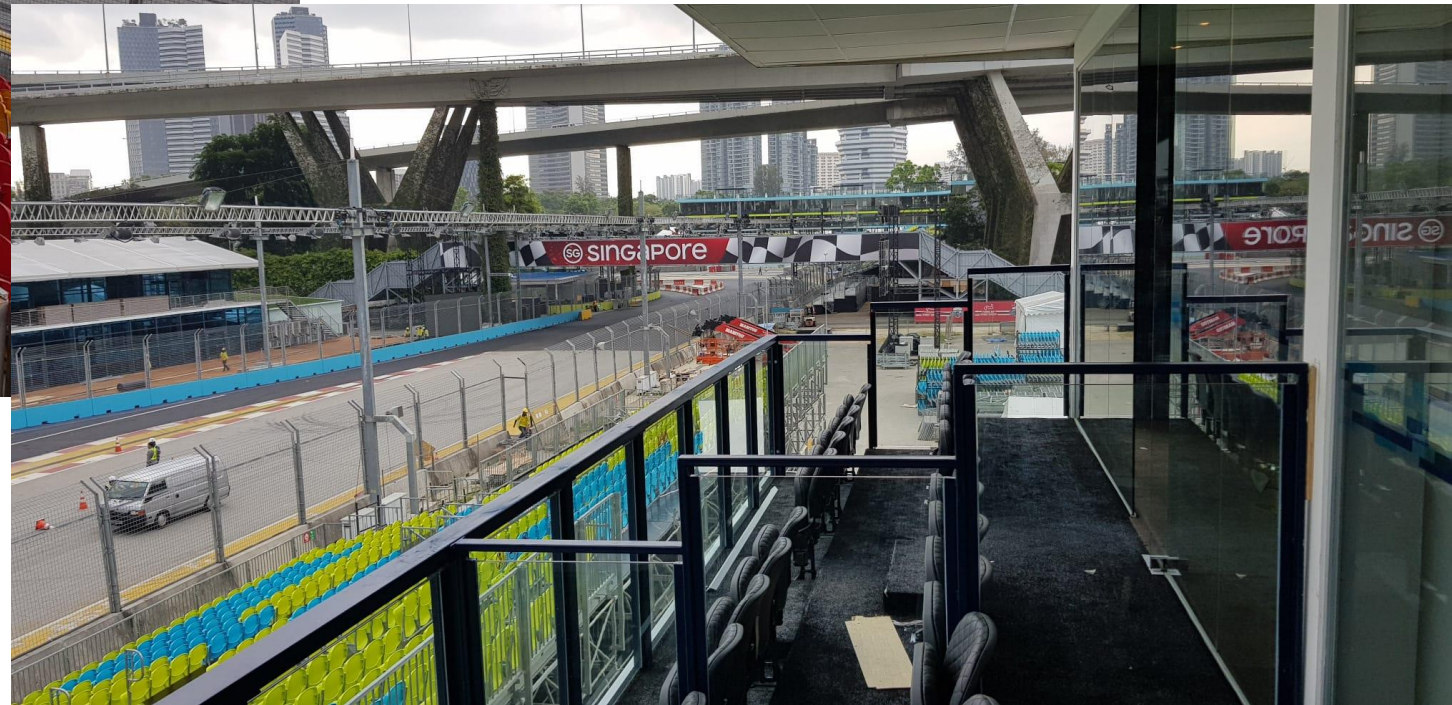
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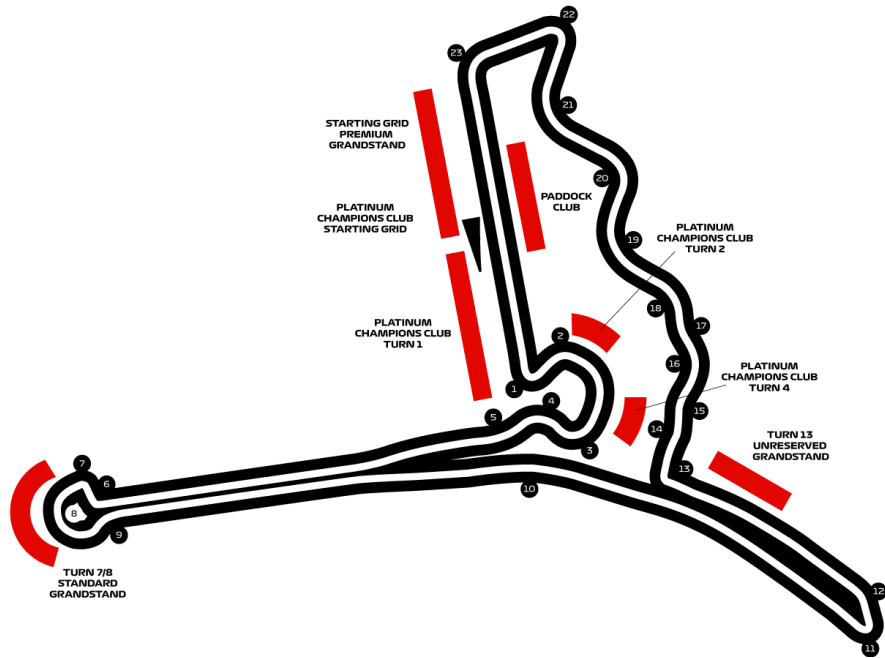


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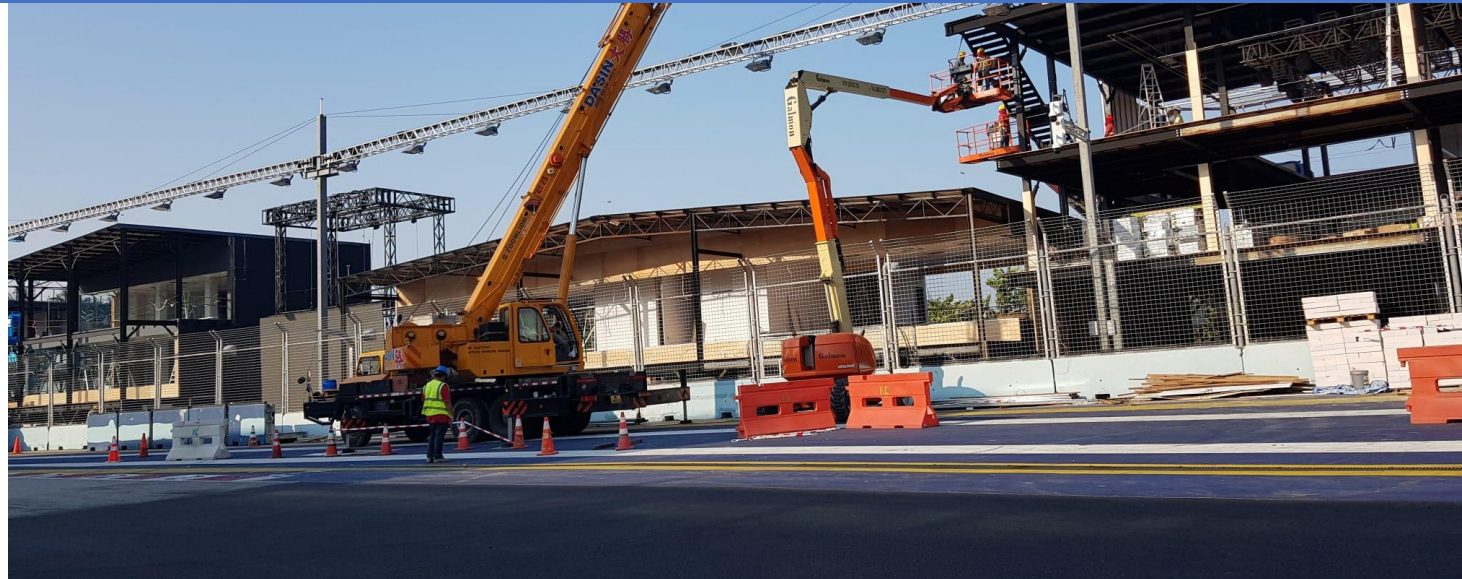
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VIETNAM - HANOI



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2017-2022 @ SENTOSA



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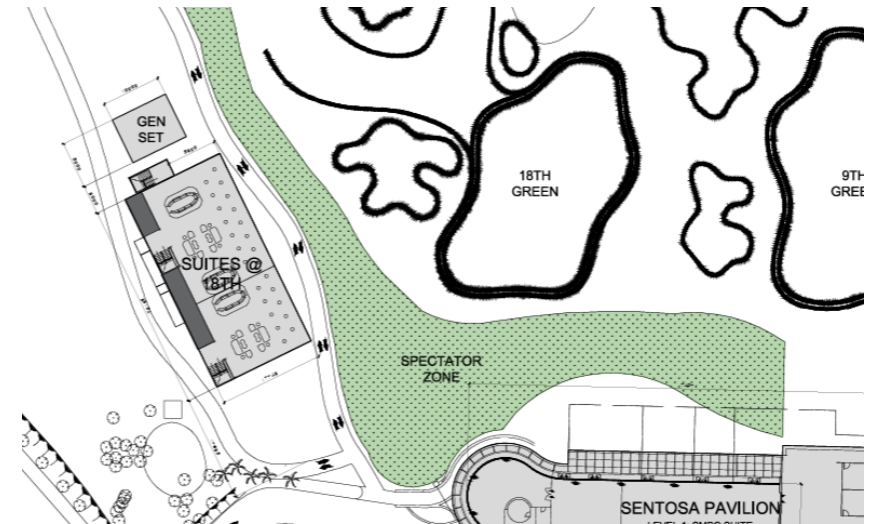


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 **SMBC**
SINGAPORE OPEN

2017-2022 @ SENTOSA



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2011-2022

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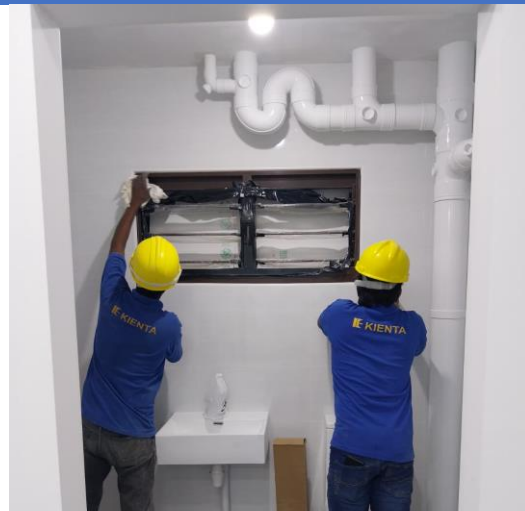
HDB HIP UPGRADING PROJECTS



**HOUSING &
DEVELOPMENT
BOARD**

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HDB HIP UPGRADING PROJECTS



**HOUSING &
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SCDF
The Life Saving Force

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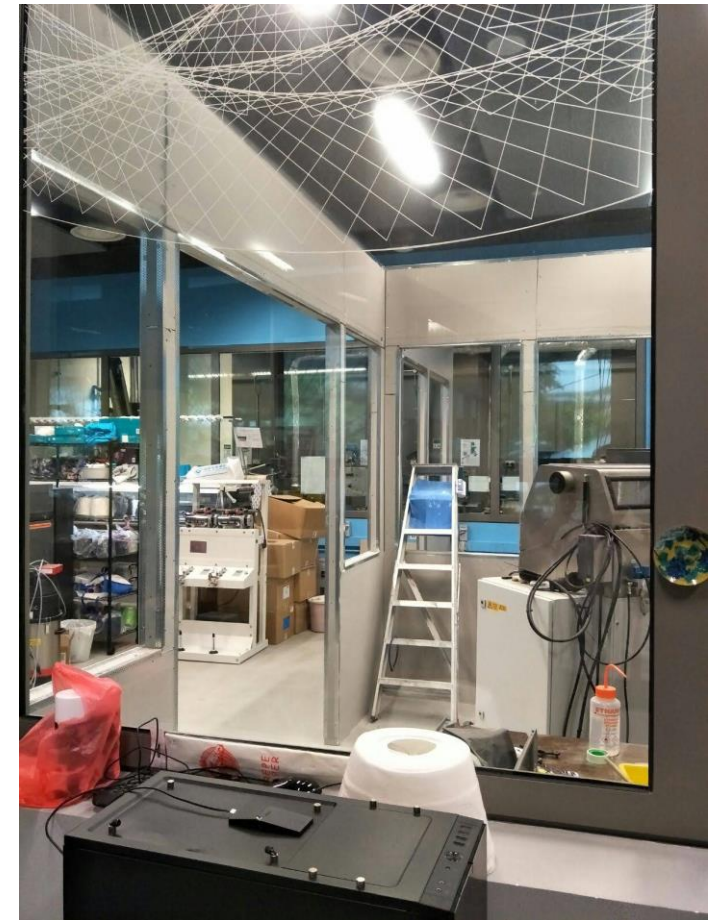
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SINGAPORE UNIVERSITY OF
TECHNOLOGY AND DESIGN

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Retail Concept Store



sentosa™
where discovery never ends



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Retail Concept Store



sentosa™
where discovery never ends



**Good
Old Days**

3-COURSE SET DINNER
(Individually Plated)



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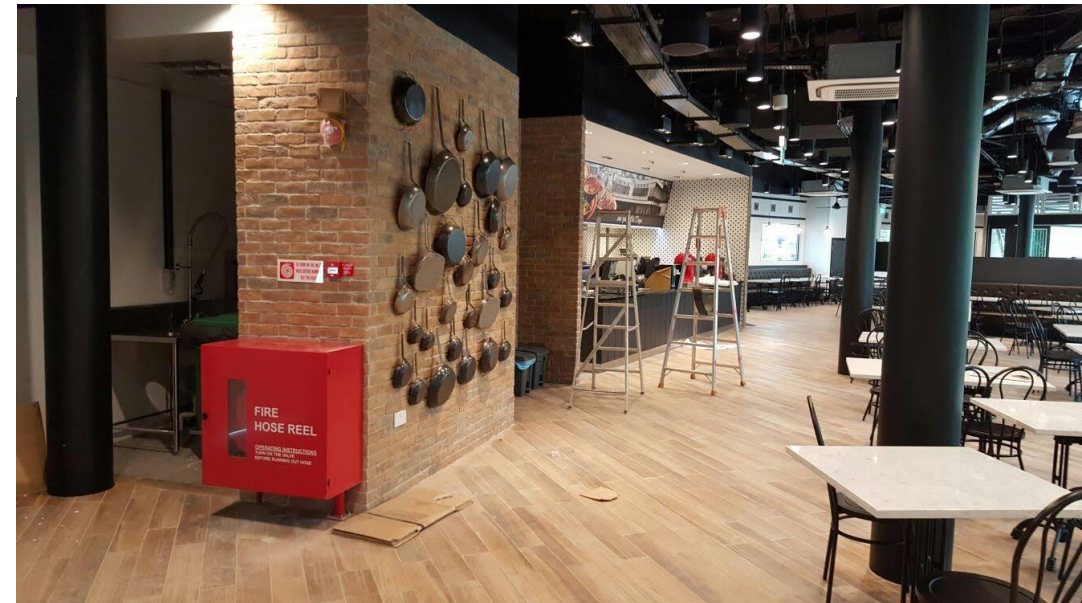
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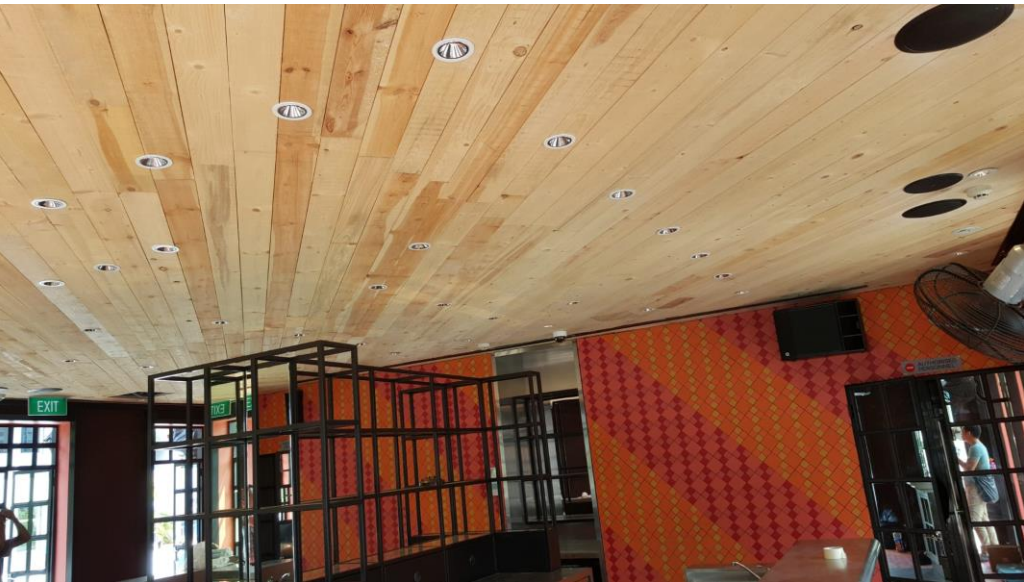


Commercial Portfolio Showcase



THE UNLIMITED
COLLECTION
by Oakwood

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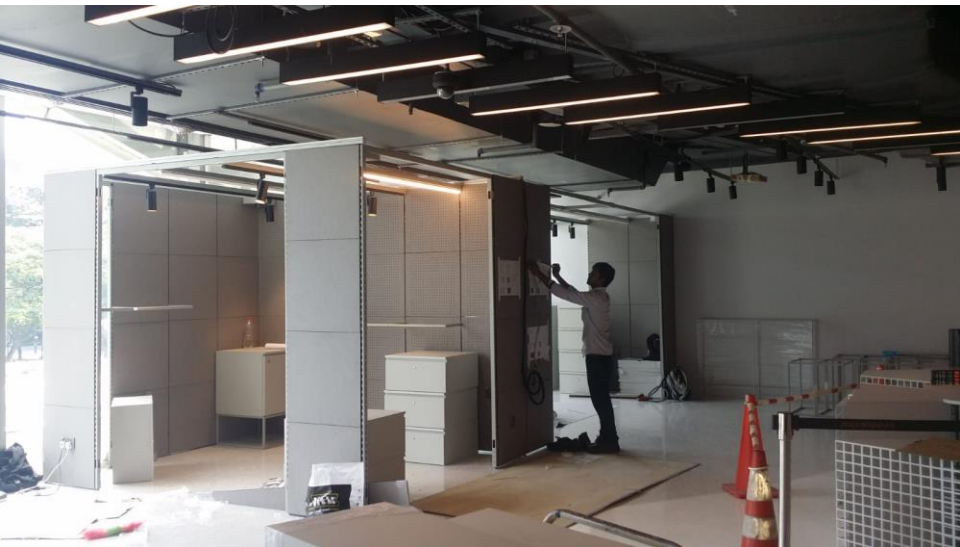
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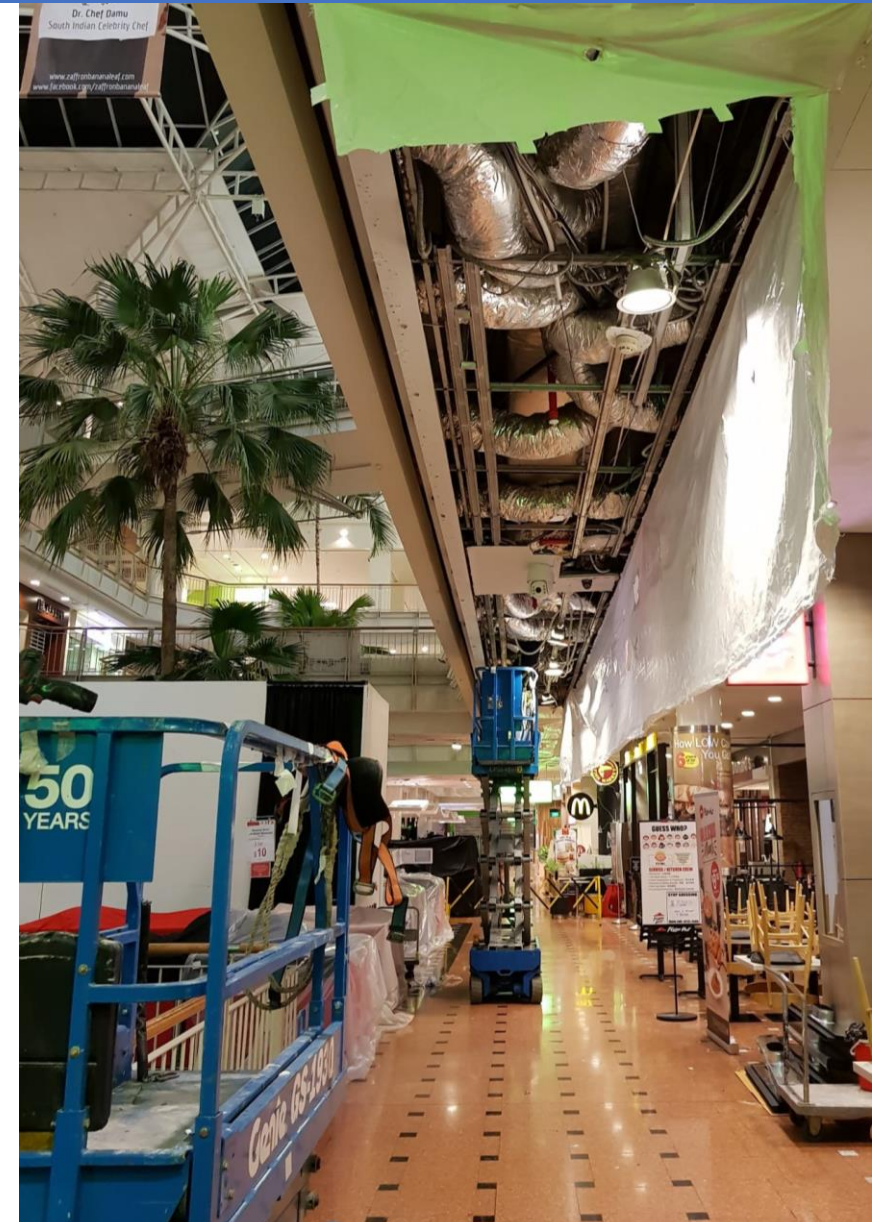
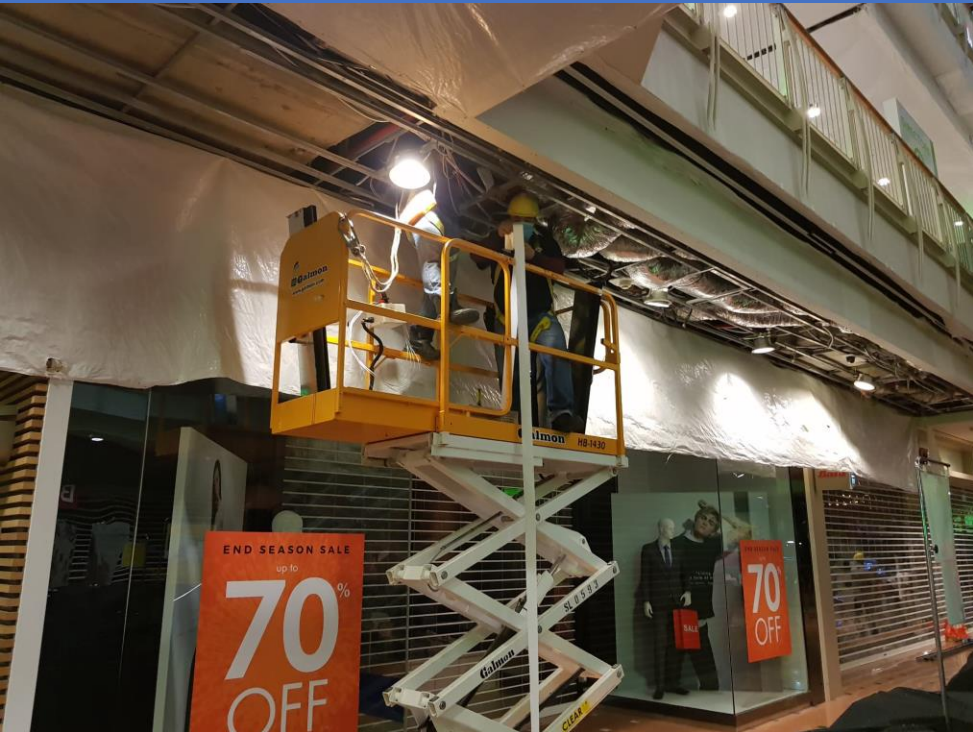
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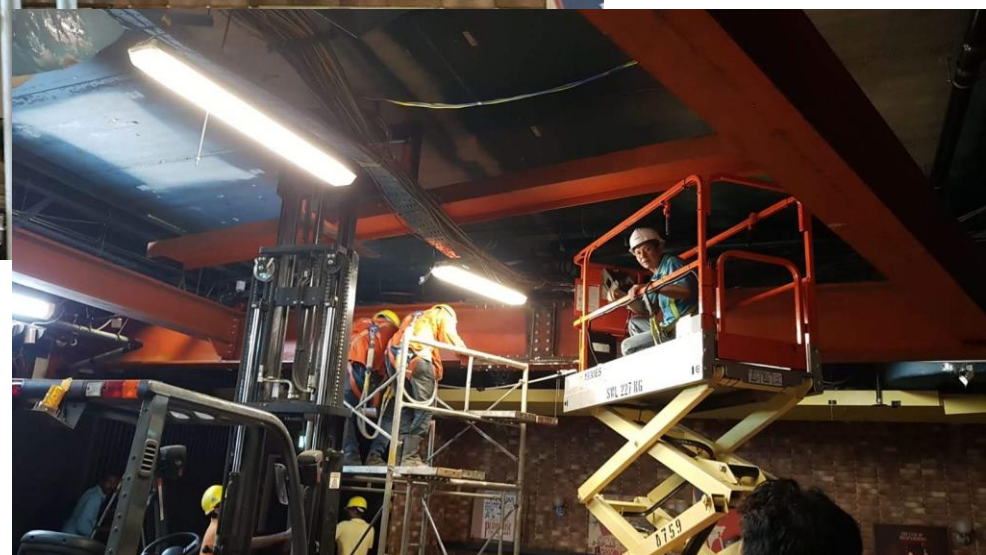
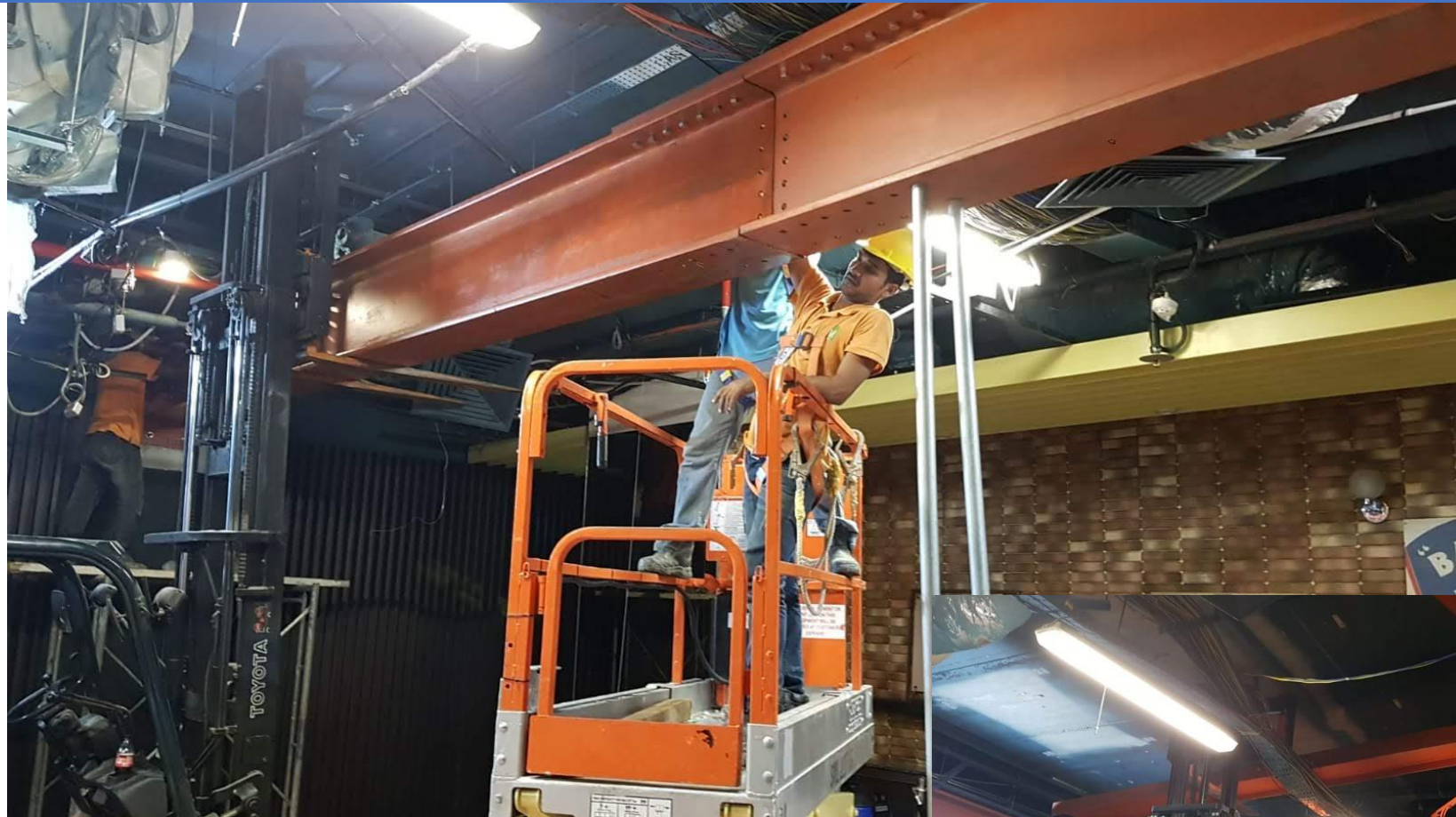
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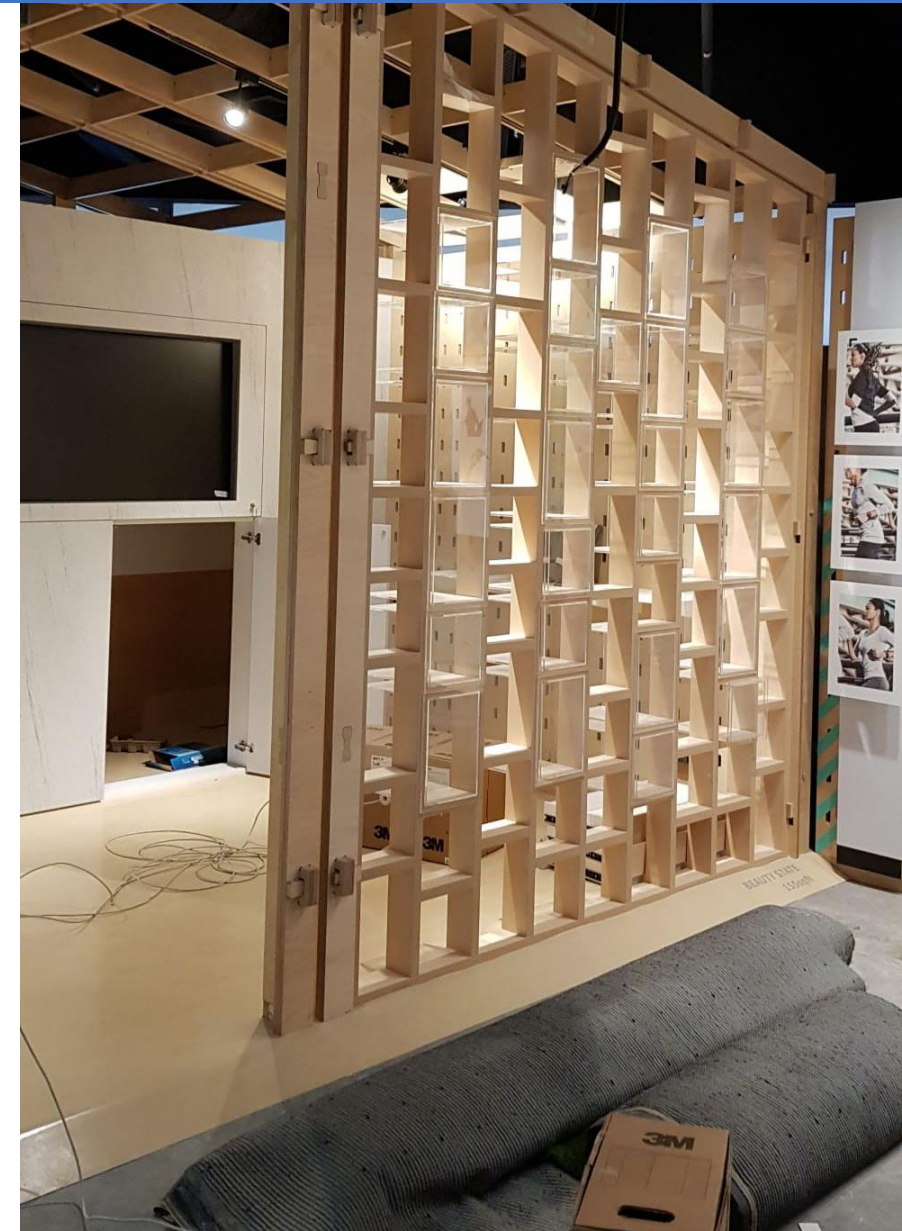
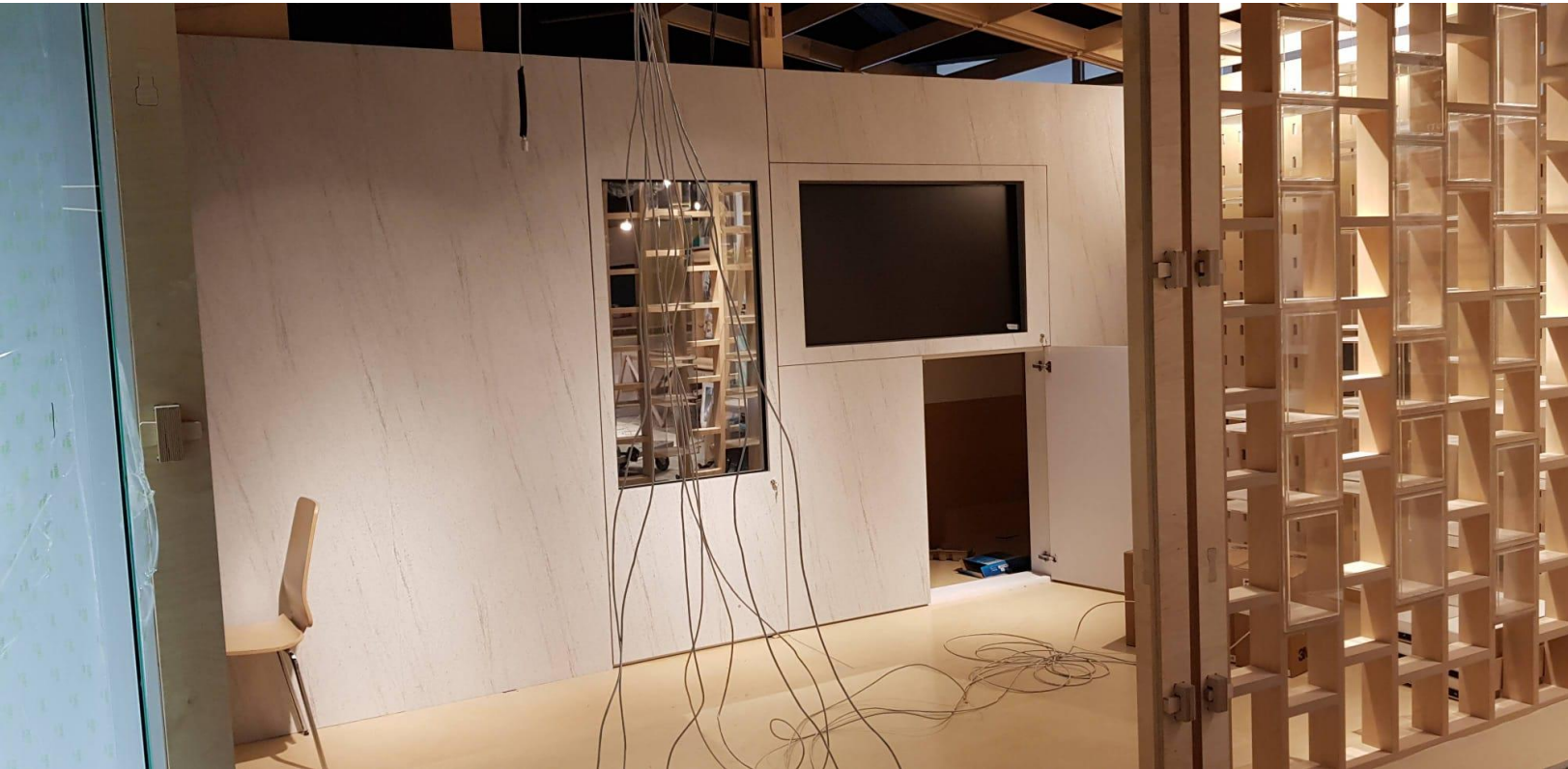
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Retail Concept Store @ Kallang



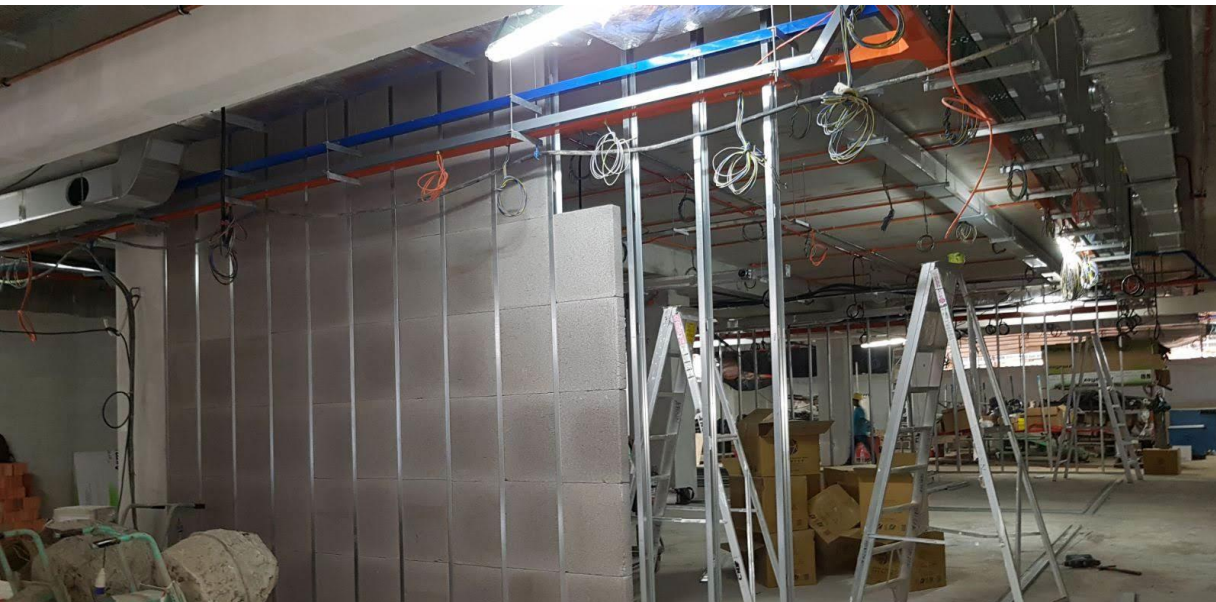
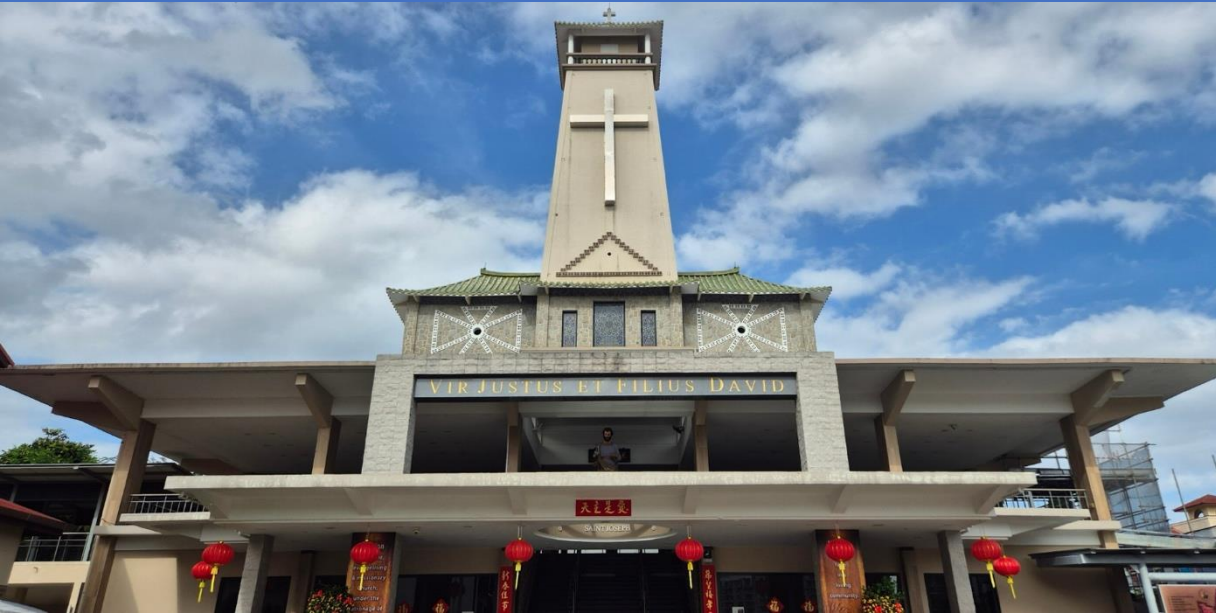
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Retail Concept Store @ Kallang

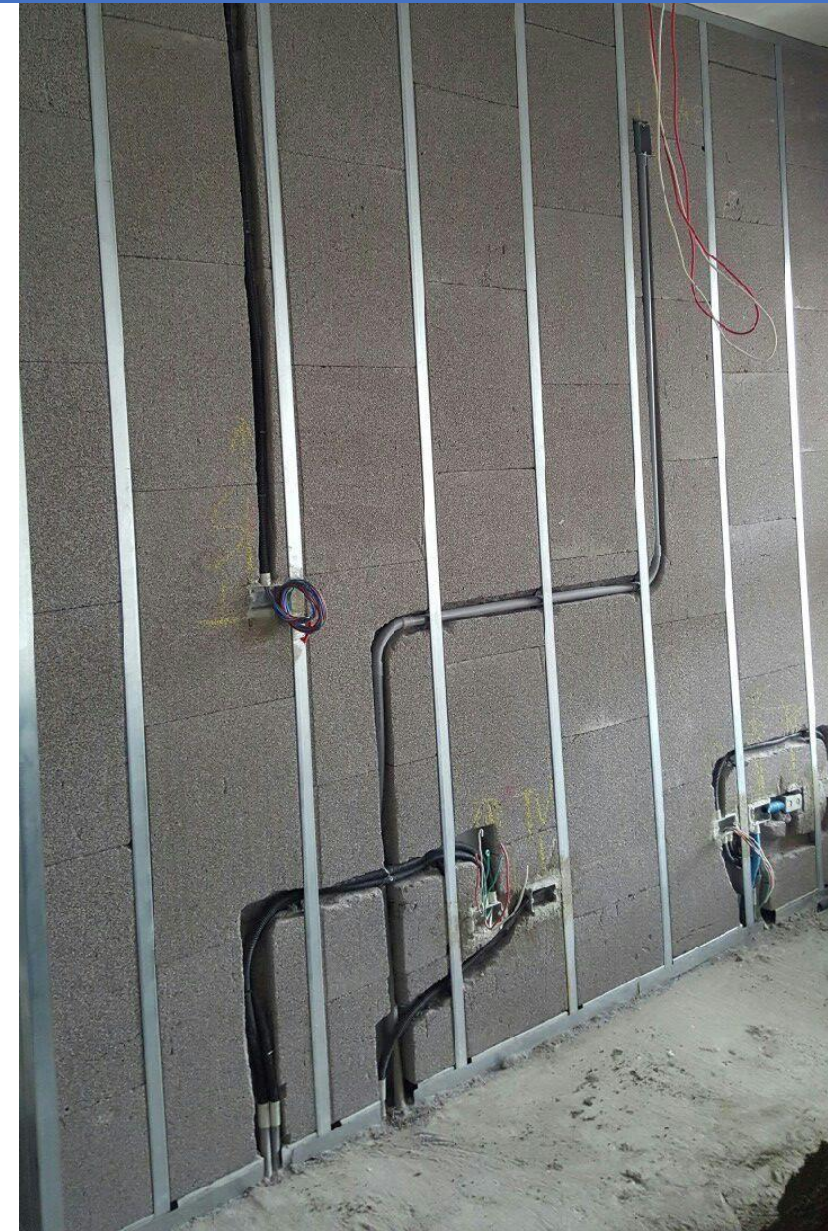


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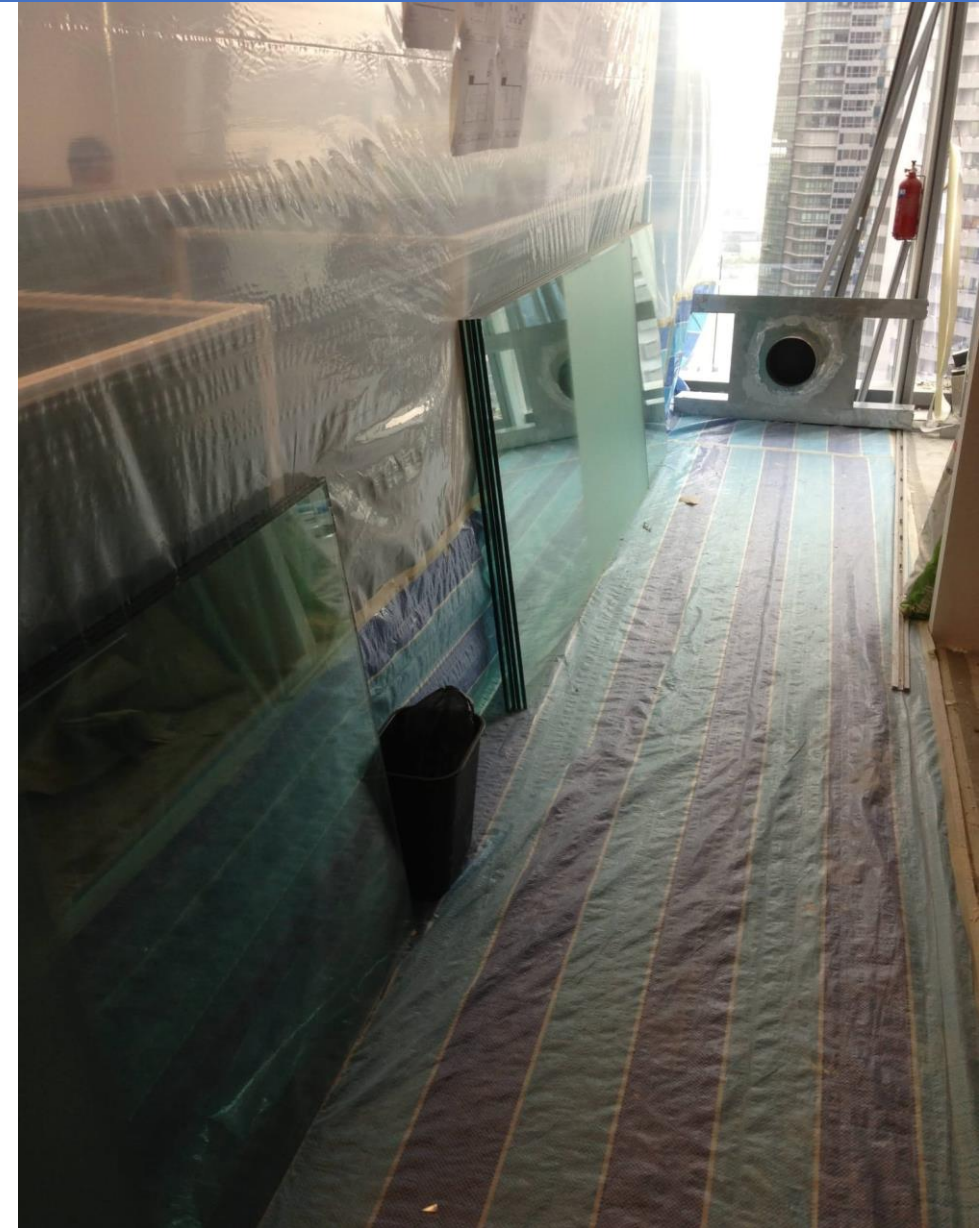


Family Regional Office



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Family Regional Office

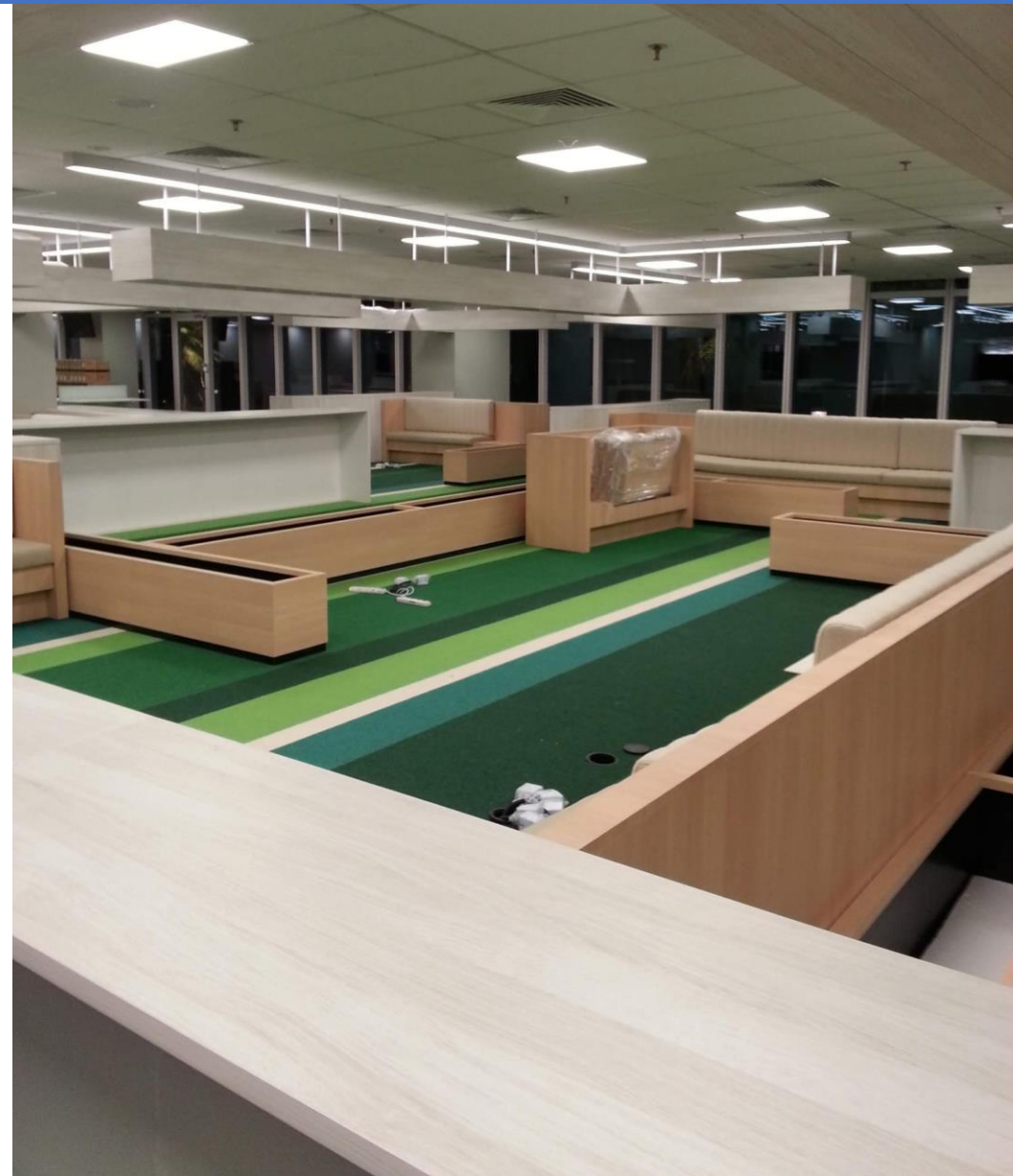
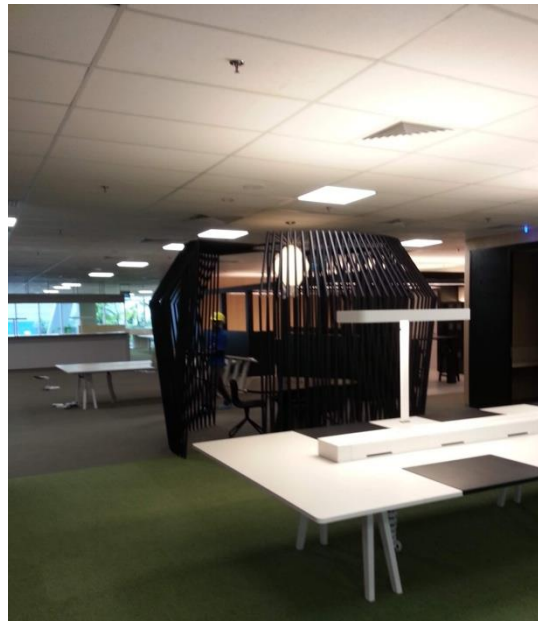


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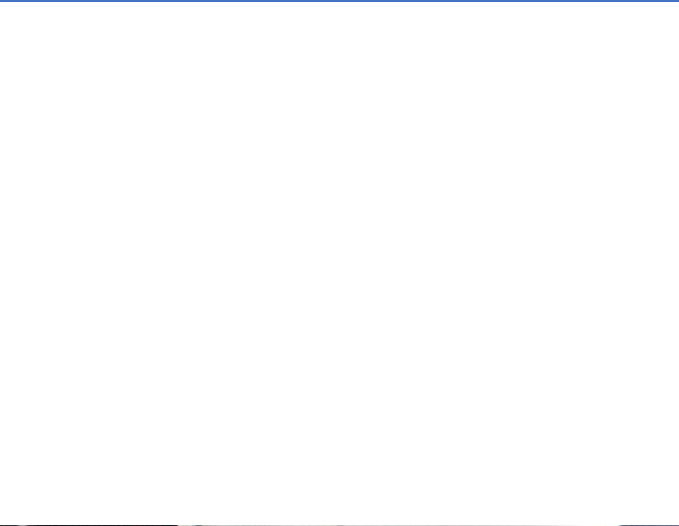
Regional Office



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Regional Office



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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

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