

# Building Spaces.Building Trust.

Institutional Fit-Out & Project Specialist



# Company Overview



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

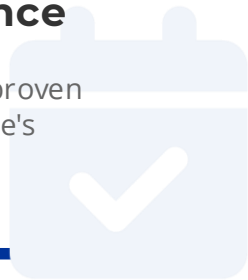


Institutional

## 17+

### Years of Excellence

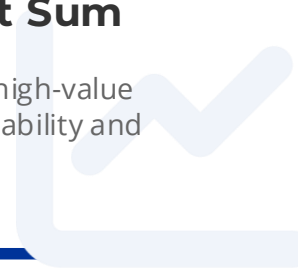
Established in 2008 with a proven track record in Singapore's renovation industry.



## \$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

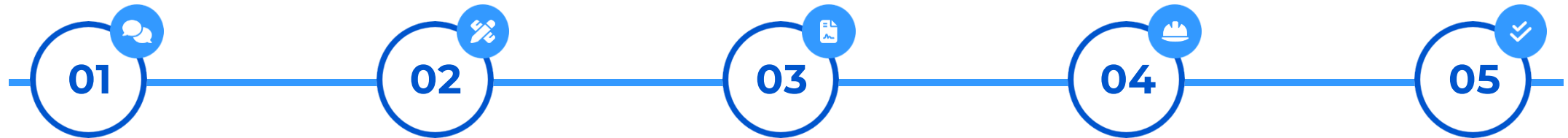


 HDB  
HIP Recurring

 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

# Why Choose K.K DECOR



## 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



**HOUSING &  
DEVELOPMENT  
BOARD**



### HDB Renovation

🏠 Quality Homes & HIP Upgrading



## Our Landmark Project Portfolio



### Universal Studios Singapore

~\$2.8M Fire Stop & Façade

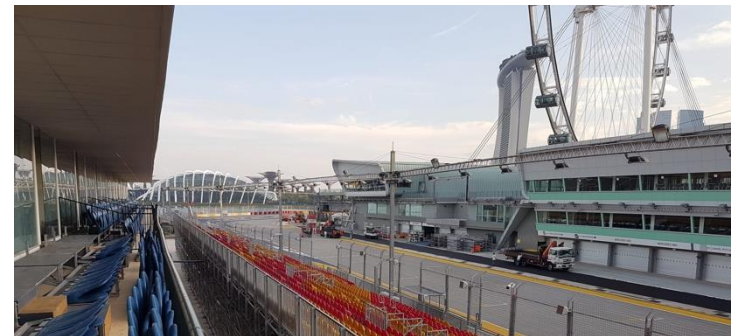


2011-2023



### F1 Singapore GP

Recurring Contractor (2011-2023)



# Phases 1-2: Foundation & Credibility (2008-2012)



## 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:** 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

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**

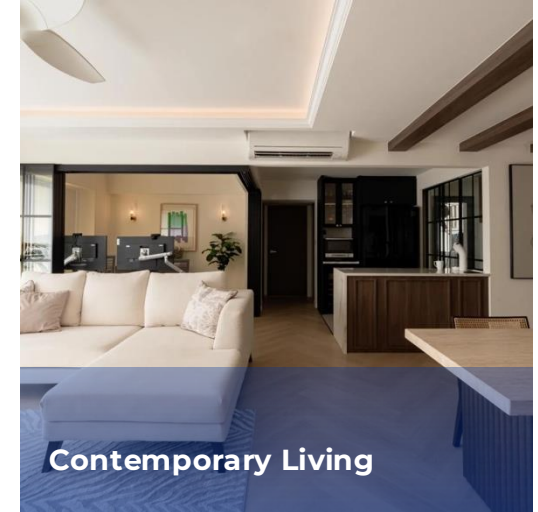
Canberra Executive Condo



Modern HDB Kitchen



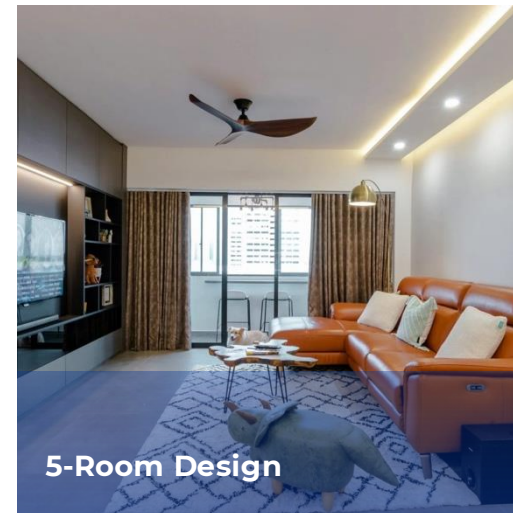
BTO Fit-Out Completed



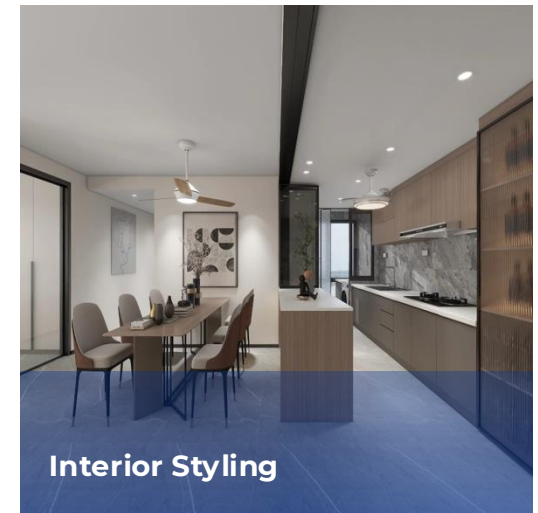
Contemporary Living



Full Renovation



5-Room Design



Interior Styling



## Commercial Spaces Built to Impress



**Suntec City**  
\$1M+ Office Fit-Out



**One@Changi City**  
\$3.8M Landmark Project



**Westgate Mall**  
Retail Upgrade & Fit-Out

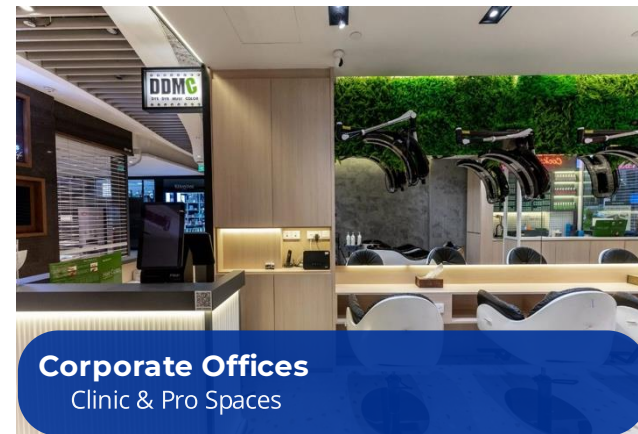


**Jurong Point**  
Reinstatement & Renovation



SINGAPORE UNIVERSITY OF  
TECHNOLOGY AND DESIGN

**Temasek Polytechnic**  
Institutional Fit-Out



**Corporate Offices**  
Clinic & Pro Spaces

From startup offices to landmark commercial complexes — we deliver.



## 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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