



STRATEGIC MOVES

“CHESS IS A MINIATURE VERSION OF LIFE. TO BE SUCCESSFUL, YOU NEED TO BE DISCIPLINED, ASSESS RESOURCES, CONSIDER RESPONSIBLE CHOICES AND ADJUST WITH CIRCUMSTANCES CHANGE.”

— *Grandmaster Susan Polgar*

At Design Studio, we are strategising for sustainable growth.

Over the years, we have built a brand that's synonymous with style, quality and reliability, a signature that's trusted by our clients and the industries in Singapore, Malaysia, Thailand and China.

Amidst an uncertain global economy and challenges in respective markets, we remain resilient and performed admirably in FY2015. This is a strong testament to our vigorous resource planning and strategic thinking.

Going forward, we will continue to strengthen our product and service offering to our existing clients, who have shown tremendous support. We will also continue to leverage on our capability to improve productivity and cost efficiency. Lastly, we look forward to extending our reach globally and pursuing viable business opportunities that will generate greater value to our stakeholders.

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ADVANCING STEADILY

Our drive to succeed is guided by our vision to be Asia's leading premier furniture manufacturer, interior fitting-out and product specialist. Our core competitive strength lies in our ability to utilise a myriad of latest technology and innovative methods to produce premium solutions for our clients.

In line with our strategies for sustainable growth, we continuously seek to capitalise on our core strengths while developing and implementing decisive responses to opportunities and challenges. Today we are well positioned to take our businesses to greater heights.





WINNING MOVES

At Design Studio, building and strengthening relationships with our clients is pivotal to our strategy. We are very focused on strengthening product and service offering to our existing clients, gaining their trust and support. Internally, we seek to gain greater stakeholder trust by upholding integrity and transparency in our businesses. These efforts translate to a sustainable and better Design Studio!





EXPLORING MORE POSSIBILITIES

Over the years, we have taken measured steps to deepen our presence in the key markets we operate, namely Singapore, Malaysia and China. Despite the implementation of cooling measures of the property sectors by the local government, we believe these markets still offer spaces of opportunities for us to explore, especially in China.





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Inspired by Aspirations. Driven by Innovations.

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