



Building Spaces. Building Trust.

Institutional Fit-Out & Project Specialist

WEBSITE PROFILE DATA



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

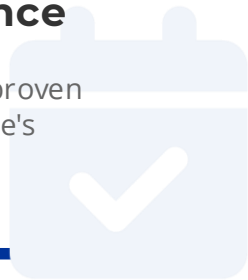


Institutional

17+

Years of Excellence

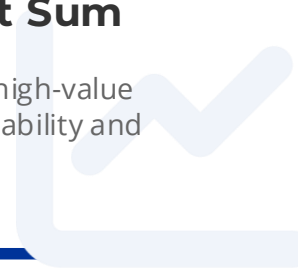
Established in 2008 with a proven track record in Singapore's renovation industry.



\$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.

17 Years Of Project Summary



\$15M+

Annual Project Sum

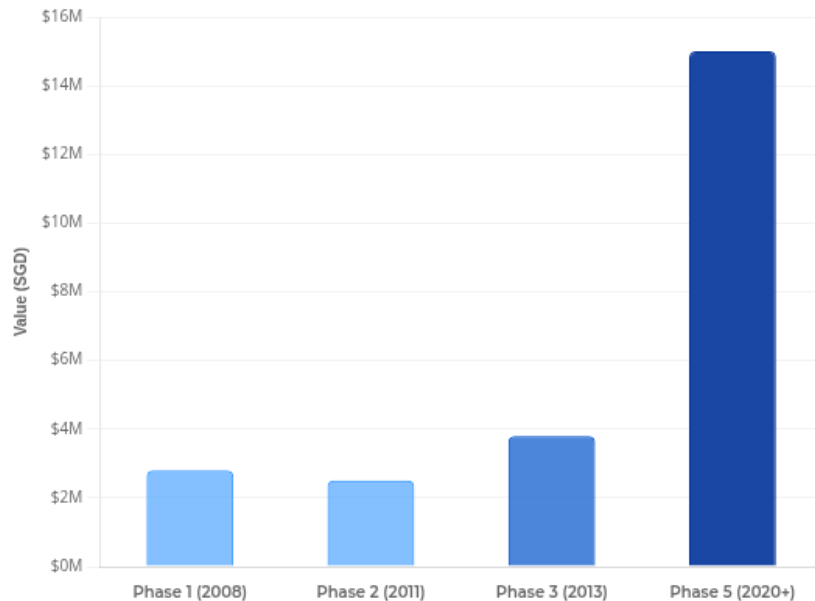
\$3.8M

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.**

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"Your space, perfected."

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