



MONITORING OF THE SINGAPOREAN FURNITURE SECTOR

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EXECUTIVE SUMMARY

Chapter 1 – Introduction

- Singapore has grown successfully in the past years and is now a successful business center in the international arena.
- Singapore continued to make progress in developing its external economy and ranked as a major investor in the South East Asian region.
- In 1960-1991 period, Singapore economy grew at an average 8,5%, thanks to an astute government policy. Due to the Asia economic crisis, Singapore economy slowed down in 1997 and in 1998 the economic growth rate was 1,5%.

Chapter 2 – Regulation structure and policy

- The Singapore Furniture Industries Council is the representative body of Singapore furniture industry.
- The Singapore Furniture Design Centre is the largest furniture display centre in the ASEAN region.
- Singapore government is actively promoting the interest of the Republic's furniture manufacturers and exports.

Chapter 3 – The furniture industry

- The Singapore furniture industry can be divided into two broad categories: residential furniture and office furniture.
- Local made furniture makes 20% of the total furniture market and the rest of 80% is imported.
- In 1997, Singapore's total trade in furniture increased by 4%, and in 1998 the furniture imports declined 16,2%, while exports declined by 33,5%.
- Most Singaporean manufacturers export their products directly from their plants in the region
- In 1998 the top supplying countries were Malaysia, Italy, USA, China and Japan, and Italy remained the second largest supplier of furniture to Singapore.
- In 1998 the consumption of furniture was estimated to be about S\$ 635 million.
- Design, image, reputation and quality are the point of strength of European furniture.
- Italian imported furniture dominates in a very wide market segment, from mid-low to high end. Famous high-end brands include Cassina, B&B Italia, Molteni & C., mid-range include Minotti, Porada, Tonon, Casprini, Natuzzi Formenti, Effezeeta, Casamania and Europeo.
- German furniture is the most expensive among the imported furniture, even if it lacks in design and image and their kitchens have a strong foothold in the Singapore market.

Objective and methodology

Objective

The objectives of this work are:

- *To provide the EU furniture manufacturers with relevant, accurate, up-to-date strategic information and also practical advice to enter successfully the Singapore furniture market.*
- *To raise EU manufacturers' awareness and level of understanding of the functioning of the Singapore furniture market and its potential.*

Methodology

The research has been carried out in the following way, recognising the desirability of gathering information from multiple sources to give greater confidence.

Secondary research

The first step of the research plan was the gathering and examination of secondary data, that is information already existing. Information and figures have been collected from a variety of sources, including:

- Singapore Statistical Yearbook
- Singapore Economic News
- Official Journal of the European Union.

Secondary data collected provided a good starting point for research. From these results, we developed a formal research instrument, debugged it and carried into field.

The second step was the design of the sampling plan, which called for three decisions:

1. Sampling unit: *who has to be interviewed?*
2. Sample size: *how many companies/actors should be surveyed?*
3. Sampling procedure: *how should the respondents be chosen?*

We decided to interview the following categories of actors:

- Furniture manufacturers
- Distributors
- Consumers/end users
- Industrial leaders, opinion leaders.

We decided to split the interviews into two categories:

- *Telephone interviewing*: is the best method to gather information quickly and let the interviewer clarify questions if they are understood. In some cases the interviews were detailed and quite personal. The aims of these interviews were two: 1) gather general information about a large number of companies in the investigated industries; 2) identify and select the companies to be visited.
- *Personal interviewing*: is the most versatile, as it gives the interviewer the opportunity to ask more questions and record additional information about the respondent.

From the list of companies in each industries gathered from different databases and official sources, we identified the areas with the highest number of companies in each industry and in these areas we identified and selected a number of companies to be visited.

Due to the large number of industries to investigate and their geographical location split all over the country, we decided to give greater importance to interviews to opinion leaders and decision makers in the industry.

For each industry we made quite a large number of phone calls and selected an average four-five companies to be visited. The total number of telephone interviewing was about 50 and the total number of personal interviewing was 60.

The following step was the preparation of check list/questionnaires for interview to the main categories of actors in the industry:

- furniture manufacturers
- distributors
- consumers/end users.

In order to obtain a representative sample, a sample of population was drawn according to the following criteria:

- Selection of actors who are good prospects for accurate information
- Selection of a reasonable number of actors in each category in order to get reliable and accurate information about the state-of-art and the forecast development of the market situation
- Selection of different group according to identified criteria.

Primary research/field research

We made about 80 phone calls to identify and select the main actors in the industries investigated and a number of design institutes.

Famous high-end brands include Rolf Benz, ClassiCon, mid-end brands include Allmilmo, Poggenpohl, Baulthaup and Alno.

- Spanish furniture has been recognized as closed to Italian design, but more competitive in prices.

The demand for furniture

- Chinese are the major race (77%) in Singapore, while Malays, Indians and other ethnic groups have 14%, 7,5% and 1,5% respectively.
- Chinese tend to prefer modern design in furniture while Malays and Indians seem to prefer traditional and classical furniture.

The residential market

- In Singapore residential market, there are different types of properties: the Housing Development Board apartments, the Private apartments and condominiums, the landed properties and service apartments.

Chapter 4 – The Singaporean consumers

- Small market size and westernized consumers' attitudes make it advantageous to distribute in Singapore products and services primarily developed for other markets.
- The market is saturated for low-end furniture, which are mainly from Malaysia, Indonesia, and Taiwan.
- There are some high quality local brands with affordable price, they are Melandas, Cellini and Novena.
- Consumers in the middle to upper income brackets are generally more educated. They have a trendy lifestyle and can better appreciate the modern European design.

Chapter 5 – The distribution channels

- Most of the importers are also retailer, and work exclusively with suppliers due to the small market size of Singapore.
- Major retailers are:
 - for high-end: Inspiration Shop Pte Ltd. and Noble Desing Holdings;
 - for mid-market: Novena Holdings, Castilla Design Pte Ltd, Hwa Tat Lee, Cellini Design Center Pte Ltd, Melandas Casa Mobili Pte Ltd, Interhome Design Pte Ltd, and Cheng Meng Furniture Co. Pte Ltd.
- In office furniture, furniture is sold through projects and on contract basis. Major brands are Unifor, Werndl and Floetotto.
- On mega-stores, major players are Ikea, Courts Super Store.
- Retailers keep stocks on items that are selling fast as normal delivery time take between 3-3,5 months upon order. Payment term is normally by L/C at sign or bank telegraphic transfer upon shipment.
- Importers and retailers of home furniture make between 70% to 80% of gross margin from retail, 10% to 15% on contract supply, and 30% to 45% from landed cost.

- Agents work on commission basis of 10% to 12%.

Chapter 6 – The legal environment for doing business in Singapore

- Singapore private law is very similar to the English Private law. The Company Act allows different forms for doing business: sole proprietorship, partnership, incorporated companies, representative office, and foreign investment.
- Singapore government encourages foreign investment by introducing tax and non-tax incentives, particularly in exporting business or high technology. There are six free trade zones in Singapore.
- Two vehicles to invest in Singapore are: fully owned foreign company and joint venture with a local partner. The latter form is more encouraged, although there is no restriction on choices.
- There are very few restrictions on international trade and import/export, few products subject to import license, or custom duties.
- No duties are levied on imported residential or office furniture.
- There are following taxes in Singapore: income tax, property tax, stamp duty, and withholding tax.
- Individual income tax is subject to a progressive rate from 2,5% to 26%. Corporate tax rate is 26%.

Chapter 7 – Conclusions and recommendations

- European suppliers should have a short term view but a long term strategy to Singapore market and also for the ASEAN region as a whole.
- European suppliers should be aware of the following:
 - Delivery time should be shortened so that to lower the stock costs;
 - Operation cost in terms of showroom, warehouse storage and salary to sales staffs are high in Singapore;
 - FOB prices are more attractive to local importers than ex-factory basis due to the unfamiliarity of handling charges in Europe;
 - Better discount structure should be offered to the Singapore importers due to the high operation cost and the recession stage of the market;
 - L/C and 60 days bank transfer would be favorable by local importers;
- European furniture manufacturers should look at Singapore as a bridge to develop the South East Asia markets.

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Chapter 1

Introduction

1.1 Singapore Economic and Political Overview

Singapore consistently high rates of economic growth since the middle-‘60s have transformed the city-state from an underdeveloped country to among the richest in the world. Among many other accolades, Singapore has been classified as one of the most competitive economies in the world and as the best international city for business¹. This success has been achieved despite the almost total absence of natural resources, severe constraints in land, capital and human resources, and limited technological abilities.

Today, Singapore thrives as a successful business centre in the international arena. This situation has evolved gradually and has come about as a result of careful planning.

In the 1960 when job creation was the primary concern, labour intensive industries were encouraged. By the early 1970s, full employment was achieved and the emphasis shifted to undertake activities such as research and development (R&D), engineering design and computer software development. In the early 1980s, a substantial manufacturing base was established. And since the early 1990s, emphasis has been placed on both the manufacturing and service sectors as the twin engines of growth. In addition, local enterprises have been

A careful planning has made Singapore a successful business centre in the international arena.

¹ World Competitiveness Report, 1997

encouraged to diversify their operations, upgrade their skills and develop into strong export-oriented companies.

To achieve its vision of becoming a developed nation, Singapore has to operate and compete in the global market place by tapping global resources, technology and talent.

To overcome its limited domestic market, Singapore continued to make progress in developing its external economy and ranked as a major investor in the region. In 1996, Singapore was the top foreign investor in Malaysia, second largest in Vietnam and the third largest in Indonesia and the Philippines. Singapore was also the fourth largest investor in Thailand and fifth largest in China.

Singapore's rapid economic growth – 8,25% GDP growth per year between 1960 and 1991 (and about 7% per year in the 1990s) – has been attributed, to a large degree, to astute management by its government. In addition to actively participating in many sectors of the economy, the government has focused on providing a strong infrastructure to support Singapore's development into an efficient manufacturing base for foreign corporations. The key feature of Singapore's development strategy has been the attraction of multinational companies to undertake manufacturing and service operations for regional and world markets.

Singapore is noted for its transparent investment policies, efficient bureaucracy, and corruption-free government and for the fact that there are no taxes on capital gains or restrictions on foreign ownership of business.

The **Singapore economy** expanded by 7,8% in 1997, up from 6,9% in 1996 by down from 8,8% in 1995.

The manufacturing sector expanded by 4,3% in 1997 compared to 3 per cent in 1996. It continued to contribute the highest proportion, 24,3% to Singapore's GDP.

Singapore economy grew at an average 8,5% in the 1960-1991 period, thanks to an astute government policy.

Singapore economy slowed down in 1997.

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The improvement in the manufacturing sector was due to a strong expansion of the chemical industry and a pick-up in global electronic demand, especially in the semiconductor sector. However, excess capacity in the disk drive segment, coupled with the regional economic downturn in the second half of 1997, hampered strong growth in the sector.

In 1998 the crisis affecting the region took its toll on Singapore and the economic growth was 1,5%.

However in 1999, the economic situation has been improved.

In 1998 the economic growth rate was only 1,5%

Table 1-1 Total trade statistics

At Current Prices	1997	1998
Total Trade	\$ 382 bn	\$ 354 bn
Growth (%)	5,7	-7,5
Exports	\$ 186 bn	\$ 184 bn
Growth (%)	5,3	-1,0
Domestic Export	\$ 108 bn	\$ 106 bn
Growth (%)	3,8	-1,5
Non-oil Domestic Export	\$ 92 bn	\$ 92 bn
Growth (%)	5,3	0,9
Re-Exports	\$ 78 bn	\$ 78 bn
Growth (%)	7,4	0,3
Imports	\$ 197 bn	\$ 170 bn
Growth (%)	6,2	-13,6
At 1990 Prices	1997	1998
Total Trade	\$ 454 bn	\$ 424 bn
Growth (%)	7,4	-6,7
Exports	\$ 229 bn	\$ 227 bn
Growth (%)	6,8	-0,8
Domestic Export	\$ 140 bn	\$ 140 bn
Growth (%)	4,9	0,0
Non-oil Domestic Export	\$ 118 bn	\$ 116 bn
Growth (%)	6,2	-0,9
Re-Exports	\$ 88 bn	\$ 87 bn
Growth (%)	9,9	-2,0
Imports	\$ 226 bn	\$ 197 bn
Growth (%)	8,1	-12,7

Source: Singapore Trade Development Board

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Table 1-2 Singapore in the Southeast Asia context – economic indicators

	Indonesia	Malaysia	Philippines	Singapore	Thailand
Economic Growth (1)					
1997 actual	4,9	7,8	5,2	8,0	-1,3
1998 estimate	-13,7	-7,0	-0,5	1,5	-7,0
1999 forecast	-3,9	2,0	2,3	2,0	-0,5
2000 forecast	1,5	3,9	4,0	4,0	2,2
International Reserves (4) \$ bn	23,75 (Jan)	25,56 (Dec)	9,23 (Dec)	74,00 (Jan)	28,01 (Feb)
Current Account					
Latest	-1,68	n.a	1,83	5,09	3,76
Year earlier	-2,25	n.a	0,62	3,78	3,41
Exports latest 3 mth.avail.(5) \$b	10,81	19,07	7,91	25,9	12,6
Change (Year on Year)	-20,3	11	13,5	-9,4	-7,2
Imports latest 3 mth. avail. (6) \$b	6,44	14,46	7,24	24,41	9,91
Change (Year on Year)	-27,1	-10,5	-20,2	-16,2	-10,5
Inflation latest 3 mnth. avail.(2) %	55,8	4,7	10,5	-1,2	3,6
Interest rate- Interbank 1 mth%	34,00	4,7	11,875	1,8125	n.a
Prime rate %	36,00	7,65	11,702	5	9,75
Money Supply(3) %	40,1(Feb)	1	(M3) 7,3 Dec.	29,6 (Jan)	8.(Feb)
Per Capita GDP (7)	3.770	10.750	2.600	21.200	7.700

(1) Goldman Sachs (Asia)

(2) Consumer Price Index CPI

(3) M2 or currency + bank deposits

(4) IMF definition of reserves minus gold except for Singapore

(5) FOB

(6) CIF

(7) The World Almanac

To meet with these challenges, the government has focused its efforts on creating wealth and grooming talent through education and training. At the same time, sound population and immigration policies have been formulated.

The latest projection based on data from the 1st quarter of 1999 indicates that Singapore may achieve a growth of 2% in 1999 and the region as a whole is on the road of recovery.

In particular Malaysia and Thailand while uncertainty remains for Indonesia until the outcome of the general election.

Chapter 2

Regulatory structure and policy

2.1 Associations and Controlling Bodies

2.1.1 Singapore Furniture Industries Council

The Singapore Furniture Industries Council (SFIC), incorporated in 1981, has since become the representative body of the Singapore furniture industry. SFIC's mission is to promote the interest of the Republic's furniture manufacturers and exporters. Its current president is Mr Bert Choong who is also Group Managing Director of Nobel Design Holdings.

The Council also represents Singapore in the ASEAN Furniture Industry Council (AFIC) as a constituent member to champion regional furniture manufacturing issues.

In recent years, SFIC with the support of the Singapore Trade Development Board and Economic Development Board, commenced on new initiatives to raise standards and shape the future of the Singapore furniture industry.

SFIC is actively working towards making Singapore the centre of excellence in the world furniture market. The International Furniture Fair Singapore is organised annually by SFIC, in conjunction with the Asean Furniture Show and Office International, is now

The Singapore Furniture Industries Council is the representative body of Singapore furniture industry.

recognised as Asia's premiere furniture tradeshow.

To enhance the export of Singapore-made furniture, SFIC organises frequent trade missions for members to explore investment opportunities to countries such as China, India, Myanmar, Russia and the USA.

The Council also plays a pro-active role in further strengthening activities in traditional markets such as Indonesia, Malaysia and Thailand.

To ensure quality in furniture workmanship, SFIC initiated the Singapore Furniture Test Centre in collaboration with the Singapore Trade Development and the Singapore Productivity and Standards Board. The testing facility challenges manufacturers to meet international quality standards in furniture design and manufacturing. Certification issued by the test centre gives manufacturers a comparative advantage when competing in the international markets.

To upgrade design standards and meet the industry's need for quality designers, SFIC organises regular seminars and workshops run by international designers and consultants. To arouse interest in furniture design and build a pool of local talent, SFIC organises annual design competitions in collaboration with polytechnics, design colleges and tertiary institutions.

2.1.2 Singapore Furniture Design Centre

SFIC's commitment to the furniture industry was further enhanced with the setting up of the **Singapore Furniture Design Centre (SFDC)** at IMM Building in 1992. It is one of the largest furniture display centres in the Asean region and it provides a convenient one-stop quality furniture centre for both local consumers and overseas buyers.

With the rise in economic sophistication and demand for quality furniture in the Asia Pacific, furniture manufacturers are now encouraged by the Council to set

The Singapore Furniture Design Centre is the largest furniture display centre in the ASEAN region.

up subsidiary production plants in the region. With the active support and assistance of the Council, more than 50 per cent of SFIC's manufacturing members have established production facilities in countries such as China, Indonesia, Malaysia and Vietnam.

A major milestone was achieved with the setting up of the 350.000 sqm Singapore Furniture Industry Park in Kunshan, China. It is the first private-sector led specialised industrial park in China, with the participation of 20 SFIC members and it is targeted to cater to both domestic and export markets.

To meet the demand for high quality furniture in China, the Council also embarked on the setting up of the Furniture Design Centre in Shanghai, which was modelled after the SFDC in Singapore.

To take advantage of new advances in Information Technology, SFIC with the assistance of the National Computer Board (NCB) of Singapore, jointly initiated the Furniture Manufacturing Information System for its members.

The integrated information system helps furniture manufacturers upgrade their manufacturing, administrative, financial and logistic operations.

Chapter 3

The furniture industry

3.1 Singapore Furniture Industry

The furniture market can be divided into two broad categories: residential and office furniture.

The residential category includes furniture found in the living room, bedroom, garden & outdoor and kitchen in addition to sofas, dining tables and chairs.

With the exception of some garden furniture that are made of plastic or wrought iron and beds made in brass or wrought iron, most of residential furniture are made in wood or wood based materials.

The office furniture category includes tables, chairs and office systems primarily made of metal but also in wood.

It is estimated that only 20 to 25% of the furniture are made locally with the rest imported.

3.2 Singapore furniture trade

As shown in the enclosed tables of Statistics, of the European countries, Italy was the 2nd biggest supplier of furniture to Singapore in 1998. Germany and Sweden in the 7th and 9th position respectively.

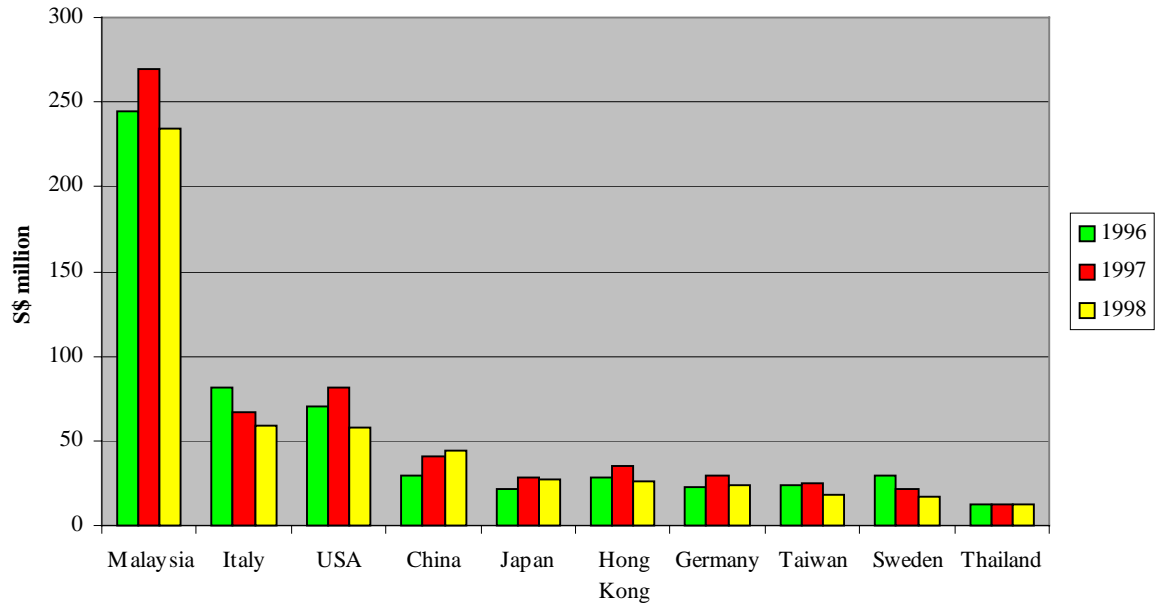
The Singapore furniture industry can be divided into two broad categories: residential furniture and office furniture

Local made furniture make 20 to 25% of the total furniture market

Italy is the second largest supplier of furniture to Singapore

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Table 3-1 Top 10 Furniture Exporting Countries to Singapore (1 US\$=1,6 S\$)



<i>Country</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>
Malaysia	245	269	234
Italy	81	67	59
USA	70	81	58
China	30	41	44
Japan	21	28	27
Hong Kong	28	35	26
Germany	23	29	24
Taiwan	24	25	18
Sweden	29	22	17
Thailand	12	13	13

Figures in S\$

Source: Singapore Trade Development Board, 1999

It shall be pointed out that since 1997, Singapore Trade Statistics have changed its classification from Standard Trade Classification (STIC) to Harmonised System (HS) code.

3.2.1 1997 Trade Performance

To provide an indication of the size and dynamism of the Singapore furniture market, total trade in furniture increased by 4% to S\$980,1 million in 1997 compared to the corresponding period in 1996.

Records of furniture exports in 1997 show the USA, Malaysia, Japan, Hong Kong and China as the largest destination markets. Exports of furniture to China notched an increase of 8% to 12,9 millions in 1997.

The figure may be bigger though, since most Singaporean manufacturers also export their finished products directly from their production plants in the region. On the other hand, exports of furniture to Japan fell by 55% to register \$ 18,9 million.

In 1997, imports of furniture registered \$722,8 millions. Malaysia continued to remain Singapore's largest source of imports, accounting for 37% of total imports of furniture. The USA, Italy, China and Hong Kong were our next largest source of imports of furniture in 1997.

3.2.2 1998 Trade Performance

The economic downturn affected the total import of furniture in Singapore as well as the total number of furniture re-exported and those estimated to be manufactured locally.

The value of the total furniture imported declined by 16,2%, furniture exported declined by 33,5% and those estimated to be manufactured locally declined by 29%.

The value of the furniture imported from Italy declined 12,6% or comparatively better than the average contraction in the category while imports from USA, Taiwan, Sweden and Hong Kong suffered a major decline because of the combine effects of market contraction and currency appreciation against the Singapore Dollar.

Imports of furniture from Germany declined 16,7%, slightly above the total average of the category.

In 1997, total trade in furniture increased by 4%

Most Singaporean manufacturers export their products directly from their plants in the region

In 1998 the furniture imports declined 16,2%, while exports declined by 33,5%

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Table 3-2 Size of the Singapore furniture market (S\$ Million)

	1996	1997	1998
Estimated Local Production	300	280	200
(+) Import	670	723	606
(-) Export	272	257	171
= Consumption	698	743	635

Source: Singapore Trade Development Board, 1999

The total five supplying countries to Singapore in 1998 were Malaysia (S\$234 million), Italy (S\$59 million), USA (S\$58 million), China (S\$44 million), and Japan (S\$27 million). Imports from these 5 countries accounted for 70% of the total furniture imports.

In 1998 the top supplying countries were Malaysia, Italy, USA, China and Japan

Table 3-3 Import share in % of the top 10 furniture suppliers countries to Singapore

Country	1998 Import share	Increase/decrease (1998 over 1997)
Malaysia	38,7%	-12,9%
Italy	9,7%	-12,6%
USA	9,6%	-27,8%
China	7,2%	5,5%
Japan	4,5%	-2,7%
Hong Kong	4,3%	-23,9%
Germany	4,0%	-16,7%
Taiwan	2,9%	-28,5%
Sweden	2,8%	-21,6%
Thailand	2,0%	-3,0%
Total	85,7%	-16,2%

Source: Singapore Trade Development Board

The above statistics indicate that among the European countries – Italy remains competitive but more should be

done to absorb the impact of market fluctuations as well as to expand globally Italian market share in the furniture segment.

3.2.3 Italian furniture exports to Singapore

Design, image, reputation and quality are the point of strength of European furniture. Singaporeans especially, like the design and styling of Italian furniture. They are particularly dominant and cater to a very wide segment of the retail market from mid-low to high-end. Numerous brands are being imported here. From high-end designer's furniture like Cassina, B&B Italia, Molteni & C to mid-range like Minotti, Porada, Tonon, Casprini, Natuzzi Formenti, Effezeeta, Casamania, Europeo. Italian kitchens already in Singapore are Arc Linea, Boffi, Scavolini, Binova etc.

Italian imported furniture dominates in a very wide market segment, from mid-low to high end

3.2.4 German furniture exports to Singapore

Germany is the second largest European furniture exporter to Singapore.

German furniture are generally accepted as high quality with superior finishing, timely delivery but expensive. Though they lack design, image and innovation and (in Singapore) are perceived to be functional but without flair. Because of their high price point, they are marketed in the high-end segment of the market.

German furniture is the most expensive among the imported furniture, even if it lacks in design and image

Brands like Rolf Benz and ClassiCon have found a market in Singapore and are catering to the high-end segment but compared to the Italian range – are few.

On the other hand, German kitchens have a strong foothold in the Singapore market. Allmilmö, Poggenpohl, Bulthaup and Alno are quite established in the market, each having their own showroom. They are also in the contract market. Recently, SieMatic kitchens have just established an entry into the Singapore market last year after having won the tender to supply the most exclusive condominium project – Ardmore Park.

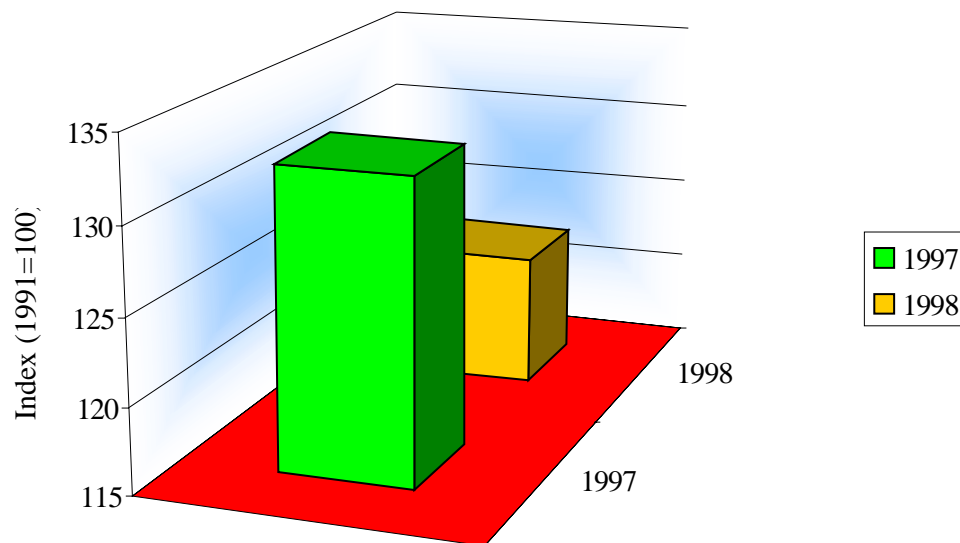
German kitchens have a strong foothold in the Singapore market.

3.2.5 Spanish furniture exports to Singapore

In recent times, there has also been more exposure of Spanish furniture in Singapore. Spanish furniture and home accessories are being recognised as closed to Italian design and styling but more competitive in prices. These are normally targeted towards the medium-end of the market.

Spanish furniture has been recognised as closed to Italian design, but more competitive in prices.

Table 3-4 Furniture and Household Retail Sales Index



Source: Trade Development Board

3.3 The demand for furniture

Demographic, cultural factors, disposable income and promotion in general affect the furniture market.

Singapore has a total population of 3,7 million as at mid – 1997. The resident population, comprising citizens and permanent residents, stood at 3,1 million.

Chinese are the major race (about 77% of the population) and with a higher per capita income level. Malays represent 14% of the population and Indians only 7,5% of the population and both groups are less affluent than the Chinese majority. Other ethnic group accounted for the remaining 1,5%.

Being majority and with more money to spend, the Chinese form the major consumer group and this shall be taken into consideration when planning any promotional activity.

Chinese tend to prefer modern design in furniture while Malays and Indians seems to prefer traditional and classical furniture.

The present economic downturn has made consumer more cautious about spending. Price has become the single most important factor in the decision process followed by design.

Of the European range of furniture, furniture from Italy is the most famous and well known for their innovative design and wide selection.

Copy of Italian furniture or Italian “inspired “ furniture can now be purchased at a fraction of the authentic version by Singaporean, Malaysian and Chinese manufacturers. Some ranges made locally and around the region, are giving European exporter a run for their money as these factories invest in sophisticated machinery and import raw materials and components from Europe. Nobel, Melandas

and Cellini are major players in this sector.

In kitchen, this phenomena is even stronger because many European manufacturers export semi-finished parts like kitchen cabinets doors and components thus making easier the assembly of local products with Italian flavour. Major foreign suppliers of kitchen's components are Italy, Germany and Taiwan.

The size of the market is determined by the number of residential properties and by demographic considerations (new marriages, disposable income).

An increase in the level of income and a wide influence of multimedia are often associate with a change in the choice of furniture.

3.3.1 The residential market

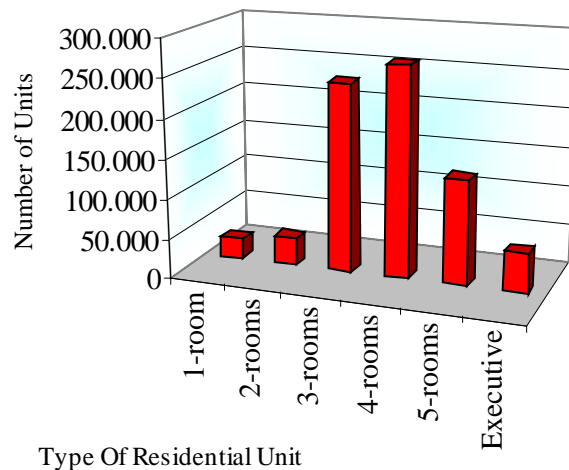
3.3.1.1 The Housing Development Board (HDB) Market

HDB apartments are the first step in house ownership in Singapore. These apartments, in part subsidised by the government, come in various sizes and with different layouts.

There are a total of 727,950 residential units under the management of the HDB divided as follows:

Table 3-5 Public Residential Units under the Management of the Housing Development Board

Total units	1-room	2-rooms	3-rooms	4-rooms	5-rooms	Executive
727.94	25.54	34.61	239.56	267.51	134.05	50.320



Source: Housing Development Board

The target market for imported European furniture shall be represented by owners of the 4-rooms, 5-rooms, and Executive flats, combining a total of 451.888 units.

The 1-room apartments are now being converted for the use of senior citizens.

The smallest are now two bedrooms units and the largest are up to five rooms with attached bathrooms. Majority of HDB apartments are supplied empty, without any finishing of the walls, on the floor or any tiling. Bathrooms are supplied without sanitary wares.

Apartments' owners will then engage their own interior contractor to complete the apartment to their own liking and budget. The owner of the apartment decides on the extent of the renovation.

Banks offer specific renovation loans to this end.

In the recent years, HDB has started to issue tender to private enterprises to Design and Build some of the projects. These projects now come with certain finishing and fixtures.

The target market for European furniture manufacturers shall be represented by a total of about 450.000 units.

For most of the HDB dwellers, the first apartment is seldom the place where they will spend most of their life but a transitional step to a larger and better unit.

Young couples tend to up-grade with the arrival of the first child, families tend to up-grade with an increase in revenues. Many of those that can afford to up-grade further may purchase an executive condominium (EC) or even a private one.

The constant emphasis on up-grading often limit and contained the amount of money spent in renovation or furnishing of the present accommodation because of its temporary nature. The decision to purchase more expensive items is often postponed until a new upgraded accommodation is found.

3.3.1.2 The private apartments and condominiums

The private condominium enjoys a special status in Singapore. Being part of the 5 C's (the other being car, card, club and cash), private condominiums are the very essence of economic success.

At the end of 1998 there were 109,315 Non-Landed Private Residential Unit.

Land being rather scarce in Singapore and with a rather affluent society already beyond the satisfaction of basic needs have pushed prices of housing upwards.

To purchase a condominium is therefore a major investment decision, which often imply the access to a bank loan repayable over several years.

Apartments in private condominiums are offered with various types and degree of finishing for flooring, walls and tiling.

Show flats are furnished by developers for potential buyers to show how the apartments would be looked like when completed. It offers buyers to choose the level of finishing for unit purchased.

Build-in wardrobes, standard bathroom sanitary wares and tiles and kitchen are comprised in the purchase of

Private condominiums, as part of the 5C's (the other being car, card, club and cash) are the essence of economic success

the apartment. Most of the furniture displayed in the show flat is locally made or around the region. These include sofa sets, dining room sets, bedroom sets, console and cabinets etc.

From time to time depending on the value and prestige of development, imported pieces of furniture are loaned from established retailers to furnish the show flats.

The decision on the type of kitchen and appliances, wardrobe and bathroom accessories and finishing to be chosen for all apartments in the condominium generally lay with the architects and is endorsed by the developer during planning stage where tenders are called.

This is where European furniture, kitchen and wardrobe manufacturers have to promote and develop a strategy for their products to be pre-qualify and specify in projects and tenders.

The majority of owners of condominium apartments will decide autonomously on changes to be brought about when renovating their units.

3.3.1.3 Landed properties

At the end of 1998 there were 64,258 Landed Private Residential Units in Singapore.

Landed properties that are developed in several units by a single developer can be considered from the point of view of furnishing and finishing like private condominium apartments. Build-in wardrobes, standard bathroom sanitary and tiles and kitchen are comprised in the price of the apartment as they are chosen by the architects and endorsed by the developer.

Individually developed landed properties offer the maximum degree of freedom to their owners on the type of furnishing and fittings to be adopted.

The role of the architects or of the interior designer in proposing different type of furniture and furnishing is important but not necessarily the deciding factor.

Individually developed landed properties are decorated and furnished by the owners, who can enjoy the support of architects and interior designers

Owners of landed properties are likely to visit showrooms of imported furniture as well as to read relevant magazines before deciding on their furniture purchase.

3.3.1.4 Service apartments

The prominent business role of Singapore in Asia and the correspondent inflow of foreign investment have created the need for temporary accommodation for foreign experts and their families.

When the length of the assignment for foreign experts exceed a week, service apartments are often the preferred solution.

Service apartments are fully furnished and equipped complete with kitchens (or kitchenettes) so that food can be prepared in the apartment.

The architects with the approval of the developers take all decisions concerning the type of furniture & furnishing, wardrobe, bathroom, kitchens, fixtures and fitting.

Chapter 4

The Singaporean consumers

A consequence of the small size of the Singaporean market is that it is often uneconomic to significantly localise products and services, or to solely develop them for this market. As a result, many of the products and services produced or offered for sale here have been those that are popular in other large markets or in the producers' home countries. This process, plus the general outward orientation of Singaporeans, has resulted in most consumers in the country accepting or preferring products and services primarily developed for other markets. Singapore's highly developed infrastructure has also supported the introduction of products developed for more advanced countries. This trend has generally been beneficial for Singapore-based firms since the process of meeting local demand also provides goods and services that are, potentially, similar to those marketed in other markets, facilitating regional expansion.

Products and services are often marketed in Singapore in the same manner as in other countries, reflecting the relatively Westernised nature of Singaporean society. Firms operating in Singapore have enjoyed significant advantages in being able to utilise, with relatively little adjustment, marketing techniques and procedures from other markets. A further advantage is that Singapore has been able to play a test or lead market role for other

Market size and consumers' attitudes make it advantageous to distribute in Singapore products and services primarily developed for other markets

countries. For many products, Singapore has served as a test bed for products and services prior to their introduction in more developed markets. For others, marketing campaigns and techniques adopted from the West for Singapore have subsequently been used in regional countries.

Nowadays, consumers and homeowners take major pride in furnishing their new homes. More mobile and westernised in their thinking, they generally appreciate European furniture because of the designs, proportions and the stress on quality. It also gives the indication that “they have arrived” and achieve the status symbol.

Due to the nature of Singapore being an open trading port with virtually no restriction on importation, the market offers wide selection of products available from various countries for various needs and budgets. With modern telecommunications and communication, Singaporeans are exposed to western movies, television programmes, music video and mass media. These are very influential mode and channels as an endorsement of trend evolution and lifestyle in a growing population. Furniture and furnishing trend are also influenced through these mediums.

The market is saturated with furniture that is economical and cheaply produced and assembled and these are mostly from the region like Malaysia, Indonesia, Taiwan etc. Naturally they appeal to the low-income population with no or little disposable budget.

Through the years there are also development and improvements in the local furniture manufacturing with investments in better machinery and production techniques complete with imported raw material and accessories, local manufacturers like Melandas, Cellini and Novena are able to produce quality furniture at affordable prices. They in turn export these to the region.

Marketing strategies in Singapore can be the same as in other Western countries

With new designs, sharper styling and big A&P budget, consumers are finding these locally produced furniture better value and branding.

With little or no knowledge of matching and co-ordinating, furniture retailers packaged the furniture for the customers to simplify purchases whilst adding value to their range. For example, package will include living room set comprising of sofa sets (3+2+1) plus coffee table, side table, table lamps and even rugs all co-ordinated for the layman with a specially packaged price.

For a dining room, it comprises a dining table with 6 chairs, a sideboard or display cabinet and even a rug.

Thus furniture retailers realise that customers like to visit showrooms that are well display and co-ordinated. Besides being more imaginative, it also provides convenience to the customers and virtually “takes away the headache” of trying to co-ordinate the pieces.

Retailers go a step further by providing low interest credit terms with instalment payments of up to 36 months. Interest charge is between 12,88% to 18% p.a. These certainly help the consumer’s cash outlay and lessen their burdened in furnishing their home.

Consumer in the middle to upper income brackets are generally more educated and well travelled. These consumers are also well read and confident. They lead a trendy lifestyle and are more appreciative to modern designs and products and are well exposed to designers’ furniture brand and designs.

These are generally young to middle aged professionals, business people and managers.

This group of consumers has a combined income of between US\$5.800 to US\$10.000. Most of them lived in executive HDB flats and private properties like condominiums and middle class landed property. A smaller share of this group lived in good class houses in

exclusive residential estate.

They are upwardly mobile and generally travel overseas for holiday at least once a year. As they have more disposable income, they are very selective in their choices. They read interior decoration magazines like Home & Décor, Ideal Living, Space. They spend their weekend visiting furniture shops and showrooms and even employ the services of architect or interior designer/decorator to furnish and renovate their new home.

They are the ones more likely to buy European furniture. The younger generation tend to buy mostly loose (movable) European furniture like lounge suites, dining tables, bedroom sets etc. The older generation tends to mix this with Asian traditional and antiques furniture.

Chapter 5

The distribution channels

Most of the importers of furniture are also retailers and work on exclusive basis with their suppliers. This is because Singapore is a very small and competitive market.

5.1 Inspiration Shop Pte Ltd.

On the high-end segment – **Inspiration Shop Pte Ltd.** offers design of contemporary and avant-garde furniture. Established in 1991 it carries exclusive furniture from Italy, Germany, France, U.K and Austria.

From Italy, they distribute **Cassina** sofas and **Alessi** home accessories. German brand **ClassiCon** - and French “**Protis**” and “**X O**” and Austrian – “**Wittmann**” have all found a niche in the high-end segment.

Available is also “**Ingo Maurer**” lighting range from Germany.

Since the furniture are by established designers, the Inspiration Shop targets itself as an exclusive furniture shop with net retail price for a Cassina 3-seater leather sofa ranging from US\$ 5.300. Cassina contributed about 50% of their annual turnover. Their customers’ profile is in the high-end range with a combined monthly income of above US\$ 4.700.

Most of the importers of furniture are also retailers and work on exclusive basis with their suppliers

On the high-end segment – Inspiration Shop Pte Ltd. offers design of contemporary and avant-garde furniture

They keep stocks on items that are selling fast as normal delivery time take between 3 to 3,5 months upon order. Payment term is normally by L/C at sight or bank telegraphic transfer upon shipment.

Inspiration Shop sell mainly in Singapore but due to the exclusive range available, it acts as a showcase for the ASEAN region.

Their customers are professionals, businessman and designers within the age range of 30 to 65 years old. These customers profile have a combined household income of above S\$ 8.000 per month.

5.2 Noble Design Holdings

One of the well-known companies that started out as renovation and interior contractors and finally listed in the stock exchange of Singapore is **Noble Design Holdings**. Group turnover was about US\$ 25 million and it was established about 17 years ago. It is a well-diversified group of interior designing, furnishings and furniture manufacturing in the residential market. It is also actively involved in turnkey contracts for condominiums, offices, shops and restaurants through their subsidiary companies:

- 1) **Bel Projects Pte Ltd** – corporate turnkey design and contract services for furniture and interior projects for hotels, service apartments and commercial projects.
- 2) **Bel Contractors Pte Ltd** – general contracting works such as flooring and plumbing.
- 3) **Acecomm Design Pte Ltd** – import and export of fittings and accessories.
- 4) **West Plan Marketing Pte Ltd** – manufacturing and retailing of office furniture systems, Stanley wardrobe and door systems.

One of the well-known companies that started out as renovation and interior contractors is Noble Design

- 5) **Marquis Furniture Gallery** – retailing of upmarket European furniture and provision of home styling services. Marquis imports contemporary and modern furniture and retails them in their showroom and projects. Brands that are exclusive to them are: **Minotti, Porada, Tonon, Mobil Girgi, Somagini, Bonacina** (all Italian); **Banack and Parobell** (all Spanish).

Minotti specialised in lounge suites both in leather and fabrics. A 3-seater leather sofa is retailed at between US\$ 8.500 to US\$ 9.400.

Porada produces a range of chairs and dining tables and cabinets in solid wood. A chair is retailed between US\$ 530 to US\$ 760 and dining table for 6 is about US\$ 2.000.

Mobil Girgi specialises in module systems furniture that cost between US\$ 1.700 to US\$ 9.000 depending on the module composition.

Spanish Banack instead specialises in Bedroom sets with side tables and T.V consoles and sideboards. Parobell specialises in lounge suites and armchairs. A 3-seater leather sofa is retailed for about US\$ 3.500. Most of the retail prices are subjected to a 20% discount.

5.3 Novena Holdings

In the mid-market segment - **Novena Holdings** is another major retailer of imported furniture. It is a 10-year-old company initially retailing their own local production. Novena Holding controls 3 subsidiaries – **Novena Furnishing Centre Pte Ltd, Dickson Beech and Castilla Design Pte Ltd.**

Novena Furnishing retailed their local-made range aiming at the lower end of the consumer market. Dickson Beech is a range of simple line wooden furniture also aimed at the lower consumer market.

In the mid-market segment - Novena Holdings is a major retailer of imported furniture

5.4 Castilla Design Pte Ltd.

In 1995, they established **Castilla Design Pte Ltd.** retailing mostly imported Italian furniture and accessories. This is in response to consumer demand for exclusive furniture range and choices.

Currently, Castilla Design has 3 showrooms in Singapore – The Park Mall, The Furniture Mall at the Plaza and at the World Trade Centre. Castilla turnover for 1998 was US\$4,88 million, whilst the group turnover is US\$14,7 million.

90% of the furniture retailed in Castilla are Italian with the remaining 10% from Spain especially the fabric upholstered lounge suites.

The main Italian brands include **Casprini, Effezeeta, CasaMania, Europeo** and **Formenti**. Castilla buys from 40 to 50 different suppliers. The Casprini and Formenti ranges are targeted for the high-end market for dining sets and sofa sets respectively. Effezeeta and Casamania specialised in dining sets aimed at medium price-point. Europeo makes display and bedroom sets.

For the high-end Casprini range, Castilla buys about 2 containers per year or about US\$ 100.000. For the mid-range Effezeeta, they purchased a volume of about 6 containers a year or US\$ 124.000 equivalent.

They keep a stock value of US\$ 1,7 million in a 4.500sqm of warehouse space. It makes it necessary to keep stocks due to the long process and delivery time from Italy which usually take between 45 to 90 days to reach Singapore. Most of their purchases are under sight L/C. The furniture range and styles retail in Castilla appeal to a wide range of taste and age group. Their customers fall in the middle income bracket of US\$ 1.800 to US\$ 3.500 monthly.

Castilla Design is a response to consumer demand for exclusive furniture range and choices.

5.5 Hwa Tat Lee

Local Singapore sofa manufacturer – **Hwa Tat Lee** has also established a license manufacturing with German distribution company – **Musterring** - in sofa manufacturing and leather tanning.

Hwa Tat Lee is among the top 50 sofa manufacturers in the world but only 2nd only to Natuzzi in tanning. It is a listed company in the Singapore stock exchange with an annual turnover of US\$ 50 million. 93% of their production are exported all over the world.

They also have retail showroom – **Lauser Design** – named after one of their German director - which retail the products manufactured by them.

They market 3 ranges of upholstered lounge suites under the brand – **Musterring, Rosaline** and **HTL** in their showroom in IMM (International Merchandising Mart) and The Furniture Mall at the Plaza.

Rosaline is the high-end range, Musterring the mid-high and HTL the mid-low end. The Rosaline range is retailed at between US\$ 5.800 to US\$ 8.800 for 3+2-seater set. The Musterring range is retailed at US\$ 2.300 to US\$ 3.500 for 3+2 setae set. The HTL range set of 3+2+1 is retailed at US\$ 1.700 and above.

The other local manufacturer and retailer which is well established since 1986 is **Cellini Design Center Pte Ltd**. They specialised in metal furniture production, mainly in aluminium, chrome and wrought iron. They import components like leather from Italy, fabric from Spain and spring from USA.

This furniture is retailed in their showroom. The ranges include upholstered furniture such as sofa sets and bedroom sets, dining tables and chairs and display cabinets targeted towards the middle-high income market.

Hwa Tat Lee is a manufacturer/retailer present in all the segments of the market

A 3-seater sofa set upholstered in fabric and leather is retailed between US\$ 500 to US\$ 700 respectively. A dining table with 6 chairs is retailed between US\$ 400 to US\$ 950 depending on the type of finishing and models.

Their customers are professionals, middle managers and businessman in the US\$ 2.000 monthly income brackets.

5.6 Melandas Casa Mobili Pte Ltd.

Melandas Casa Mobili Pte Ltd. is another established manufacturer that combines his local-made range of furniture with imported accessories. He started out more than 30 years ago. Today he has gone into “Lifestyle Branding”.

With its own unique franchise programme, Melandas targets its range of furniture into 5 specific market segment to suit specific lifestyles and budgets.

Under their exclusive showroom they retail the following furniture lifestyles brands: **Melandas, English Homes and The Living Room.**

The Melandas brand is a range of premium leather furniture designed by Designline International team of world renowned designers combined with an extensive range of over 1000 accessories from around the world. It is position for those who desire the latest in modern and stylish living at reasonable price.

English Homes range and concept is casual English lifestyle furnishing concept that embodies rich and tasteful fabrics that impart a softer feel in line with today’s lifestyle trends. Large, comfortable and eminently prominent, the English Homes range captures the feel of its namesake.... the cosy English Home.

Using the best selling designs of their partner – **Christie Tyler PLC of UK**, to manufacture in Singapore, the English Homes range caters to an especially discerning market, which is rapidly growing in size.

Melandas is another established manufacturer that combines his local-made range of furniture with imported accessories

The Living Room concept instead allows the consumer to literally purchase an instant living room, complete with sofa, chairs, coffee tables and even a table lamp. The Living Room is an idea that is perfectly suited for those on a budget. They offer packages that are carefully put together to perfectly complement each other whilst allowing the retailer the opportunity to pass on savings to the consumers.

Melandas has a turnover of US\$20 million. It has 3 outlets in Singapore several around the region.

5.7 Interhome Design Pte Ltd.

Interhome Design Pte Ltd was established in 1971, initially retailing local-made furniture. Since 1978, recognising the demand and affluence of the population, they began importing European-made furniture from Germany, France, Holland and a small share from Italy.

They started importing more from Italy as the cost to quality ratio satisfies the market demand. They found that German furniture is expensive but highly mechanised and the designs are quite standard.

Interhome Design has been retailing **Natuzzi** for more than 10 years. They also carry other upholstered Italian sofa ranges offering wider selection and choices.

Beside Italian furniture, they hold licensee for French - **Pierre Cardin** – sofa and dining sets. Of other European origin, they also carry a small range of German furniture. Assortment is very important to merchandise mixed thus they work with various Italian furniture suppliers that are able to produce up-to-date ranges with trendy designs.

Complementing this furniture is range of accessories and lighting.

They import about 1 to 2 40ft containers a month of Natuzzi furniture.

A Natuzzi 3-seater leather sofa is retail between US\$1.100 to US\$1.700. A Pierre Cardin 3-seater leather sofa retails between US\$750 to US\$1.500.

Besides retailing in Singapore, they export some of the products to Malaysia and Indonesia through wholly owned sub-distributors. They hold exclusivity of Natuzzi brand for selected models for Singapore. They purchased on L/C with 90 to 120 day terms. They get some support for advertisement and joint-promotion in terms of A&P materials and rebates.

Delivery from Suppliers normally takes between 2 to 4 months. Due to this long delivery and long summer holiday closure, Interhome Design carries about 2 to 3 million dollars worth of stocks.

5.8 Cheng Meng Furniture Co. Pte Ltd.

A company that specialises in interior contract and custom manufacturing **Cheng Meng Furniture Co. Pte Ltd.** It was established in 1947 as a custom furniture manufacturer and interior contractor specialising in hotel contracts. With skilled craftsmen and modern equipment, they are capable of producing intricate custom designed furniture made of various materials. Besides furnishing and refurbishing hotels, they are also strong in the service apartments and condominiums contracts. They have a factory in Malaysia and China and furnished some of the top Singapore hotels, the Grand Hyatt is one example.

Cheng Meng Furniture Co. Pte is specialised in interior contract and custom manufacturing

Recently, they have started a joint venture with **Binova**, a manufacturer of quality kitchen systems. A second range of kitchen – **Omnia** – a mid-priced kitchen system targeted for the contract market of condominiums and service apartments. Omnia will be competing with locally made and assembled kitchen that currently dominates the market. Binova will be aimed at individual projects marketed through architects and interior designers. The emphasis for both the ranges are

on quality, design and 1st grade materials and furnishing as well as assortments of modules catering to various needs.

5.9 Other distributors

There are numerous other companies that import European, especially Italian namely: **Le Mercier, Da Vinci** and **Nanwani's**. The range available through these importers vary from plush, ornate, baroque, neo-classical to romantic period which appeal to certain segments of the market especially Indonesians, Malaysian, Thais, Bruneians etc.

Shops like **X.tra Design** and **X.tra Resort, Marquis Furniture Gallery** and relatively newcomers – **Cream, Absolutely Fabulous!** And **The Signature Store** retail modern furniture the appeal to a well travel, more discerning customers that appreciate clean-line, contemporary furniture and accessories

The Signature Store carries English architect – **John Kelly** – J1 Series Furnishing made in solid cherry and by hand by professional craftsmen.

Their ranges also emphasise on designs, quality and reflect a modern lifestyle.
Naturally the price point are on the mid-high end.

A new entry in the Singapore market is – **Grange** furniture inviting the consumer to discover the *Art de vivre à la française*, with furniture to fill up the family home and be appreciated in generations to come. It is available at **Accent Living** and **Interiors Pte Ltd**.

On megastores, there are several players already well established in the Singapore market. These stores retail a complete range of furniture from lounge suites, dining sets, to home accessories, fabrics, draperies, rugs and crockery to electrical and electronic appliances and accessories.

Scandinavian furniture is made famous by **Ikea** – a Swedish conglomerate – but due to their price-point and practicality are made all-over the world. Ikea is very well established in Singapore and are satisfying the needs of the young, trendy professionals with their clean, contemporary yet practical furniture ranges and range. Ikea marketing slogan – *You don't have to be rich to be clever* – sums up the philosophy behind Ikea furniture.

Big furniture stores also include **Courts Super Store** – a British company. They were one of the first megastores to establish themselves in Singapore in the early seventies. They retail complete home furnishing from living room, dining room, and bedroom to kitchen and wardrobe. The PowerHouse section retails complete electrical and electronics appliances and accessories. Currently they have 12 stores all over Singapore. It is a public listed company. Turnover as of March 99 is US\$107 million.

They offer easy access (instalment) payment with low interest rate as an alternative choice to customers. Recently, Courts has opened a trendy store in the heart of Orchard Road – call **Courts Orchard** in the newly refurbished Plaza Singapura – targeting trendy couples and professionals with spending power. The design selection in this branch is more contemporary and clean-cut appealing to these trendy customers. Thus the price points are higher than their other neighbourhood stores.

All the furniture retailed in Courts is indent locally for **Slumberland** and **Kingkoil**, two established manufacturers more famous for their mattresses. On this the delivery time is between 2 to 3 weeks upon order. Retail price for a 3+2-seater upholstered in fabric is between US\$1.200 to US\$3.000. In the Orchard store where the price segment is higher, a 3+2-seater will retail between US\$1.700 to US\$4.100.

Recent newcomer is **Ethan Allen Home Interiors** brought in by **FS Lifestyle Pte Ltd**. It is an American

chain and range is simple “country looking” furniture with some oversized upholstered lounge suites. They include interior furnishings and accessories. Their core customers are expatriates and mid-income individuals.

In the office furniture sector – European brands like **Unifor** has established presence in Singapore with self owned exclusive showroom competing against locally and regional-made furniture like **Diethelm** and **Henry**.

German brands like **Werndl** and **Flötotto** are distributed through local agent – **IDS Interior Decorative Services** and are making an entry into the market by targeting the German companies, schools and community. But they have yet to break into the “local” market where more publicity and linkage with well established architects strong in projects.

Imported European furniture are retailed between US\$ 1.000 for a single open plan partition system to US\$ 8.800 for the top of the line complete modular furniture system for top executive.

Local established brand like **Diethelm**, **Henry**, **Interfurn**, **Eclipse**, **Workplace** are manufactured locally and in the region using imported European accessories. Malaysian, Taiwanese, Korean and Japanese are strong players in this sector.

Most of the office systems and furniture are sold through projects and on contract basis as they include fitted cupboards and wall systems, filing systems and open-plan worked spaces. Most private and public offices and commercial buildings tender out their renovation projects working through architects and designers that co-ordinate the projects and decisions.

Importers and retailers of home furniture and furnishing make between 70% to 80% of gross margin from individual retail in their showroom. On contract supply, these margins will lessen drastically to 10% to 15% but the increase in volume justifies it.

Importers and distributors normally work with a margin of 30% to 45% from landed cost. Agents work on commission of between 10 to 12%.

Chapter 6

The legal environment for doing business in Singapore



6.1 Business entities

The underlying principles of Singapore private law are very similar to those of English private law (and to the private law of other common law countries), although the principles have been tailored to meet Singapore's social and economic peculiarities. The law of contracts, for instance, is based on English precedents and on statutory laws, namely the Misrepresentation Act (1967), the Unfair Contract Terms Act (1977), the Sale of Goods Act (1979), and the Minors' Contract Act (1987).

The Singapore's company legislation is similarly based on English legislation as well as Malaysian and Australian and the Singapore Company Act ("the Company Act") has been modelled on the Malaysian Company Act which is entirely based on the United Kingdom Companies Act (1948) and the Australian.

According to the provisions of the Company Act, business may be carried on in Singapore in the form of a sole proprietorship, a general or limited partnership or an incorporated company.

Business may be carried on in Singapore in the form of a sole proprietorship, a general or limited partnership or an incorporated company

6.1.1 Sole proprietorship

Any form of business may be conducted through a sole proprietorship. The sole proprietor is liable to the extent of his personal wealth for all business debts. If the sole proprietor is a foreigner, he must appoint a "Permanent Resident" of Singapore or a citizen as the businesses local manager.

The sole proprietorship must apply for registration with the Registrar of Companies and Businesses (“RCB”) under the Business Registration Act (Revised Edition 1985). Prior to the submission of the application, the applicant must ensure that the proprietorship’s name is available. Upon approval, the Registrar of Companies issues a Certificate of Registration.

The sole proprietorship is the simplest form of business entity and gives various advantages to the investor, such as a prompt and inexpensive registration process. There is no requirement for a sole proprietor to employ a secretary, instruct an auditor, or file any returns with the Registrar of Companies. On the other hand, however, the sole proprietor is responsible for the operation of the business and can be declared bankrupted.

6.1.2 Partnership

Any form of business may be conducted as partnership. A partnership may be formed by two or more individuals or companies but may not consist of more than twenty partners.

Two types of partnership exist under Singapore law:

- *General partnership*: all the partners are liable to the extent of their personal wealth for the business debts.
- *Limited partnership*: one or more partners’ liability is limited to the amount they have undertaken to contribute to the partnership and one or more partners are jointly liable for all the partnership obligations.

6.1.3 Incorporated companies

A company, association or partnership consisting of more than twenty persons and having for its object the acquisition of gain must be formed as a company and registered under the Company Act. Under Singapore law, an incorporated company is an entity that is independent of the individuals who constitute it.

Three types of companies exist under Singapore law:

- *company limited by shares*, in which the member's liability is limited to the shares issued to them; this is the type of company commonly used to carry on a business;
- *company limited by guarantee*, in which the member's liability is limited to the amount they individually undertake to contribute in the event of winding up;
- *unlimited company*, in which the liability of the members is unlimited. This type of company is similar to a partnership, but it is an entity independent of the individuals who constitute it.

The companies limited by shares can choose to be private or public. A company is incorporated as private when it:

- restricts the right of stock holders to transfer shares;
- limits its members to not more than fifty persons;
- prohibits invitations to the public to subscribe for any of its shares or debentures.

A private company must include the word "Limited" or "Berhad" or their abbreviations as a part of its name.

Within the class of the private companies, there is a sub-category of private exempt companies. To be deemed "exempt," a private company needs to comply with the following provisions:

- it must not have more than fifty members;
- A corporation cannot hold its shares.

There are advantages in adopting the exempt private form. First, a company does not have to submit its balance sheet or its loss and profit account with its annual return. Second, the company can make loans to the directors or to companies in which the directors have an interest.

If a company does not comply with all the above-mentioned requirements, it has to adopt the public form.

The Company Act does not prescribe a minimum or maximum share capital, but the company must issue at least two shares. As a rule of thumb, a company usually has an authorised capital of S\$ 100,000.

There are two classes of shares: 1) ordinary shares, also called equity shares and 2) preference shares that confer some preferential rights. The preferential share class has five sub-categories, namely participating preference shares, cumulative or non-cumulative preference shares, redeemable preference shares and convertible preference shares. The company must receive the full nominal value of the share upon its issue or subsequently. The company cannot issue shares below their nominal value.

To set up a company the first step is to apply to the Registrar of Companies (the Registrant) for the reservation of the proposed name.

The first documents to file with the above-mentioned Registrar are the Memorandum and Articles of Association. The former sets out the name, the objects and the powers of the company and its capital; the latter comprise the by-laws which govern the internal administration of the company.

If no articles are filed and to the extent that the articles filed do not exclude or modify them, the standard articles contained in Table A of the Companies Act will apply. In addition to the Memorandum and Article of Association the following must be filed with the Registrar of Companies: a certificate of identity of the officer/subscriber to the Memorandum by a notary public, advocate or solicitor, a statutory declaration of compliance with the requirements of the Act made by the solicitor who is engaged in the formation of a company, a statutory return of directors (with consent to act) and secretaries named in the articles of association, a notice of the situation of the registered office and the requisite registration fee.

The first annual general meeting must be held within

eighteen months of its incorporation and subsequently at least once every calendar year (the period between two general meetings must not be more than fifteen months).

Every company must have at least two directors, one of whom must be ordinarily resident in Singapore. The Company Act does not require a director to hold the Singapore citizenship. The board of directors must call both the general and the extraordinary meeting.

The company may be brought to its end in one of two ways: by the court or by its own members. In both cases a liquidator is appointed.

6.1.4 Representative office

This is an alternative way to have a presence in Singapore, without setting up a branch or incorporate a company. In this case no registration is required, although an application for permission must be made to the Singapore Trade Development Board (“STDB”). The permission must be renewed annually. In order to obtain the approval from the “STDB” the following documentation must be filed.

- Memorandum and Articles of Association of the foreign company;
- Balance sheet;
- Profit and loss account.

There is no requirement to file any return with the “RCB”.

6.2 Foreign investment in the furniture industry

Foreign investment in the wood processing and furniture manufacturing sector can be implemented using the investment vehicles described above with no limitations whatsoever.

6.3 Foreign investment

Generally, the Singapore Government encourages foreign investment, particularly if the investment involves an exporting business or high technology. There are no restrictions governing the amount of capital investment, the repatriation of capital or remittance of funds. There are also no percentage restrictions placed on foreign ownership of enterprises operating in Singapore.

To assist foreign investors in setting up a business in Singapore, there are various development agencies.

In addition to the Registrar of Companies and Businesses, the most important agencies are:

- Economic Development Board (“EDB”), which provides answers to investment inquiries, evaluates the feasibility of investment projects and assists in their implementation. “EDB” is also responsible for administering the incentive schemes offered to foreigners.
- Singapore Trade Development Board (“STDB”), is a statutory body established to provide a national impetus to Singapore’s export drive and to represent Singapore internationally in respect to matters of trade.
- Singapore Institute of Standards and Industrial Research (“SISIR”), the functions of which are to raise productivity and improve competitiveness.

The Companies Act defines “carrying on business” as:

- establishing or using a share registration office;
- administering, managing or otherwise dealing in property situated in Singapore as an agent, legal personal representative or trustee, whether by servants or agents or otherwise.

There are two vehicles to invest in Singapore as a foreigner: 1) a subsidiary fully owned by a foreign company or an individual or 2) a joint venture with a

local partner. Although there are no restrictions on the choice, the latter form is encouraged by the Singapore Government.

The necessary steps to set up a foreign company are not different from the ones required for a Singapore company. Every foreign company must register with the “RCB” before it establishes a place of business or carries on business.

There are restrictions on foreign investments in certain sectors. The manufacture of arms and ammunitions and the supply of public utilities are closed to the private enterprise. Licenses are required from the Singapore Monetary Authority to engage in banking, insurance and financing businesses. The ownership of newspaper is subject to legislative control pursuant to the Newspaper and Printing Presses Act.

Singapore can also constitute a base for planning and implementing investment projects in the region, particularly in countries like Indonesia, Malaysia and Thailand.

6.4 Investment incentives

The Singapore government is supporting foreign investments by introducing tax and non-tax incentives. The industrial estates are well developed and modern and they offer fully serviced sites for the establishment of industries. They are well serviced by roads and have a good access to the port.

There are also six free trade zones in Singapore, as mentioned before. Singapore subscribed to the GATT, therefore some products enjoy export rebates to a number of countries, such as Australia, Canada, New Zealand, EU, Finland, Japan, United States and some East European Countries.

6.5 Trade and currency

There are very few restrictions on international trade and import (and export). There are only few products subject to import license (rice is among them) and few products subject to custom duties. The Ministry of Finance draws up a list of the products subject to these duties and the amount of them, according to the provisions of the Customs Act.

Duties are levied on oil, liquors, tobacco, cars, and leather goods. In Singapore, there are six free trade zones that provide a comprehensive range of services and facilities for the storage of and re-export of dutiable and controlled goods.

There are no restrictions on the distribution and marketing of products in Singapore. The seller may establish a direct sale structure or use local distributors, agents or franchisee.

No duties are levied on imported house and office furniture.

6.6 Taxation

In Singapore there are the following taxes:

- Income tax. Individuals and corporations are both taxed under the same statute (Singapore Income Tax Act);
- Property Tax;
- Stamp Duty;
- Withholding Tax.

Under Singapore law a company that is managed from Singapore is deemed to be resident here, no matter where the registered office is. A company incorporated in Singapore, but managed outside of the country is deemed non-resident with respect to the income tax is concerned.

Individuals are liable to tax in Singapore if they are

present in Singapore for 183 days per year.

6.6.1 Income tax

Individuals resident in Singapore for tax purpose are liable to tax on all the income derived from or accruing in Singapore. Income derived from elsewhere is not taxable in Singapore unless it is received in Singapore. Gains or profits from any employment include all the remuneration paid or granted to an employee.

Individuals are subject to a progressive rate of taxation from 2,5% to 26% based on their taxable income after personal deductions. If a person is a short term visiting employee, for example, or if the employment does not exceed 60 days during a basis period, the person is not liable for tax at all. If the employment period is more than 60 days but less than 183 days, the person would be liable for tax at a flat rate of 15% of total employment income without the benefits of personal deductions or the resident rates whichever is higher.

Partnerships are treated as conduits in Singapore for tax purposes, that is, the partnership income simply flows through the partnership to each member and each member's share is taxed in his hands.

As far as companies are concerned, the basic corporate tax rate is 26% on the profit adjusted for tax purposes. On the paid out dividends, there is a withholding of 26%. The effect of this is that the shareholder receives from the company a net amount equal to the gross amount of dividend less the 26% "deducted" at source. This 26% is considered to be tax paid on behalf of the shareholders by the corporation and the shareholder is entitled to claim from the Comptroller of Tax this amount as a credit against his personal taxes payable.

6.6.2 Property tax

Property tax is levied as a %age of the annual value of the property. Annual value is generally taken to be the gross

national rental value, that is the gross amount at which the property could be reasonably expected to rent.

6.6.3 Stamp duty

Stamp duties are imposed on certain documents at rates as set out in the Stamp Duties Act.

6.6.4 Withholding tax

In general, the prescribed rate of withholding tax is now 15% except where double tax agreements provide for a lower rate. The withholding tax is not a final tax and the recipient may file a tax return to claim allowable deductions and pay tax on the net income reduced by a credit for the tax withheld.

The following payments are subject to withholding tax: interests, equipment rentals, royalties and management fees.

Chapter 7

Conclusion and recommendations

7.1 Conclusions

The furniture market enjoyed a dramatic growth during the property boom between 1994 to 1996. Economically, Singapore was enjoying dramatic growth of average 7% in the successive 3 years. It was a period of booming stock market and flush of capital.

This was the time when furniture retailer, accessories and sanitary importers were enjoying boom in their businesses. Investment buyers of property have to furnish their apartments, upgraders from HDB were moving to private condominiums and condominium owners to landed housing.

These also saw a flooding of European furniture into the Singapore market. European furniture manufacturers understood that Singapore market was mature and more receptive to new designs and styles.

Importers keen to reflect this development started to import new lines and ranges appealing to a wide selection of taste and budget.

Importers, distributors, retailers were always looking for ways to better enhance the relationship with their suppliers. Some have experienced good working relationship and support; instead others are still trying to

find common ground to improve trading activities.

Most of the importers, distributors and traders interviewed shared insight on how European exporters can enjoy better access to the Singapore market.

Most agreed that suppliers should work out a strategy to look at the Asian market in the long term. They felt that first, it takes time and money to develop a new market and second, for a brand to be accepted. As a consequence, suppliers should invest in marketing commitment. A tailored discount strategy should be outlined for the Singaporean importers in order to let them deal with:

- distance: most of the importers buy on an ex-factory basis and are normally unaware of the domestic delivery costs in Europe, which turn out to be very high vis-à-vis freight charges
- higher operating costs: operating cost in Singapore is higher in terms of rent of showroom and warehouse storage. Monthly rent of a prime shop space in the city centre can cost between US\$70 to US\$140 per square metre (m²). Due to high rental, most shops that require big space moved out to the industrial areas in different parts of the island. In these new locations it can be difficult to be reached by the potential customers
- Higher stock holding costs: the long order processing time and long transit time from Europe to Singapore meant that importers have to keep stocks. The holding cost for these stocks add on to the margin. Naturally importers have also to anticipate and avoid ordering during the summer holiday closure in Europe especially in Italy. Rental for warehouse area costs between US\$9,00 to US\$18 per square meter (m²) per month. Tenants are required to pay 2 to 3 months advance rental as deposit for a 2 years lease period
- High staff salary: Shops and showrooms in Singapore open 7 days a week even on public holiday. The operating hours is between 10am to 9pm. They are most busy during the weekend. Due to the non-closure and long working hours, showroom operators need to employ more staff to run the showroom. Average

gross monthly income of sales staff vary from US\$ 700 to US\$ 1.450 plus commission and overtime pay.

7.2 Recommendations

1. European exporter should look at Singapore as the showcase to the growing ASEAN region. Due to the small and competitive Singapore market and the close proximity to other ASEAN countries, European furniture manufacturers should look at their Singaporean importers as partners to develop business in the neighbouring Southeast Asian markets.
2. European exporters should look at Singaporean importers as their partner that will assist them in penetrating the market, expose their products in the right context and consumers, and create a brand name and reputation. With this outlook, European exporters should have a short-term view of the Far East market but a long-term approach.
3. Suppliers should consider pricing their products on FOB basis to make them more attractive. A better discount structure based on FOB will help importers defray some of the freight and stock keeping cost.
4. Support the importers to make them offer a good price to the consumers (competing against the locally produced furniture) and emphasise the advantage of made-in-Europe (Made in Italy, Made in Germany, Made in Spain etc.) – which adds value to the products.
5. European furniture manufacturers should establish an Asian headquarter, in order to avoid problems such as delays in delivery and follow up with the local importers and customers. When these problems arise, distance is a disadvantage as close proximity allows for exchange and return without incurring a hefty cost.
6. Suppliers and importers must find common ground and create a win/win situation in order to penetrate a new market. Issues on promotion, advertisement budget and after sales service are something importers look forward for support from their European counterpart. Market responses and feedback from importers and distributors should be examined closely

and addressed in an efficient manner.

7. Importers felt that many European suppliers do not know Singapore well enough and that they should visit Singapore to better understand the market, people, culture, taste preference, work etiquette and purchasing power and then to evaluate the potential of their products. It will also be advantages to understand who are the major players, competitors, the pricing and cost.
8. Payment terms an issue that many felt can be improved. Currently, many purchased from Europe on L/C at sight basis this even after many years of working together. It will be favourable if suppliers review the payment terms to term L/C or 60 days bank transfer etc.

Comments by importers that German exporters (in recent years) have been accessing the Singapore market and starting to pay attention to it. They have started to invest in the market with a focus on product positioning and brand development together with local partners. Thus their objectives are to market the products in the right way with the right image and this, to a certain extent, foregoes short-term return. Importers feel that they are better at follow-up and try to solve shortcoming quickly and efficiently.

Unlike the German products, Spanish products have similar flair and styling to Italian products but with better pricing. Spanish products though very small in percentage compare to Italian are gradually making some headway. This could also be that many Italian companies have started to invest in Spain bringing with them design and production capabilities and the supporting industries have matured.

Beside several Designers' branded furniture, French, English, Danish, Dutch and Spanish furniture have yet to create a niche in the Singapore market. Some importers have tried importing and retailing them but there is slow evolution in the design and styling thus no continuity. Overall Italian and German furniture is dominant in the

Singapore.

Trust and reliability are very important ingredient in a partnership and European importers have to invest time and may be money to better position themselves against the local manufacturers. They have to find good partners to make production or assembling joint/ventures to penetrate not only the Singapore market but also the ASEAN region as a whole.

SINGAPORE DEALERS-RETAIL FURNITURE

Company	Address	Phone N.	Fax N.
ACTUS FURNISHING PTE LTD	41 Sixth Ave	65-466 0044	65-466 677
ASAHI RICHCO	5 Kaki Bukit Rd2 #03-14 City Warehouse	65-748 8596	65-747 3736
BAN SENG HENG PTE LTD	Blk 6 Syed Alwi Rd #01-349	65-298 7897,292 0411	65-295 1664
CASARREDO MARKETING	Blk 3014 Bedok Ind Pk E #02-2158	65-241 3277	65-448 7741
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395, 746 7320
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 6	65-269 8000	65-268 0797
D & D CANE FURNITURE	235 Up Thomson Rd	65-454 6155,454 6011	65-459 9709
DIETHELM FURNITURE DIETHELM INDUSTRIES PTE LTD	No.6 Lock Road Gillman Vilage	65-476 1788 (8 lines), 60-3- 756 6118	65-472 5827, 60-3- 756 1603
D SCAN FURNITURE PTE LTD	19 Jurong Port Rd	65-265 6222	65-265 9489
FEFCO FINE FURNITURE (S) PTE LTD	100 Orchard Rd #03-17/22 Meridien Hotel	65-732 6486	65-733 9073
GNEE HONG CO (PTE) LTD	109 North Bridge Rd, #05-01	65-336 3733	65-339 0378
HENRY DESIGN CENTRE PTE LTD	5 Eunos Ave 8A	65-748 6666	65-748 0007
INTERFRURN DESIGNS (S) PTE LTD	100 Orchard Rd #02-01/08	65-732 8585	
JONG WAH WORKSHOP	Blk A 3rd Storey #03-08 Kapo Factory Bldg	65-280 6577	65-284 9384
KNOLL FURNITURE (S) PTE LTD	601 Sims Dr #06-01/10	65-743 0891	65-748 2874
M L C MARKETING PTE LTD	180 Paya Lebar Rd #01-06	65-745 1407	65-747 0174
PHOON FANG CHEONG CANE FURNITURE	175 Joo Chiat Rd	65-344 2192	65-440 6638
SAMTAT SHANGHAI ARTS & CRAFTS CENTRE	187 River Valley Rd United Engineer Bldg	65-338 7479	65-339 0432
SHANGHAI LIAN SHOON PAUT FURNITURE CO	Blk 1 Lor 8 #01-1387 Toa Payoh Ind Pk	65-256 7811	65-253 5406
SINGA PLASTICS LTD	1 Fourth Chin Bee Rd	65-265 0922	65-265 7194
SINGAPORE HANDICRAFTS PTE LTD	72 Eunos Ave 7	65-757 7666	65-757 1418
SINGAPORE WOODCRAFT MFG CO (PTE) LTD	30 Alexandra Ter	65-474 0389	65-235 3057
SPLENDID WOODCRAFT PTE LTD	68 Orchard Rd #04-13/15/16 Plaza	65-337 4517	65-742 0978
UNICANE INDUSTRIES PTE LTD	37 Sungei Kadut St 1	65-366 1888	65-268 2255
VARIMERX S E ASIA PTE LTD	190 Clemenceau Ave #05-11/12 Singapore Shopping Centre	65-339 3313	65-339 8210

INTERIOR DECORATORS DESIGNERS SUPPLIERS

Company	Address	Phone n.	Fax n.
ABITEX DESIGNS (S) PTE LTD	5 Kaki Bukit Road 2, #01-17/#02-17 City Warehouse	65-745 7711 (4 lines)	65-745 3106
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395, 746 7320
ELSLEY PARTNERSHIP	229 East Coast Rd	65-344 3464	65-345 0123
FRUN LINE PTE LTD	195A Upper Thomson Road	65-252 8923	65-252 8920
LINK-SYSTEM(S) PTE LTD	356 Alexandra Rd	65-479 4377	65-471 0531
SEPHIRAS PTE LTD	Blk 5 Geyland Sq, #02-208 Kallang Basin	65-748 8353	65-747 2670
SUM YIP GENERAL WOODWORK PTE LTD	#02-208 Kallang Basin	65-282 9141	65-280 0150

LIVING ROOM FURNITURE MARKET

Company	Address	Phone n	Fax n
AMITY HANDICRAFT FURNITURE MFG SDN BHD	170 Joo Chiat Road	65-348 6636	65-348 6551
ARCASA UPHOLSTERY PTE LTD	No 39 Defu Lane 12	65-289 3566	65-289 0665
BENG HWA SUPPLIES	Block 5065, #01-1429/1431, Ang Mo Kio Industrial Park 2	65-482 7377/8	65-4827379
BROSCO TRADING PTE LTD	14 Arumugam Rd #04-10	65-748 8055	65-743 4514
CASARREDO MANUFACTURING PTE LTD	Block 3014 #02-2158, Beduk Industrial Park E	65-241 3277	65-241 7741
CELLINI DESIGN CENTER PTE LTD	53 Loyang Drive	65-545 8182	65-545 0065
CENTRAL IRON FURNISHING FACTORY PTE LTD	Blk 5047 #01-599/603 Ang Mo Kio Ind Park 2	65-456 7030	65-457 9064
CENTURY-KASSBELL PTE LTD	33 Sungei Kadut Street 1	65-368 6619,368 4011	65-368 8261
CHEONG & MUN TRADING PTE LTD	1108A/1110A Serengoon Road	65-292 3213,292 3737	65-293 2920
CHIN SWEE CONSTRUCTION	Block 3028A #01-88 Ubi Road 3	65-743 0411	65-747 1237
CLASSIC FURNITURE DESIGN & RENOVATION WORKS	Blk 1077 Eunos Avenue 6, #01-158/156	65-747 4119	65-747 1237
HRIS TOPHER FURNITURE DESIGN PTE LTD	Block 5029 #01-137/143, Ang Mo Kio Industrial Park 2	65-482 1268	65-482 4303
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 6	65-269 8100	65-268 0797
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DECOR INTERNATIONAL PTE LTD	20 Kallang Avenue	65-297 6628	65-297 6183
DMH ASIA MARKETING PTE LTD	37 Tannery Lane, #05-03 Tannery House	65-745 2822	65-747 9555
DREAMMARKERS MANUFACTURING PTE LTD	No 15 Sungei Kadut Street 3	65-368 1000,269 2228	65-368 1815
DYNAMIC FURNITURE PTE LTD	75 Aliwal Street	65-294 3090	65-294 0295
ENVOI IMPEX PTE LTD	Envoi Building 39 Sunqai Kadut Avenue	65-368 0066	65-368 0067,368 0068
EUROSA FURNITURE CO PTE LTD	42 Sunqai Kadut Street 1	65-269 9767	65-367 4959
FAITH FURNISHINGS MANUFACTURER PTE LTD	No 2 Sungei Kadut Loop	65-368 0088(5lines)	65-368 1101
FOWSENG FURNITURE & CONSTRUCTION PTE LTD	130 Joo Seng Road #05-05 Olivine Building	65-383 9620	65-383 9621
FURN LINE PTE LTD	195A Uppr Thomson Road	65-252 8923	65-252-8920
GIFT SOFA SUPPLIES	Block 1050 #01-135 Eunos Avenue 7	65-747 0828,744 9595	65-745 5328
GOODWOOD PRODUCTS PTE LTD	64 Sq Kadut St 1	65-368 4466	65-368 3406
HAWAII FURNISHING PTE LTD	60 Sungei Kadut Drive	65-368 2802	65-368 6752
HEAP LEE HENG CONTRACTOR & WOODWORK CO PTE LTD	Block 3025A #01-72 Ubi Road 3	65-643 4855	65-746 9067,743 7777
HOCK SIANG FURNITURE CONSTRUCTION PTE LTD	Blk 1023 Yishun Ind Park, A#04-11	65-758 7577	65-758 2110
HWA TAT LEE LEA THER PTE LTD	11 Gul Circle	65-863 2567	65-863 2558
INTERFURN SINGAPORE PTE LTD	Block 3006 #04-342 Ubi Road 1	65-743 0818	65-744 8116
JATA FURNITURE INDUSTRIES PTE LTD	28 Defu Lane 4, Defu Industrial Park	65-282 9882	65-287 7328
JACO SINGAPORE PTE LTD	Block 636 #01-08, Bukit Batok Central	65-563 3100	65-563 6130
KEA WOOD HOLDINGS PTE LTD	333 North Bridge Road, #08-00 K H Kea Building	65-431 4828,336 8888	65-336 6146

KNOCK-DOWN & FOLDING FURNITURE

Company	Address	Phone n.	Fax n.
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395,746 7320
CHINA SWEE CONSTRUCTION	Block 3028A Ubi 3, #01-87/88	65-743 2411	65-747 1237
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 6	65-269 8000	65-268 2797
CREATIVE BRASS	29 Harrison Road	65-285 2244	65-285 4433
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DIETHELM FURNITURE	No 6 Lock Road Gillman Vilage(Off Alexandra Road)	65-476 1788(8 lines)	65-472 5827
DREAMMAKERS	No 15 Sungei Kadut Street 3	65-368 1000	65-368 1815
ENVOI IMPEX PTE LTD	Envoi Building 39 Sungai Kadut Avenue	65-368 0066	65-368 0067,368 0068
EUROSA FURNITURE CO (PTE) LTD	42 Sungai Kadut Street 1	65-269 9767	65-367 4959
FAITH FURNISHINGS MANUFACTURER PTE LTD	2 Sungei Kadut Loop	65-368 0088	65-368 1011
FOWSENG FURNITURE & CONSTRUCTION PTE LTD	130 Joo Seng Road, #05-05 Olivine Building	65-383 9620	65-3839621
HALLER (FAR EAST) PTE LTD	11 Chin Bee Avenue, Jurong Industrial Estate	65-265 9688	65-265 4387
HALFYWOOD INDUSTRIES PTE LTD	No 4 Sungei Kadut Street 4, Sungei Kadut Industrial Estate	65-269 5231	65-368 8663
HON NAM LEE	29 Sungei Kadut Street 6	65-269 2868	65-368 3830
HUP YEW SEN CONSTRUCTION PTE LTD	57 Defu Lane 9	65-287 6588,283 2106	65-280 7008
JATA FUNITURE INDUSTRIES PTE LTD	28 Defu Lane 4 Defu Industrial Park	65-282 9882	65-287 7328
JDC SYSTEMS PTE LTD	64 Sungei Kadut Street 1	65-368 4022	65-269 4130
JU-I ANTIQUES	#02-14/15 Tanqlin Shopping Centre	65-734 2149	65-737 7973
KEA WOOD HOLDINGS PTE LTD	333 North Bridge Road,#08-00 K H Kea Building	65-431 4828,336 8888	65-336 6146
KENWOOD INDUSTRIES PTE LTD	10 Sungei Kadut Street 3	65-269 5433	65-368 9188
KER & KER CO PTE LTD	36 Sungei Kadut Street 1 Sungei Kadut Industrial Estate	65-368 5511	65-368 5514
KIAT LEE WOODWORKING & CONSTRUCTION (PTE) LTD	P O Box 1158 Bukit Timah Post Office	65-269 5224	65-368 1117
KODA WOODCRAFT PTE LTD	28 Defu Lane 4	65-282 9882	65-287 7328
KOYA WOOD INDUSTRIES CO (PTE) LTD	2 Lorong Gukang Lima	65-265 0042	65-264 1209
MATSUSHITA GREATWALL CORP PTE LTD	4 Jalan Papan Jurong	65-268 3366	65-265 6084
MILICO WOODWORKING PTE LTD	16 Kranji Loop	65-368 6418	65-367 1122
MITA FURNITURE CONSTRUCTION& DECORATION	750 Up Bt Timah Rd	65-7692 2062	65-762 2063
ORIENTAL HANDICRAFT (S) PTE LTD	213 Henderson Road, #01-05 & Henderson Ind. Park	65-270 9256,270 9260	65-270 9261
PAN-STAR WOOD INDUSTRIES PTE LTD	No 18 Sungei Kadut Stret 6, Sungei Kadut Industrial Estate	65-269 2211	65-368 8855
PHOON FANG CHEONG CANE FURNITURE	175 Joo Chiat Road	65-344 2192	65-440 6638,786 1056

PO HUI FURNITURE DESIGNER & MFR POH LAM SENG FURNITURE	Blk 6007 Ang Mo Kio Ind Pk 3, #01-450 Block 5050 #01-1009/1011, Ang Mo Kio Industrial Park 2	65-453 8577 65-481 6381	65-457 7344 65-481 1391
QUALITY TRADING CENTRE	141 Cecil Street #06-02, Tung Ann Association Building	65-323 1028	65-323 6428
RATTAN INDUSTRIES PTE LTD RITA METAL & WOODEN FURNITURE CONSTRUCTION	14 Shaw Road, #05-00 Btc Building BLK 5048aNG Mo Kio Ind Pk2, #01-619	65-283 5433 65-459 2111	65-285 0830 65-456 6359
SCANDINAVIA WOODWORKS CO PTE LTD SOON HUAT FURNITURE SUM KWONG INDUSTRIES PTE LTD UFL MANAGEMENT SERVICES PTE LTD UNIPE LEATHERCRAFT (S) PTE LTD WILSIN OFFICE FURNITURE (S) PTE LTD	34 Penjuru Lane Jurong Industrial Estate 36 Sungei Kadut Street 2 6 Defu Lane 1#01-06 Defu Industrial Park A 200 Cantonmen Road, #16-02 Southpoint No1 Harvey Road 60 Albert Street #02-03 Albert Complex	65-265 6814,365 4292 65-368 6222 65-282 8895,284 7870 65-226 2555 65-281 0188,289 2337 65-339 7362	65-265 7353 65-368 8084 65-286 4897 65-226 6955 65-280 8220 65-339 9162

KEN GLASS DESIGN ASSOCIATE PTE LTD	2 Jurong East Street 21, #03-189B/C IMM Building	65-567 3228	65-563 5532
KIAT LEE WOODWORKING & CONSTRUCTION PTE LTD	33 Sungei Kadut Street 1 Sungei Kadut Industrial Estate	65-269 5224	65-368 1117
KODA WOODCRAFT PTE LTD	28 Defu Lane 4	65-282 9882	65-287 7328
MELANDAS CASA MOBILI PTE LTD	2 Jurong East Street 21, #04-33A 2nd Lobby IMM Building	65-569 6162(7lines)	65-569 8203
MILICO WOODWORKING PTE LTD	16 Kranji Loop	65-368 6418	65-367 1122
MOBEL DESIGN & CONTRACTS PTE LTD	186 Tagore Lane	65-344 2192	65-410 6638
NOVENA FURNISHING CENTRE PTE LTD	47 Sungei Kadut Ave	65-763 3233	65-368 2588
ORIENTAL HANDICRAFT(S) PTE LTD	213 Henderson Road, #01-05 & #01-06, #01-05/06 Hnderson Ind. Park	65-270 9256,270 9260	65-270 9261
PAN-STAR WOOD INDUSTRIES PTE LTD	No 18 Sungei Kadut Street 6 Sungei Kadut Industrial Estate	65-269 2211	65-368 8855
PHOON FANG CHEONG CANE FURNITURE	175 Joo Chiat Road	65-344 2192	65-440 6638,786 1056
POH LAM SENG FURNITURE	Blk 5050 Ang Mo Kio Industrial Park 2, #01-100g & 1011	65-481 6381	65-481 1391
QUALITY TRADING CENTRE	141 Cecil Street #06-02 Tung Ann Association Building	65-323 1028	65-323 6428
RATTAN INDUSTRIES PTE LTD	14 Shaw Rd #05-00 BTC Building	65-283 5433,284 1222	65-285 0830,288 1333
REGNO CO PTE LTD	138 Cecil Street #13-02 Cecil Cout	65-2233666	65-2230098
SAM CHUAN FURNITURE WORKS	Block 1011 #01-33, Eunost Avenue 6	65-748 8563	65-748 8584
SAMLO HOLDINGS PTE LTD	Block 10 #01-98 Ghim Moh Road	65-469 3976	65-468 4208
SCANDINA VIA WOODWORKS CO PTE LTD	34 Penjuru Lane Jurong Industrial Estate	65-265 6814	65-265 7353
SIN HUAT FURNITURE	41 Sungei Kadut Avenue	65-368 0918/28	65-368 0908
SINGAPORE WOODCRAFT MFG CO PTE LTD	30 Alexandra Terrace	65-235 7970	65-235 3057
SKOY FURNITURE PTE LTD	Blk 1 Toa Payoh Industrial Park Lorong 8#01-1393	65-250 01363,250 0432	65-254 6577
STAR FURNITURE INDUSTRIES PTE LTD	52 Sungei Kadut Avenue	65-365 8832	65-368 1930/2
SUM KWONG INDUSTRIES PTE LTD	Defu Lane 1 Defu Industrial Park A #01-06	65-282 8895	65-286 4897
SUPREME FURNISHING CENTRE PTE LTD	153 Kampong Ampat #02-01/02 Junjie industrial Building	65-282 9128	65-287 3138
TPD INTERIOR RESOURCES PTE LTD	451 Tagore Avenue	65-256 3322	65-253 4331
UNICANE FURNITURE PTE LTD	37 Sungei Kadut Street 1	65-368 3331	65-368 2255
UNIPET LEATHERCRAFT (S) PTE LTD	No 1 Harvey Road	65-281 0188,2892337	65-280 8220
UNIVERSAL FURNITURE	19 Kranji Way Kranji Industrial Estate	65-269 6838	65-269 2763
VISION DESIGN & CONTRACTS PTE LTD	153 Kampong Ampat #06-05, Junjie Industrial Building	65-2820001,283 1113	65-284 9171
WENG'S UPHOLSTERY COMPANY	Block 5074#01-1548 Ang Mo Kio Industrial Park 2	65-481 7725,568 2612	65-568 2954
WOODSMITH PTE LTD	9008 Tampines Street 93, #03-19	65-787 9088	65-784 4763

WORLD FURNITURE PTE LTD

28 Sungei Kadut Street 2, Sungei Kadut Industrial Estate

65-269 5911

65-368 2798

YANG AH KANG & SONS PTE LTD

4 Sungei Kadut Street 5

65-365 6511

65-365 5355

KITCHEN CABINETS FURNITURE MARKET

Company	Address	Phone n.	Fax n.
DUROTEC INDUSTRIES (S) PTE LTD	15 Sungei Kadut Way	65-367 2042	65-367 0657
SAM CHUAN FURNITURE WORKS	Block 1011 #01-33 Eunos Avenue 6	65-748 8563	65-748 8584
SUNWA CONSTRUCTION & INTERIORS PTE LTD	126 Joo Seng Road #03-01, Gold Pine Industrial Building	65-283 4252,283 4372	285 4129

Singapore Bedroom Furniture Manufacturers

Company	Address	Phone n.	Fax n.
1 Actus Singapore Pte	N. 11 Gul Circle, Jurong, Singapore	65-8620111	65-8615306
2 Cellini Design Centre Pte Ltd	53 Loyang Drive, Singapore	65-5458182	65-5450065
3 Cheng Meng Furniture Co Pte Ltd	3 Kallang Pudding Road, Singapore	65-7459900	65-7488395
4 Chian Chen Company Pte Ltd	2 Tanjong Kling Road, Jurong Town, Singapore	65-2659224	65-2651464
5 Corten Furniture Pte Ltd	17 Sungei Kadut Street 6, Singapore	65-2698000	65-2680797
6 Creative Brass	29 Harrison Road, Singapore	65-2852244	65-2854433
7 D Scan Furniture Pte Ltd	19 Jurong Port Road, Singapore	65-2656222	65-2659489
8 Dreammakers Manufacturing Ptd Ltd	11 Sungei Kadut Street 5, Singapore	65-3681000	65-3681815
9 Envoi Impex Ptd Ltd	Envoi Building 39 Sungai Kadut Avenue, Singapore	65-3680066	65-3680067
10 Eurosa Furniture Co Pte Ltd	42 Sungai Kadut Street1, Singapore	65-2699767	65-3674959
11 Faith Furnishings Manufacturer Pte Ltd	2 Sungei Kadut Loop, Singapore	65-3680088	65-3681101
12 Fine Carving Furniture Pte Ltd	63 Sungei Kadut Loop, Singapore	65-4698222	65-4691932
13 Four Star Industries Pte Ltd	301 Boon Keng Road 2nd Floor Tuntex Bulding, Singapo	65-2965966	65-2982570
14 Fowseng Furniture & Construction Pte Ltd	130 Joo Seng Road, #05-05 Olivine Building, Singapore	65-3839620	65-3839621
15 Gnee Hong Co Pte Ltd	71 Victoria Street, Singapore	65-3839620	65-3839621
16 Goodwood Products Pte Ltd	64 Sungei Kadut Street 1, Singapore	65-3684466	65-3683406
17 Hawall Furnishing Pte Ltd	60 Sungei Kadut Drive, Singapore	65-3682802	65-3686752
18 Hock Siang Furniture Constructions Pte Ltd	Blk 1023 Yishun Industrial Park 4 #04-11, Singapore	65-7587577	65-7582110
19 Hong Kong Teakwood Work Pte Ltd	19 Kranji Way Kranji Industrial Estate, Singapore	65-2696838	65-2692763
20 Hup Teck Furniture Contractor	Blk 1079 Eunos Ave 7, #01-167 Eunos, Singapore	65-7477422	65-7441996
21 Interfurn Singapore Pte Ltd	Block 3006 #04-342 Ubi Road 1, Singaproee	65-7430818	65-7448116
22 Kiat Lee Woodworking & Construction Pte Ltd	33 Sungei Kadut Street 1, Singapore	65-2695224	65-3681117
23 Matsushita Greatwall Corp Pte Ltd	4 Jalan Papan, Singapore	65-2683366	65-2656084
24 Many Office Design Production	Blk 9005 #03-268 Tampines Street 93, Singapore	65-7874680	65-7854757
25 Mei Thay Enterprises Pte Ltd	Blk 20 Unit 1-07-09 C P O Depot Lane, Singapore	65-2762678	65-2762698
26 Milico Woodworking Pte Ltd	16 Kranji Loop, Singapore	65-3686418	65-3671122
27 Ngai Lim Industries Pte Ltd	19 Senoko Avenue, Singapore	65-7588811	65-7588691
28 Novena Furnishing Centre Pte Ltd	47 Sungei Kadut Ave, Singapore	65-7633233	65-3682588

29	Pan-star Wood Industries Pte Ltd	No 18 Sungei Kadut Street 6, Singapore	65-2692211	65-3688855
30	Pinewood Products	80 Marine Parade Rd, #03-27 Parkway Parade, Singapore	65-3458902	65-3681101
31	Poh Lam Seng Furniture	Blk 5050 Ang Mo Kio Industrial Park 2, #01-1009 & 101	65-4816381	65-4811391
32	Quality Trading Centre	141 Cecil Street #06-02, Tung Ann Association Building,	65-3231028	65-3236428
33	Rattan Industries Pte Ltd	14 Shaw Road #05-00 BTC Building, Singapore	65-2835433	65-2580830
34	Samlo Holdings Pte Ltd	Block 10 #01-98 Ghim Moh Road, Singapore	65-4693976	65-4684208
35	Seng Kwong Furniture Co	2 & 4 Defu Lane 5, Singapore	65-2820106	65-2845135
36	Sherwood Furnishings Pte Ltd	45 Sungei Kadut Avenue, Singapore	65-3683033	65-3681611
37	Singapore Handicrafts Pte Ltd	72 Eunost Avenue 7 #05-00, Singapore Handicrafts Builc	65-7477666	65-7471418
38	Singapore Woodcraft MFG Co Pte Ltd	30 Alexandra Terrace, Singapore	65-2357970	65-2353057
39	Star Furniture Industries Pte Ltd	52 Sungei Kadut Avenue	65-3658832	65-3681930
40	Sum Kwong Industries Pte Ltd	6 Defu Lane 1#01-06 Defu Industrial Park A	65-2828895	65-2864897
41	Sunrise Doors International Pte Ltd	8 Sungei Kadut Drive	65-2236008	65-2209500
42	Sunwa Construction & Interiors Pte Ltd	126 Joo Seng Road #03-01, Gold Pine Industrial Buildin	65-2834252	65-2854129
43	Tah Li Thong Foam Industry	28 Senoko Loop	65-7522626	65-7585336
44	Tai Kuang Hang Co Pte Ltd	105 Cecil Street #16-03/04 The Octagon	65-2222073	65-2255664
45	UFL Management Services Pte Ltd	200 Cantonment Road, #16-02 Southpoint	65-2262555	65-2266955
46	Unicane Furniture Pte Ltd	37 Sungei Kadut Street 1	65-3683331	65-3682255
47	World Furniture Pte Ltd	28 Sungei Kadut Street 2, Sungei Kadut Industrial Estat	65-2695911	65-3682798

Bookcase Furniture Manufacturers

Company	Address	Phone n.	Fax n.
Cheng Meng Furniture Co Pte Ltd	3 Kallang Pudding Road	65-7459900	65-7488395
Corten Furniture Pte Ltd	17 Sungei Kadut Street 6	65-2698000	65-2680797
D Scan Furniture Pte Ltd	19 Jurong Port Rd	65-2656222	
Fowseng Furniture & Construction Pte Ltd	130 Joo Seng Road, #05-05 Olivine Building	65-3839620	65-3839621
JDC Systems Pte Ltd	64 Sungei Kadut Street1	65-3684022	65-2694130
KEA Wood Holdings Pte Ltd	333 North Bridge Road, #08-00 K H Kea Building	65-4314828	65-3366146
KIAT Lee Woodworking & Construction Pte Ltd	P O Box 1158 Bukit Timah Post Office	65-2695224	65-3681117
Mao Sheng Furniture Pte Ltd	48 Sungei Kadut Avenue	65-3688032	65-3688031
Novena Furnishing Centre Pte Ltd	47 Sungei Kadut Ave	65-7633233	65-3682588

Chairs Manufacturers

Company	Address	Phone n	Fax n.
Acono Furniture	605 MacPherson Road, #01-01 Citimac Industries Complex	65-2834256	65-2854149
Amity Handicraft Furniture MFG Pte Ltd	170 Joo Chiat Road, Singapore	65-3486636	65-3486551
Benel Office Furniture (s) Pte Ltd	Block 32 Defu Lane 10, #01-22, Singapore	65-2885488	65-2887006
Carlmeiy Interior Furnishing Company	Block 37 Defu Lane 10, #02-61, Singapore	65-2847240	65-2854539
Cathay Decoration & Construction Pte Ltd	Block 1073, #01-180 Eunos Avenue 5	65-7472510	65-7472621
Chan Seng Manufacturing Pte Ltd	Block 12 #01-1195, Toa Payoh Industrial Park Lorong 8	65-2563631	65-3551294
Cheong & Mun Trading Pte Ltd	1108A/1110a Serengoon Road	65-2923213	65-2932920
Chin Chong Builder & Marketing Pte Ltd	Block 1 #01-553 Defu Lane 10	65-2888181	65-2830283
Christopher Furniture Design Pte Ltd	Block 5029 #01-137/143, Ang Mo Kio Industrial Park 2	65-4821268	65-4824303
Corten Furniture Pte Ltd	17 Sungei Kadut Street 6	65-2698000	65-2680797
D SCAN Frurniture Pte Ltd	19 Jurong Port Road	65-2656222	65-2659489
Diethelm Furniture	No 6 Lock Road Gillman Vilage	65-4761788	65-4725827
Envoi Impex Pte Ltd	Envoi Building, 39 Sungai Kadut Avenue	65-3680066	65-3680067
Eurosa Furniture Co (Ptd) Ltd	42 Sungai Kadut Street 1	65-2699767	65-3674959
Faith Furnishings Manufacturer Pte Ltd	No 2 Sungei Kadut Loop	65-3680088	65-3681101
Faukehn Asia Pacific Pte Ltd	No 5 Kallang Pudding Road, #04-01 Keng Hua Building	65-8418878	65-8418872
Fowseng Furniture Construction Pte Ltd	130 Joo Seng Road #05-05 Olivine Building	65-3839620	65-3839621
Gainmaker Corporation Pte Ltd	75A Geylang Road	65-8461211	65-7415051
Gleam Marketing Services TE Ltd	150 Macpherson Road, #05-05 Science Arts Building	65-8425535	65-8423880
Gnee Hong Co Pte Ltd	71 Victoria Street	65-3363733	65-3390378
Goh Brothers Woodwork Industries	2-A Sungei Kadut Drive Kranji Industrial Estate	65-3681130	65-3681669
Grayford Furnishings	301 Up Thomson Rd, #03-12	65-4589196	65-4589197
Haleywood Industries Pte Ltd	4 Sungei Kadut Street 4 Sungei Kadut Industrial Estate	65-2695231	65-3688663
Hawall Furnishing Pte Ltd	60 Sungei Kadut Drive	65-3682802	65-3686752
Heng Joo Furniture Trading Pte Ltd	24 Sungei Kadut Drive	65-3681130	65-3681669
Heap Lee Heng Contractor & Woodwork Co	Block 3025A #01-72 Ubi Road3	65-6434855	65-7469067
Hontai Industries Pte Ltd	1 Sungei Kadut Way	65-3671219	65-3675759
Hup Yew Sen Construction Pte Ltd	48 Defu Lane 7 Hup Yew Sen Building	65-2876588	65-2807008
Ichiban Furnishing Pte Ltd	65 Sungei Kadut Loop	65-3670763	65-3632388
Interfurn Singapore Pte Ltd	Block 3006 #04-342 Ubi Road 1	65-7430818	65-7448116
JACO Singapore Pte Ltd	Block 636 #01-08 Bukit Batok Central	65-5633100	65-5636130
JATA Furniture Industries Pte Ltd	28 Defu Lane 4 Defu Industrial Park	65-2829882	65-2877328
JDC Systems Pte Ltd	64 Sungei Kadut Street 1	65-3684022	65-2694130
K & E Marketing (s) Pte Ltd	88 Mandai Estate Park	65-3667772	65-3367776
KEA Wood Holdings Pte Ltd	333 North Bridge Road, #08-00 K H Kea Building	65-4314828	65-3366146
KEN Glass Design Associate Pte Ltd	2 Jurong East Street 21, #03-189B/C IMM Building	65-5673228	65-5635532
KODA Woodcraft Pte Ltd	28 Defu Lane 4	65-2829882	65-2877328
KOYA Wood Industries Co (Pte) Ltd	2 Lorong Tukang Lima Jurong Singapore	65-2650042	65-2641209
MAO Sheng Furniture Pte Ltd	48 Sungei Kadut Avenue	65-3688032	65-3688031
May Office Design Production	Blk 9005 #03-268 Tampines Street 93	65-7874680	65-7854757
NCS Furnishings & Marketings Pte Ltd	28-28A Bendemeer Road	65-2960115	65-2952487
OFE Frunishing Pte Ltd	Block 301A Ubi Road 1 #05-02 Kampong Ubi Industrial Estate	65-7458922	65-7458266
Pan-Star Wood Industries Pte Ltd	No 18 Sungei Kadut Street 6	65-2692211	65-3688855

Quality Trading Centre	141 Cecil Street #06-02, Tung Ann Association Building	65-3231028	65-3236428
RITA Metal & Wooden Furniture Construction	Block 5048#01-619 Ang Mo Kio Industrial Park 2	65-4824111	65-4824359
Sin Huat Furniture	41 Sungei Kadut Avenue	65-3680918	65-3680908
Singapore Handicrafts Pte Ltd	72 Eunos Avenue 7 #05-00, Singapore Handicrafts Building	65-7477666	65-7471418
Star Furniture Industries Pte Ltd	525 Sungei Kadut Avenue	65-3658832	65-3681930
Tiong Hin Engineering Pte Ltd	Block 1013 Eunos Avenue 5 #01-12/14	65-7475460-65-7442903	
THYONE Pte Ltd	6 Sixth Lok Yang Road	65-2685678	65-2652050
TPD Interior Resources Pte Ltd	451 Tagore Avenue	65-2563322	65-2534331
U-Plan Office Chairs (s) Pte Ltd	514 Chai Chee Lane #06-07 Bedok Industrial Estate	65-4455320	65-4448766
Unipet Leathercraft (s) Pte Ltd	200 Tagore Lane	65-4548028	65-5530811
Wilsin Office Furniture (s) Pte Ltd	690 Albert Street #02-03 Albert Complex	65-3397362	65-3399162
YeowBrothers Furniture Manufacturing	Block 6 #01-16/18 Marsiling Industrial Estate Road 1	65-2698818	65-3678282
Yong Seng Sofa Company	51 Kampong Bugis #03-01C Singapore Johore Factories Building	65-2925222	65-2963062

SINGAPORE HOTEL & RESTAURANT FURNITURE

Company	Address	Phone N.	Fax N.
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395
CHIN SWEE CONSTRUCTION	Blk 3028A #01-88 Ubi Road 3	65-743 0411	65-747 1237
FINE CARVING FURNITURE (S) PTE LTD	63 Sungei Kadut Loop	65-469 8222	65-469 1932
HOCK GLAMOUL PTE LTD	14 New Industrial Road #05-01 Richway Building	65-299 1654,299 2013	65-299 2092
HUP YEW SEN CONSTRUCTION PTE LTD	48 Defu Lane 7 Hup Yew Sen Building	65-287 6588	65-280 7008
ICHIBAN FURNISHING PTE LTD	65 Sungei Kadut Loop	65-367 0763	65-363 2388
KIAT LEE WOODWORKING & CONSTRUCTION (PTE) LTD	P O Box 1158 Bukit Timah Post Office	65-269 5224	65-368 1117
KODA WOODCRAFT PTE LTD	28 Defu Lane 4	65-282 9882	65-287 7328
MANSOURCE INTERIOR PTE LTD	23 Peck Seah Street #03-108	65-222 3452	65-222 3453
ORIENTAL HANDICRAFT (S) PTE LTD	213 Henderson Road #01-05 & 01-06, Henderson Ind. Park	65-270 9256,2709260	65-270 9261
PAN-STAR WOOD INDUSTRIES PTE LTD	No 18 Sungei Kadut Street 6 Sungei Kadut Industrial Estate	65-269 2211	65-368 8855
PANEL PRODUCTS PTE LTD	9 Sungei Kadut Street 3	65-269 3381	65-368 8082
SHERWOOD FURNISHINGS PTE LTD	45 Sungei Kadut Avenue	65-368 3033	65-368 1611
SUPPEME FURNISHING CENTRE PTE LTD	153 Kampong Ampat #02-01/02 Junjie Industrial Bldg.	65-282 9126	65-287 3138
UFL MANAGEMENT SERVICES PTE LTD	200 Cantonment Road #16-02 Southpoint	65-226 2555	65-226 6955
UNIPET LEATHCRAFT (S) PTE LTD		65-454 8028	65-553 0811

LEATHER FURNITURE MARKET

Company	Address	Phone n	Fax n
ARCASA UPHOLSTERY PTE LTD	No 39 Defu Lane 12	65-284 3566	65-289 0665
CARLMEY INTERIOR FURNISHING CO	Block 37 Defu Lane 10, #02-61	65-284 7240	65-285 4539
CASARREDO MANUFACTURING PTE LTD	Block 3014, #02-2158, Beduk Industrial Park E	65-241 3277	65-241 7741
CORTINA SOFA CENTRE PTE	400 Orchard Rd, #17-05 Orchard Towers	65-732 1300	
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DMH ASIA MARKETING PTE LTD	37 Tannery Lane, #05-03 Tannery House	65-745 2822	65-747 9555
FURN LINE PTE LTD	195A Upper Thomson Road	65-252 8923	65-252 8920
GIFT SOFASUPPLIES	Block A #03-06 Kapo Factory Building	695-747 0828,7444676	65-745 5328
HOCK GLAMOUL PTE LTD	14 New industrial Road, #05-01 Richway Building	65-299 1654,299 2013	65-299 2092
HONTAI INDUSTRIES PTE LTD	1 Sungei Kadut Way	65-367 1219(3 lines)	65-367 5759
HWA TAT LEE LEATHER PTE LTD	11 Gul Circle	65-863 2567	65-863 2558
ICHIBAN FURNITSHING PTE LTD	65 Sungei Kadut Loop	65-367 0763	65-363 2388
INTERFURN DESIGNS (S) PTE LTD	Blk 3006 Ubi Road 1 #04-342 to #04-362	65-743 0818	65-744 8116
LIM BOON HWEE SOFA PTE LTD	10 Sungei Kadut Way	65-367 9328	65-362 5087
MATSUSHITA GREATWALL CORP PTE LTD	4 Jalan Papan	65-268 336	65-265 6084
MELANDAS CASA MOBILI PTE LTD	2 Jurong East Street 21 #04-33A 2nd Lobby IMM Building	65-569 6162(7 lines)	65-569 8203
MERLIN FURNISHING CENTRE	7500A Beacq Riadm #01-320 The Plaza	65-293 0909,292 0193	65-298 0556
MLC MARKETING PTE LTD	282J Paya Lebar Road	65-745 1407	65-747 0174
NCS FURNISHING & MARKETING PTE LTD	28-28A Bendemeer Rd	65-296 0115,293 1774	65-295 2487
POWER FOAM (S) PTE LTD	2 Chin Bee Road, Off Jalan Tukang	65-265 2833	65-265 6246
SUPPEME FURNISHING CENTRE PTE LTD	153 Kampong Ampat, #02-01/02 Junjie Industrial Building	65-282 9126	65-287 3138
UNIPET LEATHERCRAFT (S) PTE LTD	200 Tagore Lane	65-454 8028	65-553 0811
WENG'S UPHOLSTERY COMPANY	Block 5074#01-1548, Ang Mo Kio Industrial Park 2	65-481 7725,568 2612	65-568 2954
YONG SENG SOFA CO	51 Kampung Bugis #01-01C Johor Factories Building	65-292 5222(3 lines)	65-294 8508

SOFA FURNITURE MARKET

Company	Address	Phone.n	Fax n
ARCASE UPHOLSTERY PTE LTD	No 39 Defu Lane 12	65-284 3566	65-289 0665
ASAHI RICHCO	5 Kaki Bt Rd 2 #03-14 City Warehouse	65-748 8596	65-747 3736
BENG HWA SUPPLES	Block 5065 #01-1429/1431 Ang Mo Kio Industrial Park 2	65-482 7377/8	65-482 7379
CARLMEY INTERIOR FURNISHING COMPANY	Block 37 Defu Lane 10 #02-61	65-284 7240	65-285 4539
CASARREDO MANUFACTURING PTE LTD	Block 3014 #02-2158 Beduk Industrial Park E	65-241 3277	65-241 7741
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DMH ASIA MARKETING PTE LTD	37 Tannery Lane #05-03 Tannery House	65-745 2822	65-747 9555
DREMMARKERS MANUFACTURING PTE LTD	15 Sungei Kadut St 3	65-368 1000,269 2228	65-368 1815
EUROSA FURNITURE CO PTE LTD	42 Sungei Kadut Street 1	65-269 9767	65-367 4959
FAITH FURNISHINGS MANUFACTURER PTE LTD	No 2 Sungei Kadut Loop	65-368 0088(5lines)	65-368 1101
FINE CARVING FURNITURE (S) PTE LTD	63 Sungei Kadut Loop	65-469 8222	65-469 1932
FOWSENG FURNITURE & CONSTRUCTION PTE LTD	130 Joo Seng Road #05-05 Olivine Building	65-383 9620	65-383 9621
FURN LINE PTE LTD	195A Upper Thomson Road	65-252 8923	65-252 8920
GIFT SOFA SUPPLIES	Blk 1050 Eunos Ave 7 #01-135	65-744 9545,747 0820	65-745 5328
HAWALL FURNISHING PTE LTD	60 Sungei Kadut Drive	65-368 2802	65-368 6753
HEAP LEE HENG CONTRACTOR & WOODWORK CO PTE LTD	Block 3025A #01-72 Ubi Road 3	65-643 4855	65-746 9067,743 7777
HOCK GLAMOUL PTE LTD	14 New Industrial Road, #05-01 Richway Building	65-299 1654,299 2013	65-299 2092
HOCK SIANG FUNITURE CONSTRUCTION PTE LTD	Block 1023 #04-11 Yishun Industrial Park A	65-758 7577(4lines)	65-758 2110
HWA TAT LEE LEATHER PTE LTD	11 Gul Circle	65-747 5050	65-747 8497
INTERFURN SINGAPORE PTE LTD	Block 3006 #04-342 Ubi Road 1	65-743 0818	65-744 8116
JACO SINGAPORE PTE LTD	Block 636 #01-08 Bukit Batok Central	65-563 3100	65-563 6130
JATA FURNITURE INDUSTRIES PTE LTD	28 Defu Lane 4 Defu Industrial Park	65-282 9882	65-287 7328
KODA WOODCRAFT PTE LTD	28 Defu Lane 4 Defu Industrial Park	65-282 9882	65-287 7328
LIM BOON HWEE SOFA PTE LTD	10 Sungei Kadut Way	65-367 9328	65-362 5087
MAY OFFICE DESIGN PRODUCTION	Blk 9005 #03-268 Tampins Street 93	65-787 468	65-785 4757
MELANDAS CASA MOBILI PTE LTD	2 Jurong East Street 21, #04-33A 2nd Loby IMM Building	65-569 6162(7lines)	65-569 8203
MERLIN FURNISHING CENTRE	7500A Beach Road, #01-320 The Plaza	65-293 0909,2920193	65-298 0556
MLC MARKETING PTE LTD	282J Paya Lebar Road	65-745 1407	65-747 0174
NGAI LIM INDUSTRIES(S) PTE LTD	19 Senoko Avenue	65-758 8811	65-758 8691
NOVENA FURNISHING CENTRE PTE LTD	38A Hillview Terrace	65-760 2020	65-762 6654
PAN-STAR WOOD INDUSTRIES PTE LTD	18 Sungei Kadut Street 6 Sungei Kadut Ind. Estate	65-269 2211	65-368 8855
POH LAM SENG FURNITURE	Block 5050 #01-1009/1011, Ang Mo Kio Industrial Park 2	65-481 6381	65-481 1391
POWER FOAM (S) PTE LTD	2 Chin Bee Road Off Jalan Tukang	65-265 28/33	65-265 6246

REGENT CANE FURNISHINGS PTE LTD	No 32 Defu Lane 7	65-284 5600	65-283 8132
SAM CHUAN FURNITURE WORKS	Block 1011 #01-33 Eunost Avenue 6	65-748 8563	65-748 8584
SAMLO HOLDINGS PTE LTD	Block 10 #01-98 Ghim Moh Road	65-469 3976	65-468 4208
SITMATIC (S) PTE LTD	Blk 9012 Tampines St 93 #02-207	65-788 7881	65-788 7882
SKOY FURNITURE PTE LTD	Blk 1 Lor 8 Toa Payoh, #01-1393 Ind Pk	65-250 8836	65-254 6577
SUM KWONG INDUSTRIES PTE LTD	6 Defu Lane 1 Defu Ind Pk A	65-282 8895,284 7370	
SUNWA CONSTRUCTION & INTERIORS PTE LTD	126 Joo Seng Road #03-01 Gold Pine Industrial Building	65-283 4252, 283 4372	65-285 4129
SUPREME FURNISHING CENTRE PTE LTD	153 Kampong Ampat #02-01/02 Junjie Industrial Building	65-282 9128	65-287 3138
TECK CHOON FURNISHING PTE LTD	Block 6004 #01-532 Ang Mo Kio Industrial Park 3	65-482 7775,482 4753	65-482 4241
TPD INTERIOR RESOURCES PTE LTD	451 Tagore Avenue	65-256 3322	65-253 4331
UFL MANAGEMENT SERVICES PTE LTD	200 Cantonment Road, #16-02 Southpoint	65-226 2555	65-226 6955
UNIPET ;EATJERCRAFT (S) PTE LTD	200 Tagore Lane	65-454 8028	65-553 0811
VISION DESIGN & CONTRACTS PTE LTD	Block 1012 #01-08 Yishun Industrial Park A	65-756 1113	65-756 1116
WENG'S UPHOLSTERY COMPANY	Block 5074#01-1548 Ang Mo Kio Industrial	65-481 7725,568 2612	65-568 2954
WOODSMITH PTE LTD	9008 Tampines Street 92 #03-19	65-787 9088	65-784 4763
YANG AH KANG & SONS PTE LTD	4 Sungei Kadut Street 5	65-365 6511	65-365 5355
YONG SENG SOFA COMPANY	51 Kampong Bugis #03-01C Singapore Johore Factories Building	65-292 5222	65-296 3062

MARBLE FURNITURE

Company	Address	Phone n	Fax n.
HENG JOO FURNITURE TRADING PTE LTD SIGMA STONE PTE LTD	2A Sungei Kadut Drive 15 Benoi Sector Jurong Town	65-368 1130,368 1131 65-268 8171,268 8415	65-368 1669 65-268 0560

OFFICE FURNITURE MARKET

Company	Address	Phone n	Fax n
ACONO FURNITURE	605 Macpherson Road, #01-01 Citimac Industries Complex	65-283 4256,280 3223	65-285 4149
BENEL OFFICE FURNITURE (S) PTE LTD	Block 32 Defu Lane 10, #01-22	65-288 5488	65-288 7006
CATHAY DECORATION & CONSTRUCTION	Block 1073 #01-180 Eunos Avenue 5	65-747 2510	65-747 2621
CHAN SENG MANUFACTURING PTE LTD	Block 12 #01-1195, Toa Payoh Industrial Park Industrial Park Lorong 8	65-256 3631,256 2283	65-335 1294
CHIN CHONG BUILDER & MARKETING PTE LTD	Block 1 #01-553 Defu Lane 10	65-288 8181	65-283 0283
CHONG HWA MARKETING PTE LTD	Blk 24 Jalan Membina Barat #01-337	65-270 6725	65-272 5254
CHRISTOPHER FURNITURE DESIGN PTE LTD	Blk 5029 Ang Mo Kio Ind Pk 2, #01-137/143	65-454 6696,454 6697	65-469 4403
COMMERCIAL & RESIDENTIAL INTERIORS PTE LTD	752 North Bridge Road	65-295 6338	65-295 6356
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 6	65-269 8000	65-268 0797
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DAUPHIN (SEA) PTE LTD	52 Genting Lane #07-02 Hiang Kie Comple	65-748 1600	65-74 5028
DIETHELM FURNITURE	No 6 Lock Road Gilman Village (Off Alexandra Road)	65-476 1788(8 lines)	65-472 5827
DURALITE TRADING PTE LTD	274 Macpherson Rd	65-744 4702	65-748 0516
DUROTEC INDUSTRIES (S) PTE LTD	15 Sungei Kadut Way	65-367 2042	65-367 0657
ERGOSPACE SYSTEM PTE LTD	211 Jp;;amd Ave. #03-46 Holland Rd Shopping Centre	65-468 3222	65-469 3537
FAR EAST OFFICE EQUIPMENTS PTE LTD	1 Genting Link #02-03 Perfect Ind Bldg	65-745 8388	65-748 2103
FAUKEHN ASIA PACIFIC PTE LTD	No 5 Kallang Pudding Road, #04-01 Keng Hua Building	65-841 8878	65-841 8872
GLEAM MARKETING SERVICES PTE LTD	150 Macpherson Road, #05-05 Science Arts Building	65-842 5535	65-842 3880
HALLER (FAR EAST) PTE LTD	11 Chin Bee Avenue Jurong Industrial Estate	65-265 9688	65-265 4387
HENRY DESIGNCENTRE PTE LTD	No 5 Eunos Avenue 8A Herry Building	65-748 6666	65-748 0007
HIGHGATE MARKETING & TRADING	109 North Bridge Rd #05-42	65-399 8546	65-368 3830
HON NAM LEE	29 Sungei Kadut Street 6	65-269 2868	65-268 3830
HONTAI INDUSTRIES PTE LTD	1 Sungei Kadut Way	65-367 1219(3lines)	65-367 5759
HUP YEW SEN CONSTRUCTION PTE LTD	48 Defu Lane 7 Hup Yew Sen Building	65-287 6588	65-280 7008
HONTAI INDUSTRIES PTE LTD	1 Sungei Kadut Way	65-367 1219	65-367 5759
K & E MARKETING (S) PTE LTD	85 Playfair Road, #02-02 Tong Yuan Ind Building	65-288 9126	65-284 8072
KIAT LEE WOODWORKING & CONSTRUCTION PTE LTD	33 Sungei Kadut Street 1	65-269 5224	65-368 1117
LANDBOND FURNITURE (F.E) PTE LTD	89 Short Street #09-07 Golden Wall Centre	65-336 8208	65-337 8211
MANSOURCE INTERIOR PTE LTD	23 Peck Seah Street #03-108	65-222 3452	65-222 3453
MAY OFFICE DESIGN PRODUCTION	Blk 9005 #03-268 Tampines Street 93	65-787 4680	64-785 4757
MEI THAY ENTERPRISES PTE LTD	Blk 20 Unit 1-07-09 C P O Depot Lane	65-276 2678 (3lines)	65-276 2698

WOODEN FURNITURE

Company	Address	Phone n.	Fax n.
ACTUS S'PORE (PTE) LTD	11 Gul Circle	65-862 0111	65-861 5306
AMITY HANDICRAFT FURNITURE MFG SDN BHD	170 Joo Chiat Road	65-348 6636	65-348 6551
CELLINI DESIGN CENTER PTE LTD	53 Loyang Drive	65-545 8182	65-545 0065
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395
CHIN SWEE CONSTRUCTION	Block 3028A #01-88 Ubi Road 3	65-743 0411	65-747 1237
CHRISTOPHER FURNITURE DESIGN PTE LTD	Block 5029 #01-137/143 Ang Mo Kio Industrial Park 2	65-482 1268	65-482 4303
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 5	65-269 8000	65-268 0797
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DECOR FURNITURE PTE LTD	12 Sungei Kadut St 2	65-269 3237	65-269 2659
DIETHELM FURNITURE	No 6 Lock Road Gillman Village (Off Alexandra Road)	65-476 1788(8 lines)	65-472 5827
DUROTEC INDUSTRIES (S) PTE LTD	15 Sungei Kadut Way	65-367 2042	65-367 2657
DYNAMIC FURNITURE PTE LTD	75 Aliwal Street	65-294 3090	65-294 0295
ENVOI IMPEX PTE LTD	Envoi Building 39 Sungai Kadut Avenue	65-368 0066	65-368 0067,368 0068
EUROSA FURNITURE CO PTE LTD	42 Sungai Kadut Street 1	65-269 9767	65-367 4959
FAITH FURNISHINGS MANUFACTURER PTE LTD	No 2 Sungei Kadut Loop	65-368 0088(5 lines)	65-368 1101
FOWSENG FURNITURE & CONSTRUCTION PTE LTD	130 Joo Seng Road #05-05 Olivine Building	65-383 9620	65-383 9621
GAINMAKER CORPORATION PTE LTD	75A Geylang Road	65-846 1211,846 0600	65-741 5051
GLEAM MARKETING SERVICES PTE LTD	150 Macpherson Road #05-05 Science Arts Building	65-842 5535	65-842 3880
HALEYWOOD INDUSTRIES PTE LTD	4 Sungei Kadut Street 4, Sungei Kadut Industrial Estate	65-269 5231(3 lines)	65-368 8663
HAWALL FURNISHING PTE LTD	60 Sungei Kadut Drive	65-368 2802	65-368 6752
HEAP LEE HENG CONTRACTOR& WOODWORD CO PTE LTD	Block 3025A #01-72 Ubi Road 3	65-643 4855	65-746 9067,743 7777
HON NAM LEE FURNITURE	29 Sungei Kadut St 6, Sungei Kadut Industrial Estate	65-269 2868	65-268 3830
HONTAI INDUSTRIES PTE LTD	1 Sungei Kadut Way	65-367 1219	65-367 5759
ICHIBAN FURNISHING PTE LTD	65 Sungei Kadut Loop	65-367 0763	65-363 2388
JATA FURNITURE INDUSTRIES PTE LTD	28 Defu Lane 4 Defu Industrial Park	65-282 9882	65-287 7328
KEA WOOD HOLDINGS PTE LTD	333 North Bridge Road, #08-00 K H Kea Building	65-431 4828,336 8888	65-336 6146
KENG HENG INTERNATIONAL	Blk 9002 Tampines St 93 #04-62	65-782 0555	65-783 4468
KENWOOD INDUSTRIES PTE LTD	10 Sungei Kadut Street 36	65-269 5433	65-268 9188
KIAT LEE WOODWORKING & CONSTRUCTION PTE LTD	33 Sungei Kadut St 1, Sungei Kadut Industrial Estate	65-269 5224	65-368 1117
KODA WOODCRAFT PTE LTD	28 Defu Lane 4 Defu Industrial Park	65-282 9882	65-287 7328
KOYA WOOD INDUSTRIES CO PTE LTD	2 Lorong Tukang Lima Jurong	65-265 0042	65-264 1209

MAY OFFICE DESIGN PRODUCTION	Blk 9005 #03-268 Tampines Street 93	65-787 4680	65-785 4757
MEI THAY ENTERPRISES PTE LTD	Blk 20 Unit 1-07-09 C P O Depot Lane	65-276 2678(3 lines)	65-276 2698
MILICO WOODWORKING PTE LTD	16 Kranji Loop	65-368 6418	65-367 1122
NOVENA FURNISHING CENTRE PTE LTD	47 Sungei Kadut Ave	65-763 3233	65-368 2588
ORIENTAL HANDICRAFT (S) PTE LTD	213 Henderson Road #01-05 & #01-06, #01-05/06 Henderson Ind. Park	65-270 9256,270 9260	65-270 9261
PAN-STAR WOOD INDUSTRIES PTE LTD	No 18 Sungei Kadut Street 6, Sungei Kadut Industrial Estate	65-269 2211	65-368 8855
QUALITY TRADING CENTRE	141 Cecil Street #06-02 Tung Ann Association Building	65-323 1028	65-323 6428
KENG KWONG FURNITURE CO	2 & 4 Defu Lane 5	65-282 0106 (3 lines)	65-284 5135
SHERWOOD FURNISHINGS PTE LTD	45 Sungei Kadut Avenue	65-368 3033	65-368 1611
SINGAPORE HANDICRAFTS PTE LTD	72 Eunos Avenue 7 #05-00, Singapore Handicrafts Building	65-747 7666	65-747 1418
SOON HUAT FURNITURE	36 Sungei Kadut Street 2	65-368 6222	65-368 8084
STAR FURNITURE INDUSTRIES PTE LTD	52 Sungei Kadut Avenue	65-365 8832	65-368 1930/2
SUM KWONG INDUSTRIES PTE LTD	6 Defu Lane 1 #01-06 Defu Industrial Park A	65-282 8895,294 7870	65-286 4897
SUNWA CONSTRUCTION & INTERIOR PTE LTD	126 Joo Seng Rd, #03-01 Gold Pine Ind Building	65-283 4252	65-285 4129
TAI KUANG HANG CO PTE LTD	105 Cecil Street #16-0304 The Octagon	65-222 2073 (6 lines)	65-225 5664
TONG LAM FURNITURE CONTRACTOR	Block 1041 Eunos Avenue 4, #01-02	65-745 5840	65-742 8680
UFL MANAGEMENT SERVICES PTE LTD	200 Cantonment Road, #16-02 Southpoint	65-226 2555	65-226 6955
VISION DESIGN & CONTRACTS PTE LTD	Block 1012 #01-08 Yishun Industrial Park A	65-756 1113	65-756 1116
WILSIN OFFICE FURNITURE (S) PTE LTD	60 Albert Street #02-03 Albert Complex	65-339 7362	65-339 9162
WORLD FURNITURE PTE LTD	28 Sungei Kadut Street 2, Sungei Kadut Industrial Estate	65-269 5911	65-368 2798
YEOW BROTHERS FURNITURE MANUFACTURING	Block 6 #01-16/18 Marsiling Industrial Estate Road 1	65-269 8818	65-367 8282

OFE FURNISHING PTE LTD	Block 301A Ubi Road 1 #05-02 Kampong Ubi Industrial Estate	65-745 8922	65-745 8266
PRESION PTE LTD	5001 Beach Rd #01-02 Golden Mile Complex	65-292 8901,294 6542	65-296 1070
RHINO INDUSTRIES PTE LTD	17 Benci Crescent Jurong Town	65-265 6644	65-263 3230
RITA METAL & WOODEN FURNITURE CONSTRUCTION	Block 5048 #01-619 Ang Mo Kio Industrial Park 2	65-482 4111	65-482 4359
SHANGHAI CHIN WAH FURNITURE & CONSTRUCTION CO	Blk 462 Crawford Lane, #01-01 Citimac Ind Complex	65-294 3027	65-285 4149
SITMATIC (S) PTE LTD	Blk 9012 Tampines St 93 #02-207	65-78 7881	65-788 7882
SPINBASE DESIGN MARKETING PTE LTD	Blk 3016A #01-05 Ubi Rd1	65-748 2368	65-748 2633
STAR OFFICE EQUIPMENT & TRADING	Blk 41 Cambridge Rd #01-24	65-295 1166,296 2612	65-292 0388
SUM KWONG INDUSTRIES	6 Defu Lane 1 Defu Lane Ind Park A	65-282 8895	65-286 4897
TIONG HIN ENGINEERING PTE LTD	Blodk 1013 Eunos Avenue 5 #01-12/14	65-747 5160	65-744 2903
U-PLAN OFFICE CHAIRS (S) PTE LTD	514 Chai Chee Lane #06-07 Bedok Industrial Estate	65-445 5320	65-444 8766
UCHIDA YOKO TRADING PTE LTD	9 Penang Rd #09-22 Supreme Hse	65-339 7432	65-339 7532
UNICORN KING INDUSTRIES PTE LTD (A MAC PTE LTD)	59 Defu Lane 9	65-282 8532	65-288 0105

Cabinets Furniture Manufactures

Company	Address	Phone n.	Fax n.
Cellini Design Center Pte Ltd	53 Loyang Drive	65-5458182	65-5450065
Cheng Meng Furniture Co Pte Ltd	3 Kallang Pudding Road	65-7459900	65-7488395
Corten Furniture Pte Ltd	17 Sungei Kadut Street 6	65-2698000	65-2680797
Diethelm Industries Pte Ltd	No 6 Lock Road Gillman Village	65-4761788	65-4725827
Durotec Industries Pte Ltd	15 Sungei Kadut Way	65-3672042	65-3670657
Eruosa Furniture Co Pte Ltd	42 Sungai Kadut Street 1	65-2699767	65-3674959
Faith Furnishings Manufacturer Pte Ltd	No2 Sungei Kadut Loop	65-3680088	65-3681101
GODREJ (S)	No 11 11 Lok Yang Way	65-2656677	65-2657211
ITOKI Systems (s) Pte Ltd	96 Somerset Rd #09-02/03 UOL Building	65-7326169	65-7322947
K & E Marketing (s) Pte Ltd	88 Mandai Estate Park	65-3667772	65-3367776
KEA Wood Holdings Pte Ltd	333 North Bridge Road #08-00 K H Kea Building	65-4314828	65-3366146
Kenwood Industries Pte Ltd	10 Sungei Kadut Street 3	65-2695433	65-3689188
Kim Leng Office Equipment Pte Ltd	Blk 8 Upper Boon Keng Rd, #01-1088	65-7481800	65-7489105
KODA Woodcraft Pte Ltd	28 Defu Lane 4	65-2829882	65-2877328
KOYA Wood Industries Co (Pte) Ltd	2 Lorong Tukang Lima Jurong	65-2650042	65-2641209
May Office Design Production	Blk 9005 #03-268 Tampines Street 93	65-7874680	65-7854757
Mei Thay Enterprises Pte Ltd	Blk 20 Unit 1-07-09, C P O Depot Lane	65-2762678	65-2762698
Oriental Handicraft (s) Pte Ltd	213 Henderson Road, #01-05 & #01-06	65-2709256	65-2709261
Pan-Star Wood Industries Pte Ltd	No 18 Sungei Kadut Street 6	65-2692211	65-3688855
Regno Co Pte Ltd	138 Cecil Street, # 13-02 Cecil Court	65-2233666	65-2230098
Rhino Industries (Pte) Ltd	17 Benoi Crescent Jurong Town	65-2656644	65-2643230
Sherwood Furnishings Pte Ltd	45 Sungei Kadut Avenue	65-3683033	65-3681611
Soon Huat Furniture	36 Sungei Kadut Street 2	65-3686222	65-3688084
Sunwa Construction & Interiors Pte Ltd	126 Joo Seng Road #03-01 Gold Pine Industrial Building	65-2834252	65-2854129
UFL Management Services Pte Ltd	200 Cantonment Road, #16-02 Southpoint	65-2262555	65-2266955
Unicorn King Industries Pte Ltd	59 Defu Lane 9	65-2828532	65-2880105
Yang Ah Kang & Sons Pte Ltd	4 Sungei Kadut Street 5	65-3656511	65-3655355

SINGAPORE DINING SET FURNITURE

Company	Address	Phone N.	Fax N.
ACTUS SINGAPORE PTE LTD	No. 11 Gul Circle Jurong	65-862 0111	65-861 5306
AMITY HANDICRAFT FURNITURE MFG SDN BHD A'S DESIGN	170 Joo Chiat Road Blk 37 Defu Lang 10, #01-53	65-348 6636 65-288 0491	65-348 6551 65-251 1890
BENG HWA SUPPLIES	Block 5065 #01-1429/1431, Ang Mo Kio Industrial Park 2	65-482 7377/8	65-482 7379
CELLINI DESIGN CENTER PTE LTD	53 Loyang Drive	65-545 8182	65-545 0065
CHEONG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395, 746 7320
CHEONG & MUN TRADING PTE LTD	1108A/1110A Serangoon Road	65-292 3213, 292 3737	65-293 2920
CHIN SWEE CONSTRUCTION	Blk 3208A Ubi Road 3, #01-87/88	65-743 0411	65-747 1237
CORTEN FURNITURE PTE LTD	17 Sungei Kadut Street 6	65-269 8000	65-268 0797
D SCAN FURNITURE PTE LTD	19 Jurong Port Road	65-265 6222	65-265 9489
DYNAMIC FURNITURE PTE LTD	200 Jalan Sultan #10-05 Textile Centre	65-294 3090	65-293 0295
ENVOI IMPEX PTE LTD	Envoi Building 39 Sungei Kadut Avenue	65-368 0066	65-368 0067, 368 0068
EUROSA FURNITURE CO (PTE) LTD	42 Sungei Kadut Street 1	65-269 9767	65-367 4959
FAITH FURNISHINGS MANUFACTURER PTE LTD	No.2 Sungei Kadut Loop	65-368 0088(5 lines)	65-368 1101
FINE CARVING FURNITURE (S) PTE LTD	63 Sungei Kadut Loop	65-469 8222	65-469 1932
FOWSENG FURNITURE CONSTRUCTION PTE LTD	130 Joo Seng Road #05-05 Olivine Building		
GNEE HONG CO PTE LTD	109 North Bridge Road #05-01 & 04-01 Funan Centre	65-383 9620 65-336 3733	65-383 9621 65-339 0378
GOH BROTHERS WOODWORK INDUSTRIES	2-A Sungei Kadut Drive Kranji Industrial Estate	65-368 1130, 368 1593	65-3681669
GOODWOOD PRODUCTS PTE LTD	64 Sungei Kadut Street 1	65-368 4466*8	65-368 3406
HALEYWOOD INDUSTRIES PTE LTD	4 Sungei Kadut Street 4 Sunge Kadut Industrial Estate	65-269 5231 (3 line)	65- 368 8663
HAWAII FURNISHING PTE LTD	60 Sungei Kadut Drive	65-368 2802	65-368 6752
HEAP LEE HENG CONTRACTOR & WOODWORK CO PTE LTD	Block 3025A #01-72 Ubi Road 3		
HENRY DESIGN CENTRE PTE LTD	Henry's Building 5 Eunos Avenue 8A	65-643 4855 65-748 6666	65-746 9067, 743 7777 65-748 0007
HONG LING FURNITURE	Blk 31 Defu Lane 10 #01-68	65-286 8267	65-282 8405
HON NAM LEE FURNITURE	29 Sungei Kadut Street 6 Sungei Kadut Industrial Estate	65-269 2868	65-368 3830
ICHIBAN FURISHING PTE LTD	65 Sungei Kadut Loop	65-367 0763	65-363 2388
KEA WOOD HOLDINGS PTE LTD	333 North Bridge Road #08-00 K H Kea Building	65-431 4828, 336 8888	65-336 6146
KEN GLASS DESIGN ASSOCIATE PTE LTD	2 Jurong East Street 21 #03-189B/C IMM Building	65-567 3228	65-563 5532
KODA WOODCRAFT PTE LTD	28 Defu Lane 4	65-282 9882	65-287 7328
KOYA WOOD INDUSTRIES CO (PTE) LTD	2 Lorong Tukang Lima Jurong	65-265 0042	65-264 1209
MILICO WOODWORKING PTE LTD	16 Kranji Loop	65-368 6418	65-367 1122
ORIENTAL HANDICRAFT (S) PTE LTD	213 Henderson Road #01-05 & 01-06 Henderson Ind. Park	65-270 9256, 270 9260	65-270 9261
PAN-STAR WOOD INDUSTRIES PTE LTD	No. 18 Sungei Kadut Street 6 Sungei Kadut Industrial Estate	65-269 2211	65-368 8855
POH LAM SENG FURNITURE	Blk 5050 #01-1009/1011 Ang Mo Kio Industrial Park 2	65-481 6381	65-481 1391
QUALITY TRADING CENTRE	141 Cecli Street #06-02 Tunq Ann Association Building	65-323 1028	65-323 6428
RATTAN INDUSTRIES PTE LTD	14 Shaw Road #05-00 BTC Building	65-283 5433, 284 1222	65-285 0830, 288 1333

Computer Tables Furniture Manufactures

Company	Address
Diethelm Furniture	No 6 Lock Road Gillman Vilage (Off Alexandra Road)
Haller (Far East) Pte Ltd	11 Chin Bee Avenue Jurong Industrial Estate
JDC Systems Pte Ltd	64 Sungei Kadut Street 1
Unicorn King Industries Pte Ltd	59 Defu Lane 9
West Plan Industries Pte Ltd	50 Sungei Kadut Avenue

Phone n.

65-4761788
65-2659688
65-3684022
65-2828532
65-3653383

Fax n.

65-4725827
65-2654387
65-2694130
65-2880105
65-3653922

REGENT CANE FURNISHING PTE LTD	No. 32 Defu Lane 7	65- 284 5600	65-283 8132
SCANDINA VIA WOODWORKS CO PTE LTD	34 Penjuru Lane Jurong Industrial Estate	65-265 6814	65-265 7353
SENG KWONG FURNITURE CO/ DISEGNO FURNISHING SDN BHD	2 & 4 Defu Lane 5		
SIN HUAT FURNITURE	41 Sungei Kadut Avenue	65-282 0106 (3 lines)	65- 284 5135
SINGAPORE HANDICRAFTS PTE LTD	72 Eunos Avenue 7 #05-00 Singapore Handicrafts Building	65-368 0918/28	65-368 0908
SINGAPORE WOODCRAFT MFG CO PTE LTD	30 Alexandra Terrace	65-757 7666	65-747 1418
STAR FURNITURE INDUSTRIES PTE LTD	52 Sungei Kadut Avenue	65-235 7970	65-235 3057
SUM KWONG INDUSTRIES (PTE) LTD	Defu Lane 1 #01-06 Defu Industrial Park A	65-365 8832	65-368 1930/2
SUNFA MARKETING PTE LTD	961 Upper Changi North Road Changi Garden	65-282 8895,284 7370	65-286 4897
TAI KUANG HANG CO (PTE) LTD	105 Cedi Street #16-03/04 The Octagon	65-545 0691	65-545 8262
TEAM PERFECTION DESIGN PTE LTD	10-B Jalan Ampas	65-222 2073 (6 lines)	65-225 5664
TECK CHOON FURNISHING PTE LTD	Bk 6004 #01-532 Anq Mo Kio Industrial Park 3	65-256 3322	65-253 4331
UFL MANAGEMENT SERVICES PTE LTD	200 Cantonment Road #16-02 Southpoint	65-482 7775,482 4753	65-482 4241
UNICANE FURNITURE PTE LTD	37 Sungei Kadut Street 1	65-226 2555	65-226 6955
WORLD FURNITURE INDUSTRY PTE LTD	5 Sungei Kadut Street 6 Sungei Kadut Industrial Estate	65-368 3331	65-368 2255
YEOW BROTHERS FURNITURE MANUFACTURING	Bk 6 #01-16/18 Marsiling Industrial Estate Road 1	65-269 5911	65-368 2798
		65-269 8818	65-367 8282

SINGAPORE DOORS MANUFACTURERS

Company	Address	Phone N.	Fax N.
DAIKEN TRADING & INDUSTRY CO LTD	7500A Beach Road #07-318/319 the Piazza	65-297 1933	65-297 1363
DUTCH BUILDERS PTE LTD	359 Holland Road #03-08 Evian Condo	65-466 3596	65-469 3023
GLORY INDUSTRIES PTE LTD	12 Senang Cres	65-448 6622	65-442 0442
HALLAER (FAR EAST) PTE LTD	11 Chin Bee Avenue Jurong Industries Estate	65-265 9688	65-265 4387
HUP YEW SEN CONSTRUCTION PTE LTD	57 Defu Lane 9	65-287 6588,283 2106	65-265 4387
KEA WOOD HOLDINGS PTE LTD	333 North Bridge Road #08-00 K H Kea Building	65-431 4828,336 8888	65-336 6146
KENWOOD INDUSTRIES PTE LTD	10 Sungei Kadut Street 3	65-269 5433	65-368 9188
KOYA WOOD INDUSTRIES CO (PTE) LTD	2 Lorong Tukang Lima Jurong	65-265 0042	65-264 1209
M & J STRUCTURES & SKYLIGHT SYSTEMS	Blk 2024 Bukit Batok St 23 #02-32	65-560 1911	65-563 9048
NC WOODWORK & CONSTRUCTION PTE LTD	2 Jurong East Street 21 #02-180 IMM Building	65-564 0331	65-564 3566
NEWPORT TRADING	85 Genting Lane #03-04 Guan Hua Warehouse Bldg	65-743 7173	65-743 6461
REGNO CO PTE LTD	138 Cecil Street #13-02 Cecil Court	65-223 3666	65-223 0098
S A SHAHAB AND COMPANY PTE LTD	No Colombo Court #01-16	65-336 1622	65-338 6282
SENG KWONG FURNITURE CO/ DISEGNO FURNISHING SDN BHD	2 & 4 Defu Lane 5	65-282 0106 (3 lines)	65-284 5135
SOUTH SEA FURNITURE MFT (1988) PTE LTD	3 Sungei Kadut Street 4 Sungei Kadut Industrial Estate	65-269 6268, 368 7159	65-367 8819
STRAITS TIMBER (SINGAPORE) PTE LTD	138 Robinson Road #16-10 Hong Leong Centre	65-223 3666	65-223 0098
SUNRISE DOORS INTERNATIONAL PTE LTD	10 Anson Road #22-09 International Plaza	65-223 6088	65-220 9500
TONY FIBREGLASS ENTERPRISE	26-J Jalan Jembatan Lama	65-368 0552	65-367 2681
ZEE CHIN & COMPANY	10 Howard Road	65-282 4349	65-287 0690

SINGAPORE ENTERTAINMENT FURNITURE

Company	Address	Phone N.	Fax N.
CHIN SWEE CONSTRUCTION	Blk 3028A #01-88 Uni Road 3	65-743 0411	65-747 1237
CORTEN FURNITURE PTE LD	17 Sungei Kadut Street6	65-269 8000	65-268 0797
DYNAMIC FURNITURE PTE LTD	75 Aliwal Street	65-294 3090	65-294 0295
HONTAI INDUSTRIES PE LTD	1 Sungei Kadut Way	65-367 1219	65-367 5759
ICHIBAN FURNISHING PTE LTD	65 Sungei Kadut Loop	65-367 0763	65-363 2388
KEN GLASS DESIGN ASSOCIATE PTE LTD	2 Jurong East Street 21 #03-189B/C IMM Building	65-567 3228	65-563 5532
MAY OFFICE DESIGN PRODUCTION	Blk 9005 #03-268 Tampines Street 93	65-787 4680	65-785 4757
REGNO CO PTE LTD	138 Cecil Street #13-02 Cecil Court	65-223 3666	65-223 0098
RITA METAL & WOODEN FURNITURE CONSTRUCTION	Blk 5048#01-619 Ang Mo Kio Industrial Park 2	65-482 111	65-482 4359

SINGAPORE FIBREBOARD FURNITURE

Company	Address	Phone N.	Fax N.
AKATI IMPEX PTE LTD/ COMBI TRADING SDN BHD	20 Maxwell Road #11-01 Maxwell Houses	65-221 5720	65-225 0144

UPHOLSTERY FURNITURE MARKET

Company	Address	Phone n.	Fax n.
ABITEX DESIGNS (S) PTE LTD	5 Kaki Bukit Road 2, #01-17/#02-17 City Ware house	65-745 7711(4 lines)	65-745 3106
ARCASA UPHOLSTERY PTE LTD	2Padang Jeringau #03-00 Hong Aik Ind Bldg	65-292 0088	65-297 0357
CASARREDO MANUFACTURING PTE LTD	Block 3014 #02-2158 Beduk Industrial Park E	65-241 3277	65-241 7741
CHENG MENG FURNITURE CO PTE LTD	3 Kallang Pudding Road	65-745 9900	65-748 8395,746 7320
DMH ASIA MARKETING PTE LTD	37 Tannery Lane #05-03 Tannery House	65-745 2822	65-747 9555
FURN LINE PTE LTD	195A Upper Thomson Road	65-252 8923	65-252 8920
GNEE HONG CO PTE LTD	109 North Bridge Road #05-01 & #04-01 Funan Centre	65-336 3733	65-339 0378
HEAP LEE HENG CONTRACTOR & WOODWORK CO PTE LTD	Block 3025A #01-72 Ubi Road 3	65-643 4855	65-746 9067,743 7777
HWA TATLEE LEATHER PTE LTD	11 Gul Circle	65-863 2567	65-863 2558
INTERFURN SINGAPORE PTE LTD	Block 3006 #04-342 Ubi Road 1	65-743 0818	65-744 8116
KIAN AIK TEXTILE CO	Blk 5 Beach Road #01-4919	65-298 0834,298 4992	65-296 9147
LANDBOND FURNITURE (F.E)PTE LTD	89 Short Street #09-07 Golden Wall Centre	65-336 8208	65-337 8211
MAY OFFICE DESIGN PRODUCTION	Blk 9005 #03-268 Tampines Street 93	65-787 4680	65-785 4757
MERLIN FURNISHING CENTRE	7500A Beach Road, #01-320 The Plaza	65-293 0909,292 0193	65-298 0556
MLC MARKETING PTE LTD	282 J Paya Lebar Road	65-745 1407	65-747 0174
NGAI LIM INDUSTRIES (S) PTE LTD	19 Senoko Avenue	65-785 8811	65-758 8692
PHOON FANG CHEONG CANE FURNITURE	175 Joo Chiat Road	65-344 2192	65-440 6638
POWER FOAM (S) PTE LTD	2 Chin Bee Road Off Jalan Tukang	65-265 2833	65-265 6246
ROSONNE MARKETING AGENCIES PTE LTD	14 Scotts Rd #05-121 Far East Plaza	65-714 0232,734 2759	65-737 5830
SITMATIC (S) PTE LTD	Blk 9012 Tampines St 93 #02-207	65-788 7881	65-788 7882
SKOY FURNITURE PTE LTD	Blk 1 Lor 8 Toa Payoh #01-1393 Ind Pk	65-250 8836,250 0133	65-254 6577
SUPREME FURNISHING CENTRE PTE LTD	153 Kampong Ampat #02-01/02 Junjie Industrial Building	65-282 9128	65-287 3138
TAH LI THONG FOAM INDUSTRY	28 Senoko Loop	65-752 2626	65-758 5336
WENG HENG PTE LTD	71 Victoria St	65-338 1173	65-293 1875
WOODSMITH PTE LTD	9008 Tampines Street 93 #03-19	65-787 9088	65-784 4763