

Standing out through design and quality

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ESTABLISHED in 1995 by three ambitious brothers who possessed a myriad of complementary skill sets required in the interior design industry, Image Creative is the product of their entrepreneurial dream.

Roger Tan, the eldest, was a designer who worked in a multinational corporation; Elson Tan, the middle child, was a salesperson; and Randy Tan, the youngest, had experience in the construction and renovation business.

Supported by their father who

provided an initial injection of S\$10,000, Image Creative evolved from a “toilet-sized” office to a 6,000 square feet flagship showroom and office in Ubi Crescent. It took about two decades for the brothers to grow the family business to its current size of about 100 employees.

For two years since its launch, Image Creative’s main focus of service was on home renovation. However, they soon discovered a gap in their strategy as many customers asserted that they prefer a more personalised and homely touch in their homes. Recognising the proliferating demand for lifestyle needs, Image Creative made the strategic decision to pivot their target customers to the lifestyle-conscious group in 1997, with “transforming customers’ ideas into reality” as its mantra.

This strategy proved fruitful as it enabled them to stay competitive and unfazed during the 1997 Asian Financial Crisis while several competitors left the industry.

A large part of their success was attributed to the foresight of Mr Randy Tan who introduced brand development within the company, an activity that was often overlooked by most companies during that period. Leveraging on their name, IMAGE, the corporate brand values – Innovative, Meticulous, Authenticity, Gutsy and Excellence – were developed and these became the key focus in future business plans and actions.

With the advent of technology and digitalisation, Image Creative saw a need to be at the forefront of changes. As customers become more well-versed and knowledgeable on current in-trend house designs due to the prevalence of Internet, there is an inevitable pressure on Image Creative to perform better than its incumbents and emerging competitors in improving customers’ quality of life.

Aware that personalised services are the in-thing, Image Creative thus actively seeks to create a personalised portfolio of customers’ needs and wants in their designs.

According to Image Creative, it differentiates itself from its competitors through the use of top-notch products. To ensure that only



The three brothers celebrating Image Creative’s win at the 2017 E50 Awards. The company’s name also spells out its brand values: Innovative, Meticulous, Authenticity, Gutsy and Excellence.

premium quality products are supplied to their clients, Image Creative conducts meticulous and stringent checks and tests on their suppliers.

Should they be found to have failed the quality checks, Image Creative will not hesitate to discontinue the partnership and source for other suppliers.

Additionally, to remain competitive in the highly fragmented and diverse industry, Image Creative seeks to fulfil its two other brand values – innovative and gutsy – through design.

In order to keep abreast of the latest technology that can be used to meet customers’ demand of being trendy, employees have to regularly attend external training and exhibitions to enhance their skill sets and creativity.

One such course attended by employees was on Smart Home technology that enables homeowners to personalise their home setting based on individuals’ preferences.

With these courses, their designers are equipped with knowledge on

the latest technology innovations, thereby ensuring that Image Creative would be able to effectively offer trendy designs and latest technology to their customers.

Finally, Image Creative goes the extra mile in ensuring that customers receive a fully customisable and smooth purchasing journey with them. Their designers also offer 3D renderings that help them make more well-informed decisions.

The 3D visualisation of various product designs enables customers to better visualise the final product which reduces the gap between expectations and reality. These personalised services help to ensure that customers have their dream home.

Image Creative strives to leverage its current momentum to achieve more milestones. These include being more involved in corporate social responsibility (CSR) and moving towards a more internationally recognised business.

The former aims to forge greater camaraderie among employees through social work, while the latter aims to further expand their business in the Asia-Pacific such as Bangkok and China.

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