

Anwill
design

company profile
2021/2022

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INTRODUCTION

B BUSINESS D DESCRIPTION

Anwill Design is a Design & Build Company which focuses on interior design and renovation. Relying on years of silently ploughing through this red ocean industry and with sharp insight on the overall market, Anwill Design decided to deepen into the high rise residential/ condo market and summarized the three major pain points that consumers facing during condo interior design & renovation; Firstly, the inability to visualize the design which leads to continuous development and communication errors. Secondly, consumers always hope to avoid cumbersome process and simplified the complicated communication due to the fast paced city lifestyle. Last of all, which is also the most key point, is the price can be controlled within the appropriate range.

As a result, Anwill Design launched Package A.D.A, hoping to provide one-stop (All In) interior design services through a supporting method. There are dedicated personnel starting from designing to execution; it assists the consumers to simplify the tedious processes into as easy as JUST BRING YOUR LUGGAGE, similar to hotel experience.

In addition, to specifically present the design ideas, Anwill Design provides 4 trendy and popular designs (Design Selections) in advance, (including Scandinavian, Contemporary, Muji & Loft) for consumers to choose. This may help to determine the design elements and direction during the first meeting, improve communication efficiency, and avoid getting into communication errors.

Moreover, Anwill Design also adopted a 360° All Angle 3D Rendering Preview Mode to maximize the presentation and design viewing experience, so that consumers able to grasp the brief design details in advance and avoid communication errors that will result in price spike.

Apart from that, Anwill Design is also very particular about price positioning, and try to be within the Affordable range of about RM50 or RM60 per square foot; for example, a three-bedrooms and two-bathrooms unit with 1000 ft², the overall renovation budget is about RM60,000, this allow consumers to have a clear picture of the price range in the early stages and leads both Anwill Design & consumer to be in the same Design-to-Cost framework.

In conclusion, Anwill Design is committed to provide solutions for interior design & renovation as cater to the trials and tribulations of consumers which staying high rise residential/ condo and hope to deliver the value of All-In, Design Selections and Affordable through Package A.D.A. Furthermore, Anwill Design is dedicated in providing quality services so that consumers can stay focused on their daily work and let the professional to handle the hassle without any worries. Last but not least, as client satisfaction is Anwill Design's main priority, we always grateful that consumers putting trust on us by passing their unit to us and so, we will have to put full dedication and make every effort in returning them a Home.

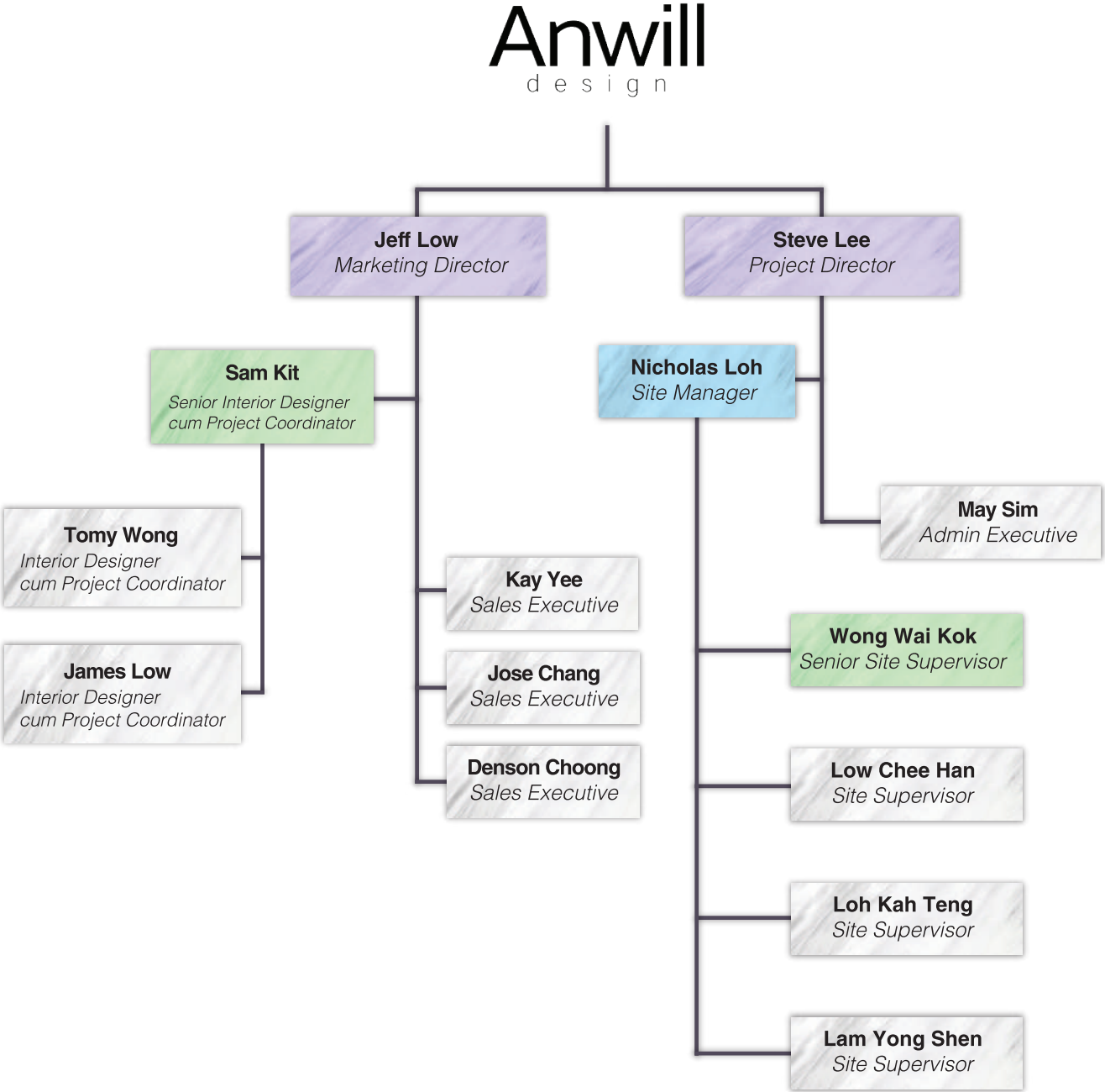
ORGANIZATION CHART

Anwill Design Sdn Bhd is directed by two young pioneers with different set of skills. Each of us involves closely in every single project we came across, according to the scope of services.

Design team take charge in the design service to work with the client in developing design proposal including Interior and Architectural design by generating 3D perspectives and drawings to client's confirmation.

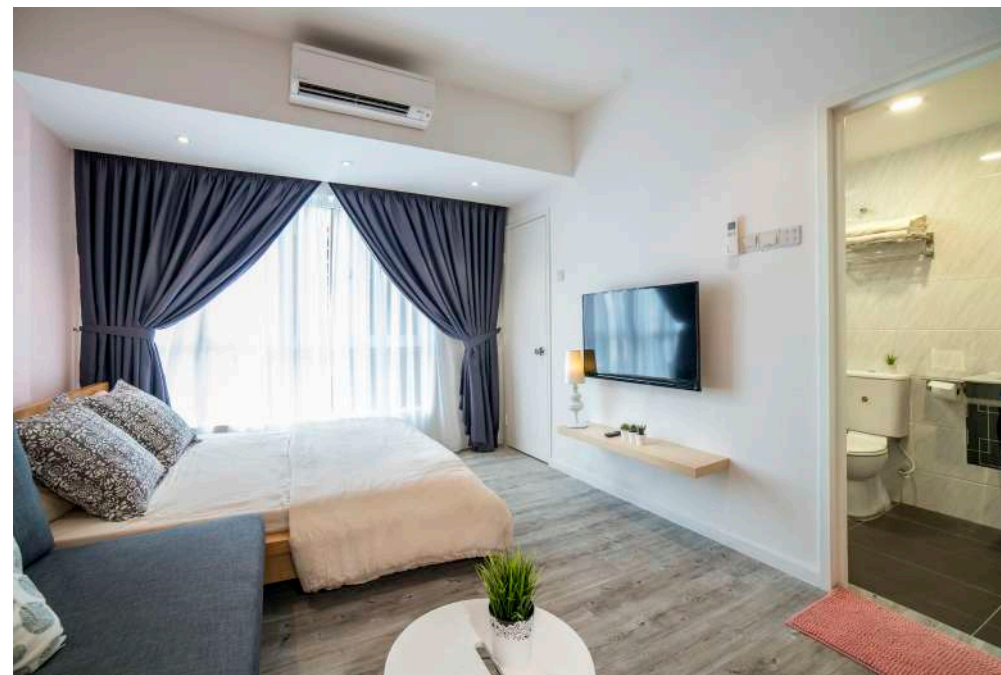
Once the design proposed is approved, Project Management team will take over in managing the construction and liaising with specialists / sub-contractors to make sure the project can be completed within the provided time fame within budget.

Operation team take charge of the company's overall operations, setting up long and short term milestones to make sure that everyone in the team is along the same line. While externally, take charge of company's advertising and public relations such as road show, publications and website operation.



SELECTED WORKS

Package ADA



Casa Mutiara

Location: Kuala Lumpur
 Contract Sum: RM21,000
 Type of Work: Interior
 Status: Completed

Havre

Location: Bukit Jalil
Contract Sum: RM72,500
Type of Work: Interior
Status: Completed







Trinity Aquata

Location: Desa Petaling
 Contract Sum: RM82,500
 Type of Work: Interior
 Status: Completed





The Haute

Location: Dato Keramat
Contract Sum: RM38,950
Type of Work: Interior
Status: Completed



The Nest

Location: Old Klang Road
Contract Sum: RM31,000
Type of Work: Interior
Status: Completed





Vivo Suites

Location: Old Klang Road
 Contract Sum: RM26,985
 Type of Work: Interior
 Status: Completed



Green Residence

Location: Batu 9 Cheras
Contract Sum: RM48,550
Type of Work: Interior
Status: Completed

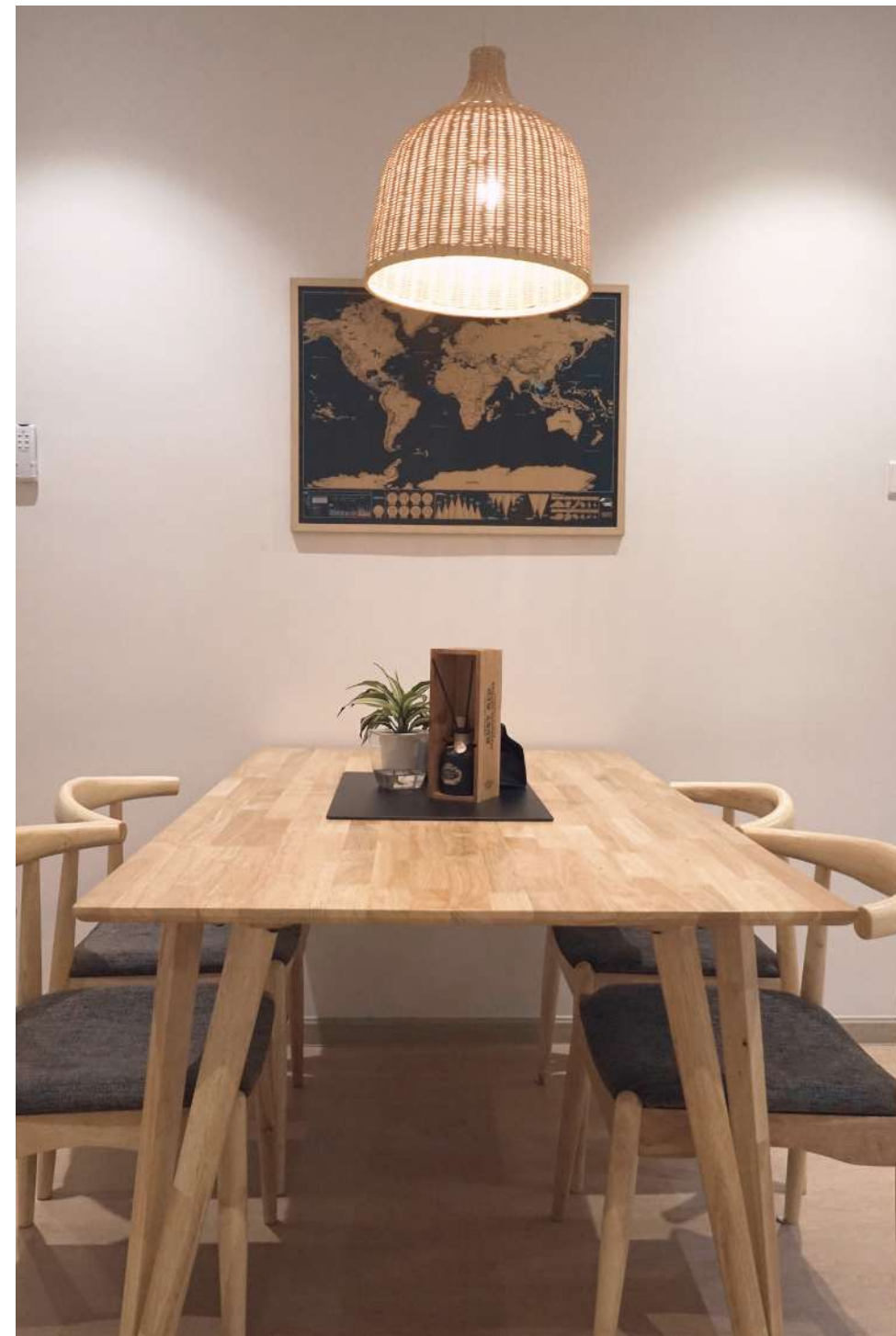




KL Traders Square 1

Location: Gombak
Contract Sum: RM51,260
Type of Work: Interior
Status: Completed







KL Traders Square 2

Location: Gombak
Contract Sum: RM45,000
Type of Work: Interior
Status: Completed





Casa Desa Interior Renovation

Location: Taman Desa
Contract Sum: RM75,000
Type of Work: Interior
Status: Completed



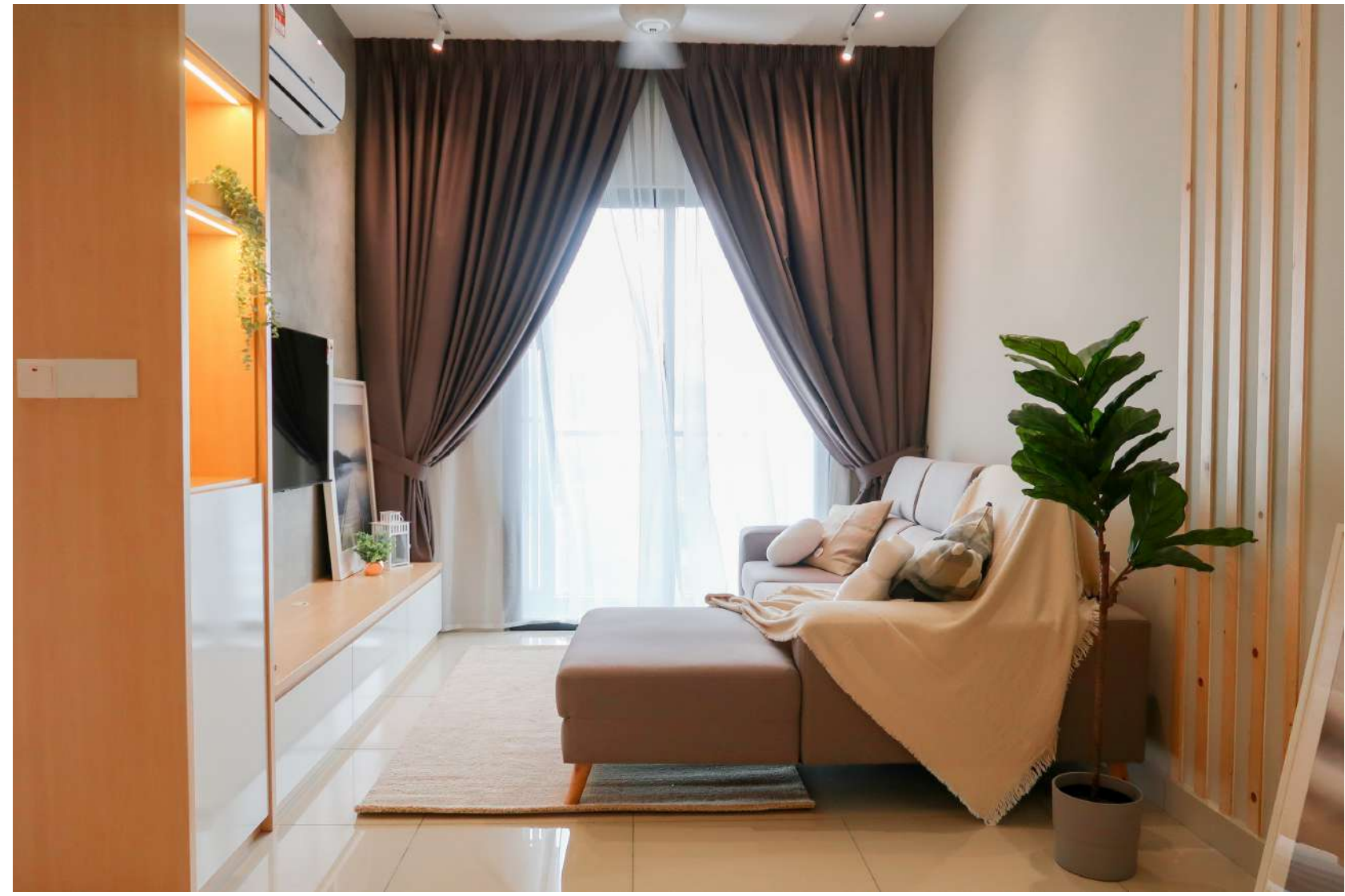
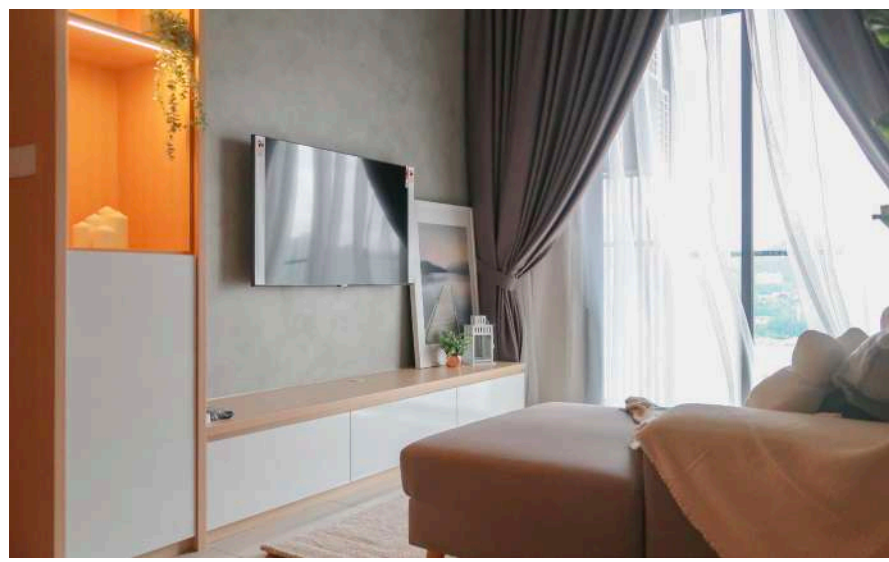




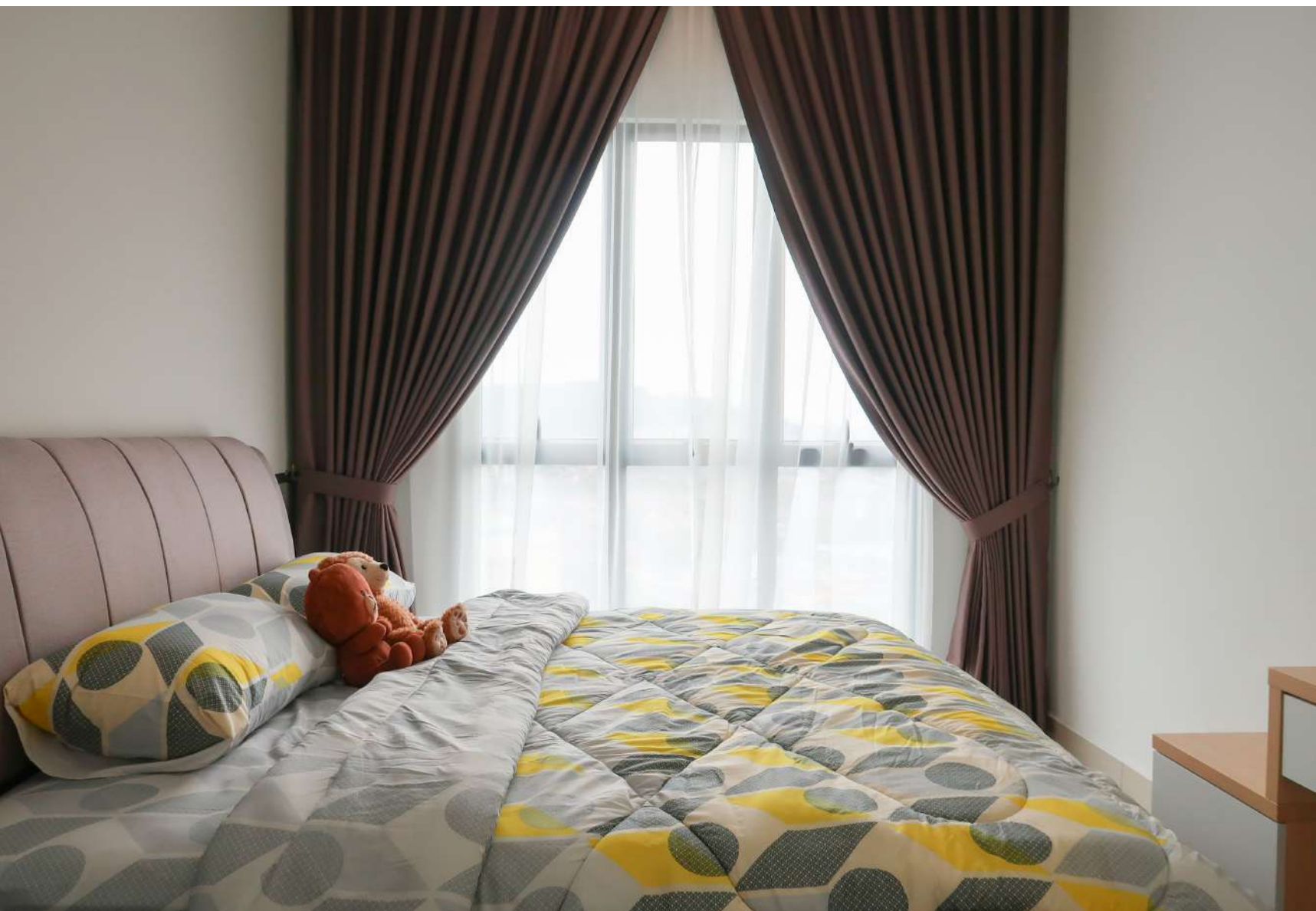


Sky Residence, Shamelin

Location: Shamelin
 Contract Sum: RM38,000
 Type of Work: Interior
 Status: Completed









Sentul Point, Sentul

Location: Sentul
 Contract Sum: RM67,000
 Type of Work: Interior
 Status: Completed

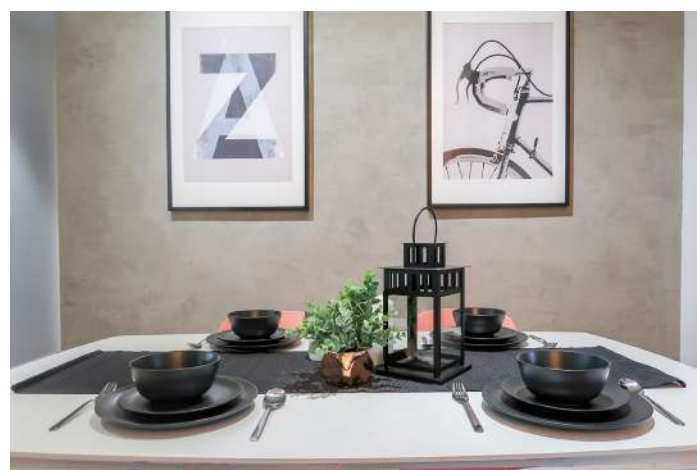


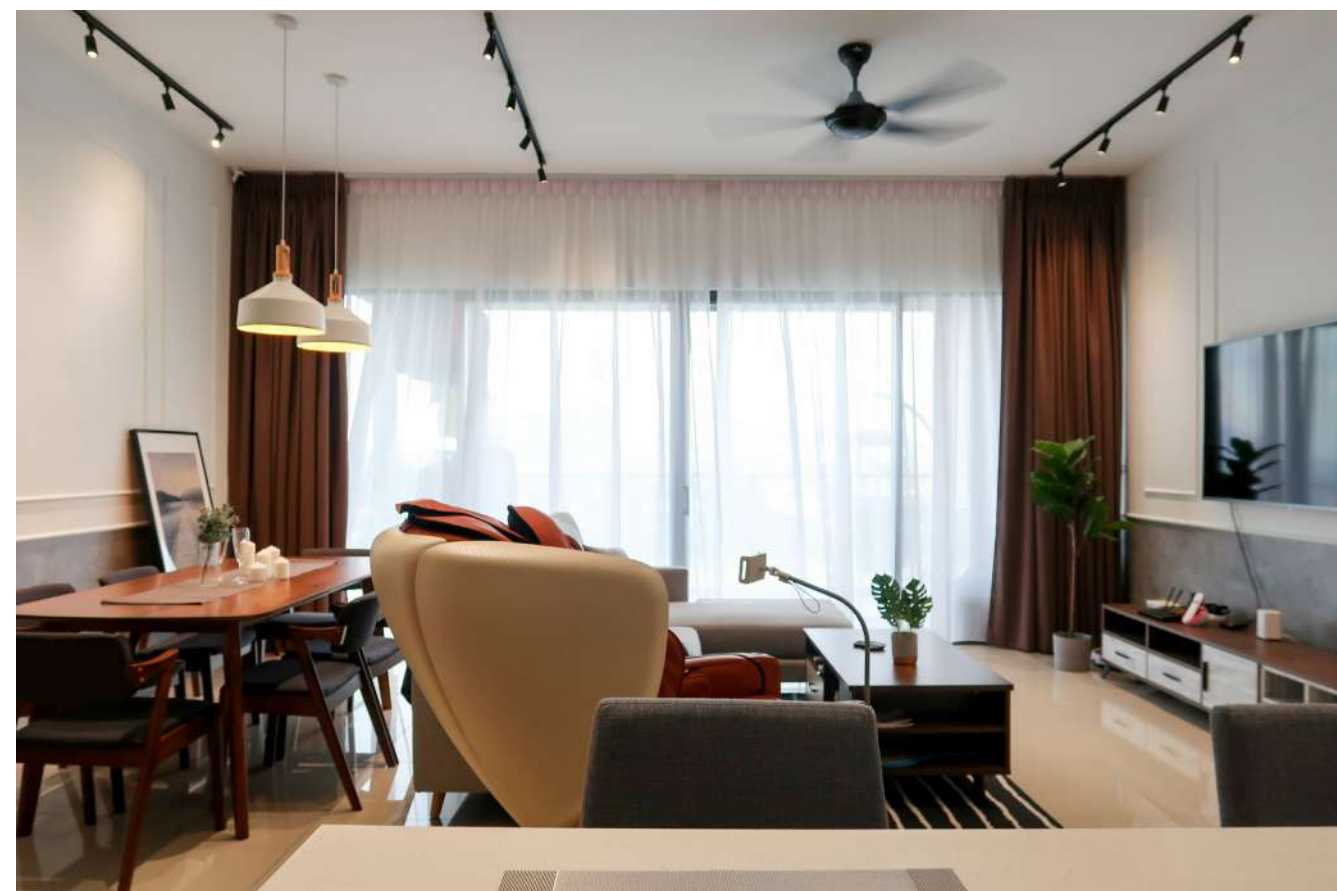
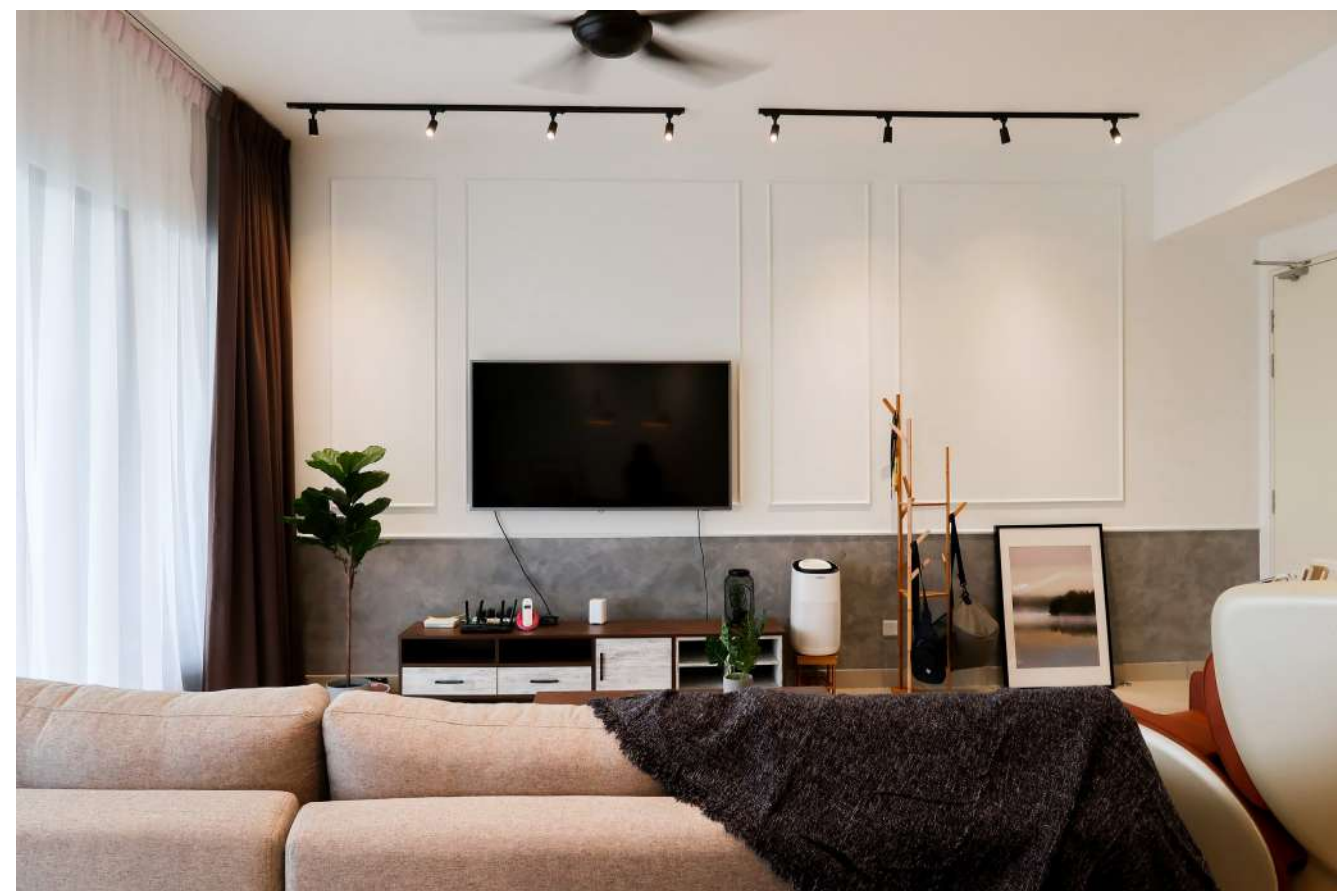


Oasis 1, Mutiara Height Kajang

Location: Kajang
Contract Sum: RM58,000
Type of Work: Interior
Status: Completed







Lakeville Residence, KL

Location: KL
 Contract Sum: RM30,000
 Type of Work: Interior
 Status: Completed





Lakefront Residence, Cyberjaya

Location: Cyberjaya
Contract Sum: RM29,000
Type of Work: Interior
Status: Completed





Lakefront Residence 2, Cyberjaya

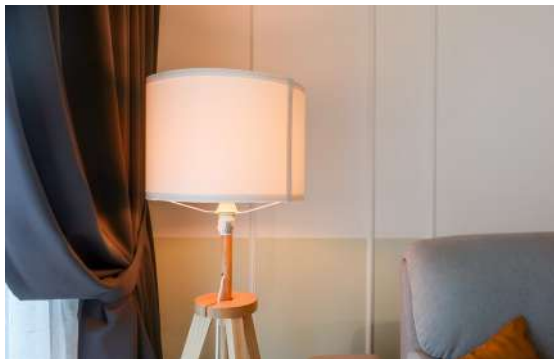
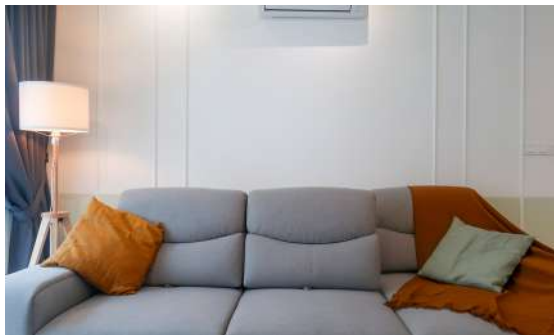
Location:	Cyberjaya
Contract Sum:	RM48,000
Type of Work:	Interior
Status:	Completed



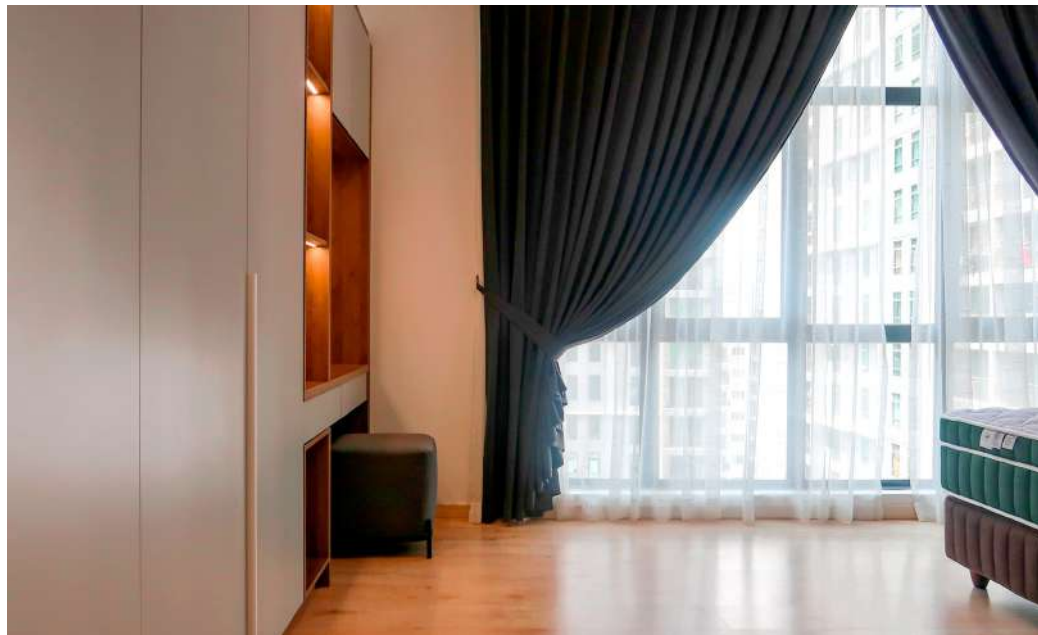


The Henge, Kepong

Location: Kepong
 Contract Sum: RM68,000
 Type of Work: Interior
 Status: Completed





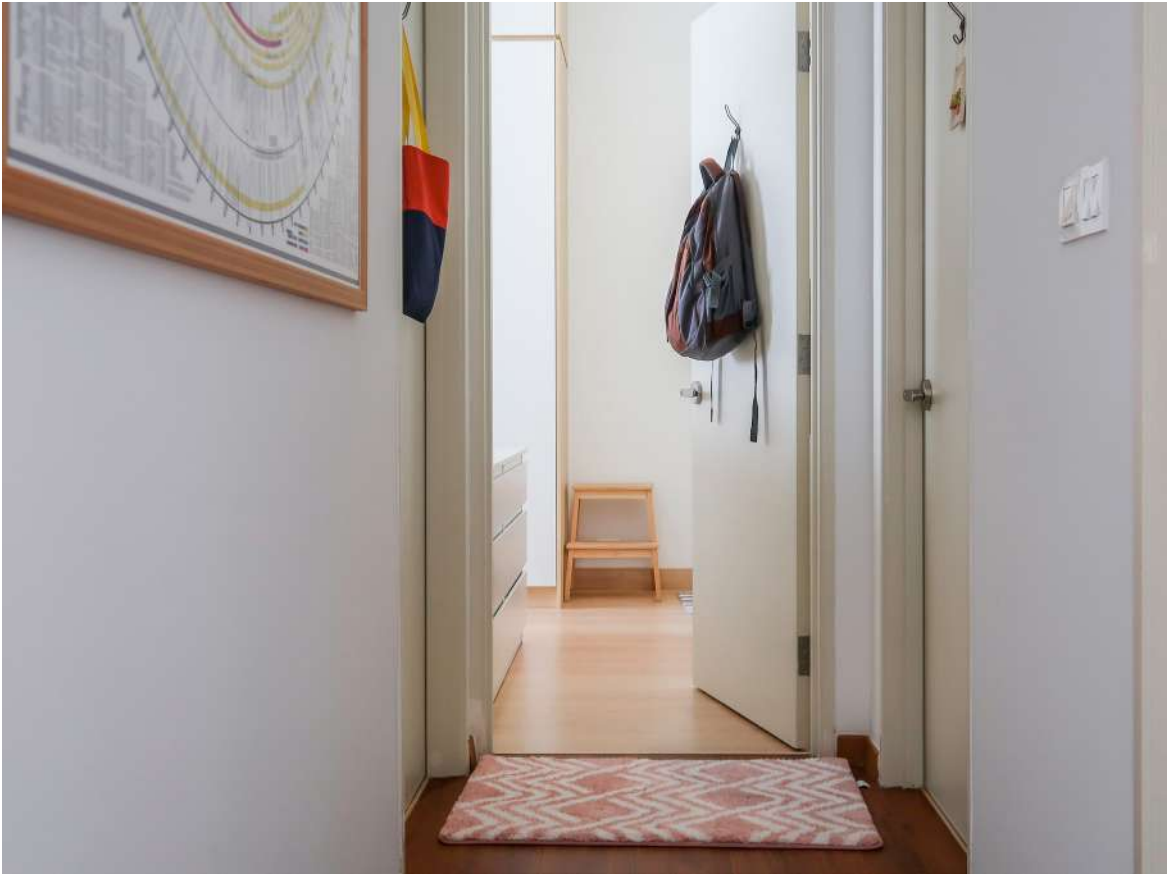




The Olive Residence, Sepang

Location:	Selangor
Contract Sum:	RM77,000
Type of Work:	Interior
Status:	Completed







Akasa Residence, Cheras South

Location: Kuala Lumpur
 Renovation Fee: RM48,000
 Design Fee: Inclusive









Armanee Terrace

Location: D'sara Height
 Renovation Fee: RM250,000
 Design Fee: Inclusive











Citizen 2, Old Klang Road

Location: Kuala Lumpur
 Renovation Fee: RM60,000
 Design Fee: Inclusive





Prima Lakefront SelangorKu

Location: Cyberjaya
Renovation Fee: RM65,000
Design Fee: Inclusive



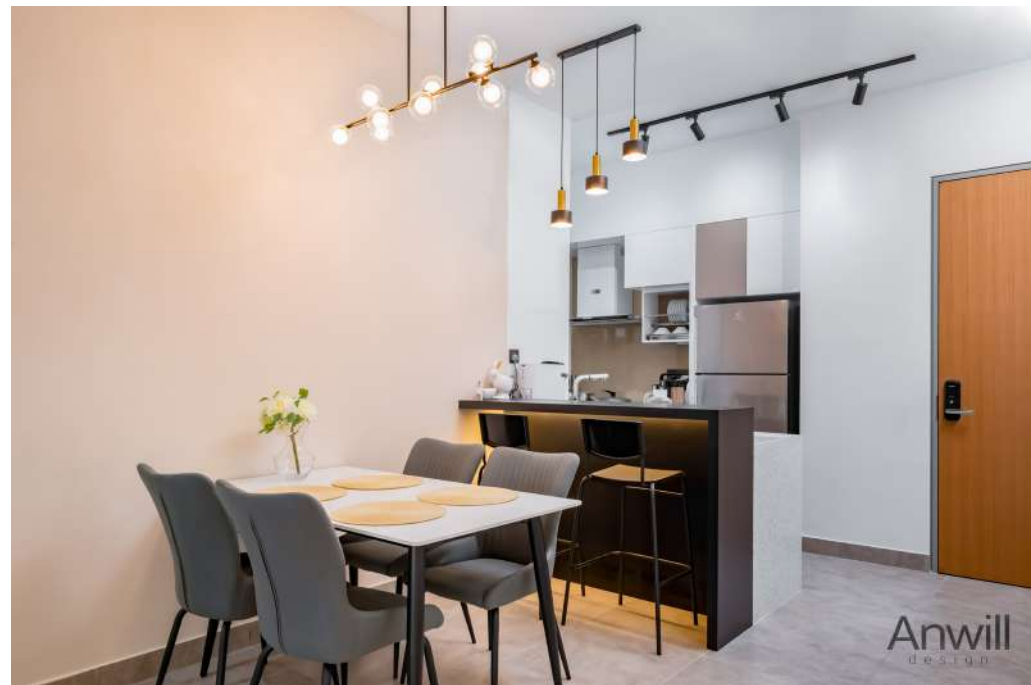




Millerz Square, Old Klang Road

Location: Kuala Lumpur
Renovation Fee: RM27,000
Design Fee: Inclusive









Mizumi Residence, Kepong

Location: Kuala Lumpur
 Renovation Fee: RM69,000
 Design Fee: Inclusive





Paisley, Tropicana Metropark

Location: Subang Jaya
Renovation Fee: RM73,000
Design Fee: Inclusive







Pavillion Hilltop

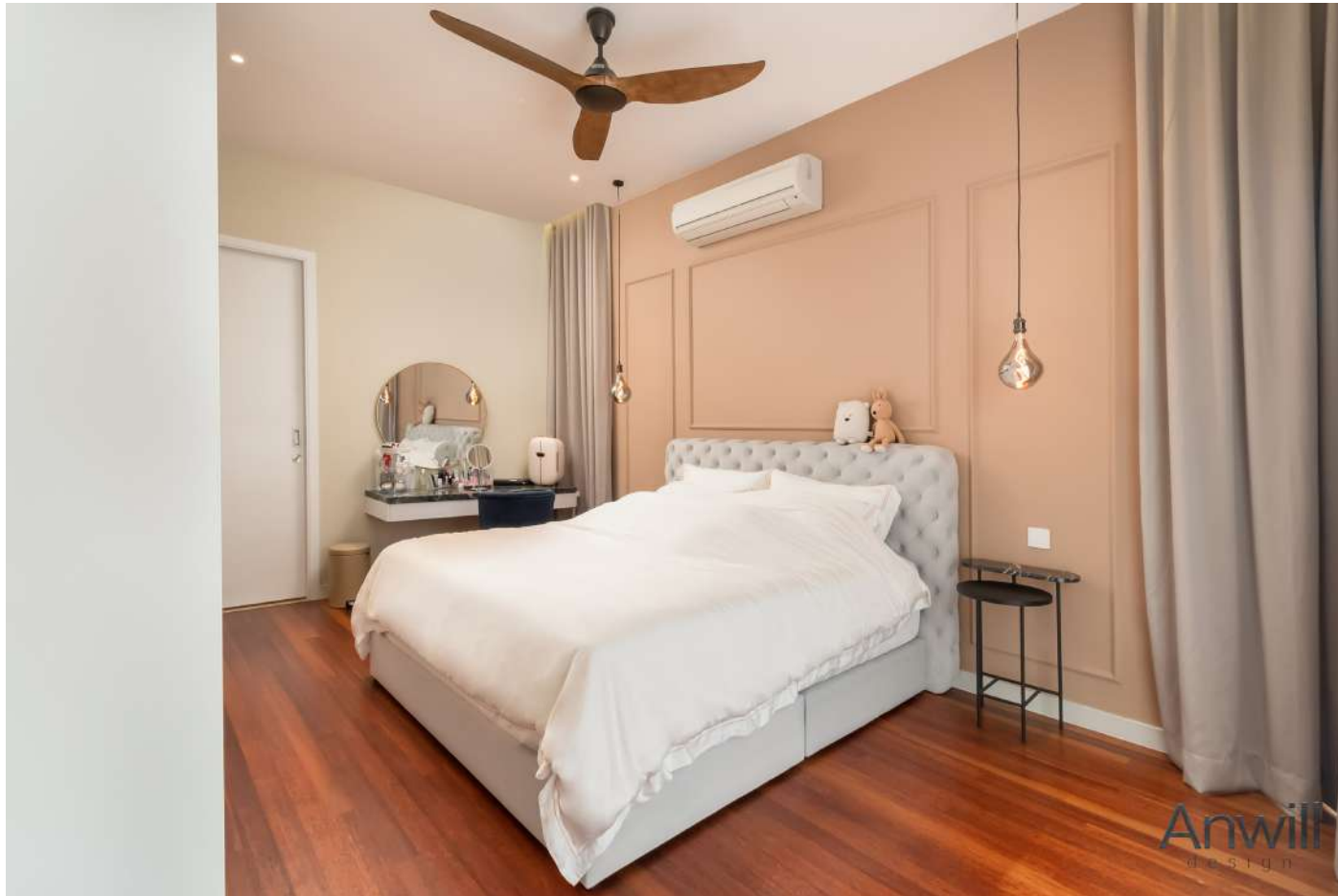
Location: Mont Kiara
Renovation Fee: RM85,000
Design Fee: Inclusive











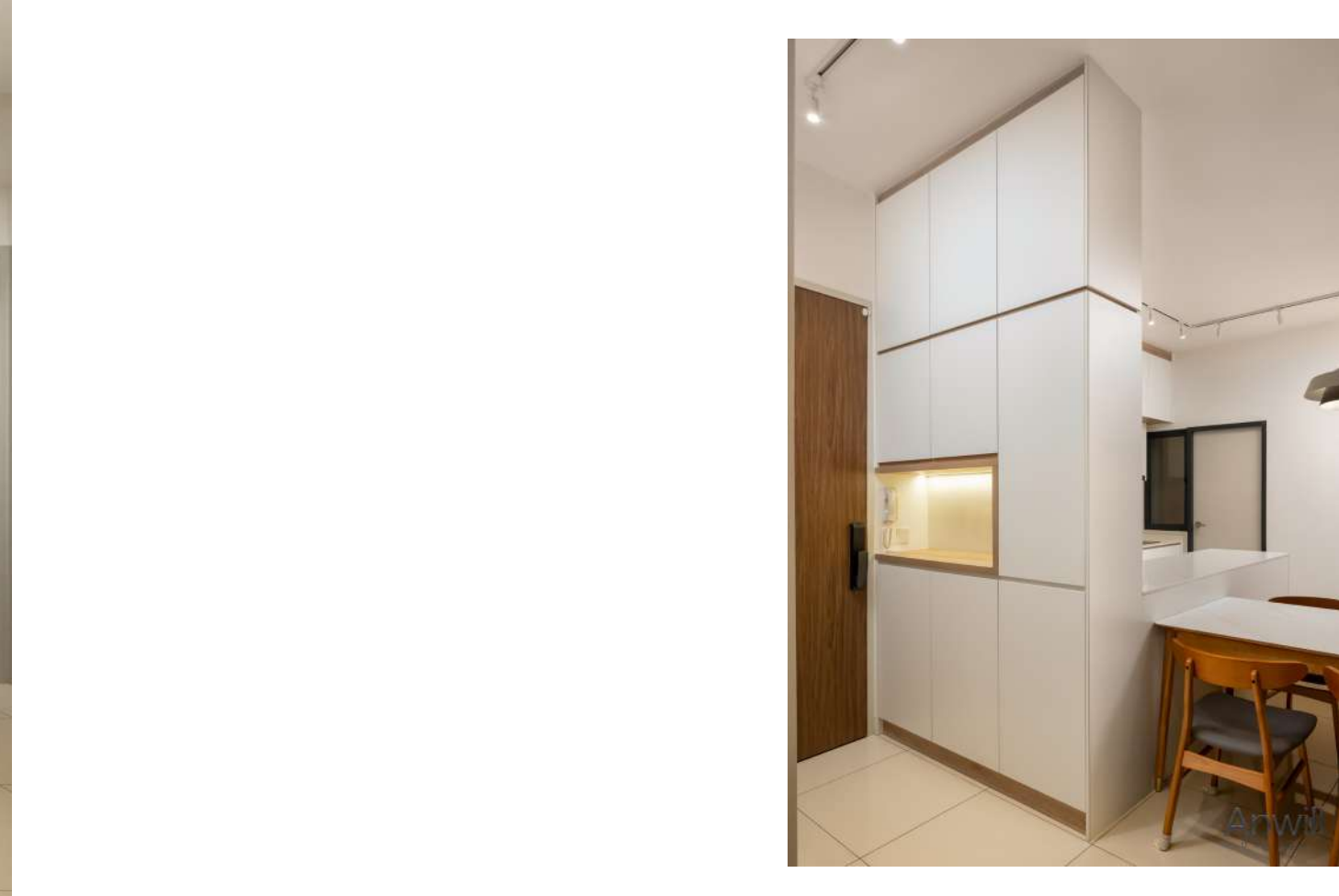


Pinnacle, Sri Petaling

Location: Kuala Lumpur
 Renovation Fee: RM84,000
 Design Fee: Inclusive







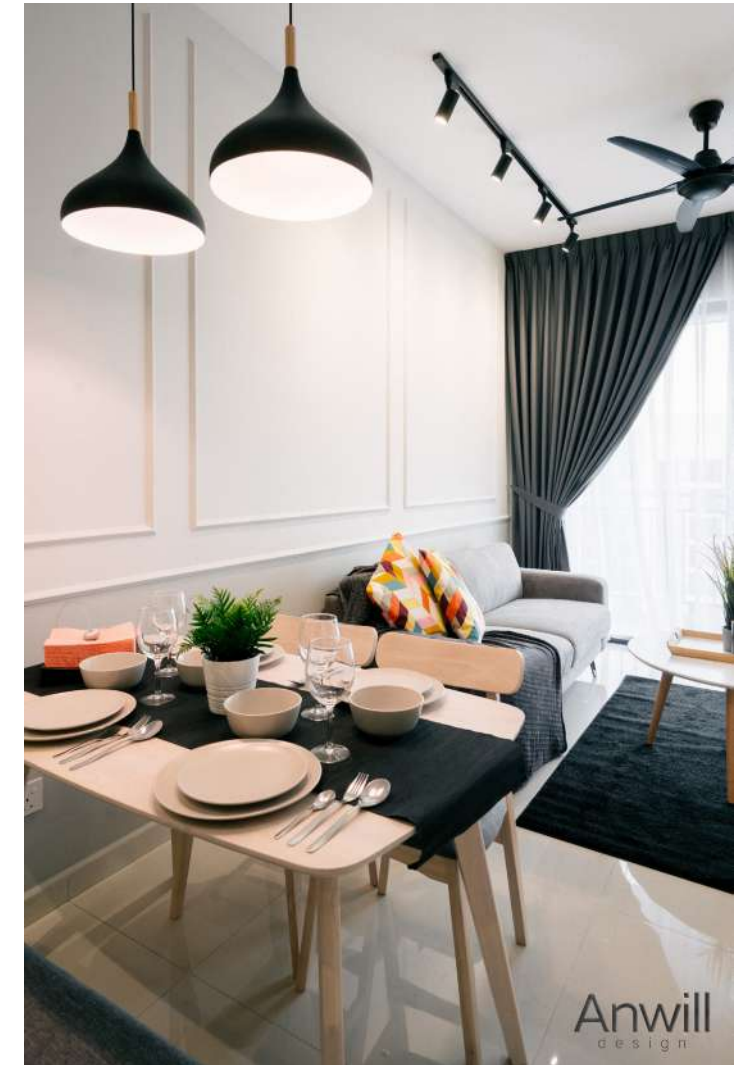
Setia City Residence, Shah Alam

Location: Kuala Lumpur
Renovation Fee: RM69,000
Design Fee: Inclusive





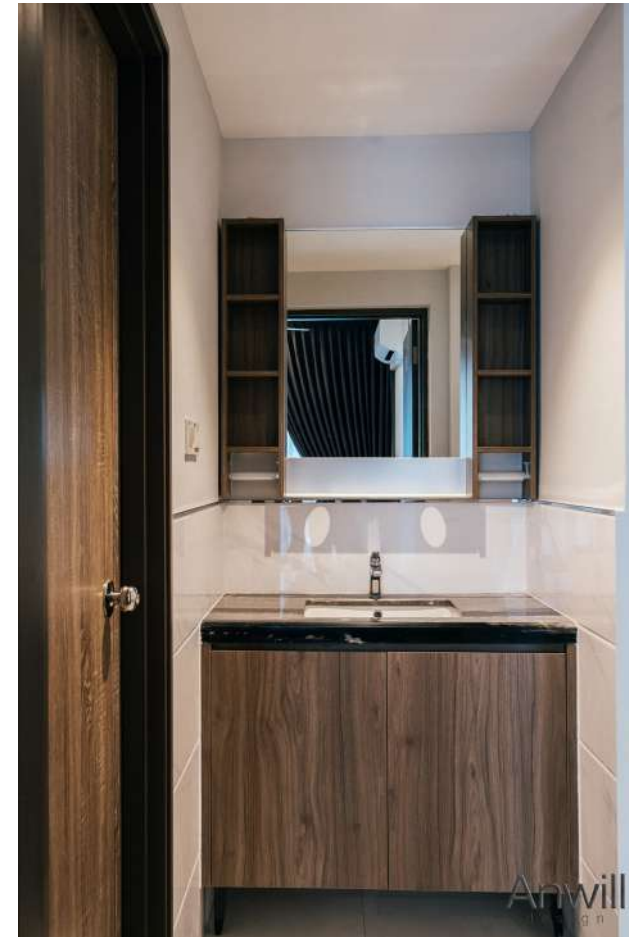




Country Garden, Central Park

Location: Johor Bahru
 Renovation Fee: RM31,000
 Design Fee: Inclusive







ARC Austin Hill 2315

Location: Johor Bahru
Renovation Fee: RM27,000
Design Fee: Inclusive





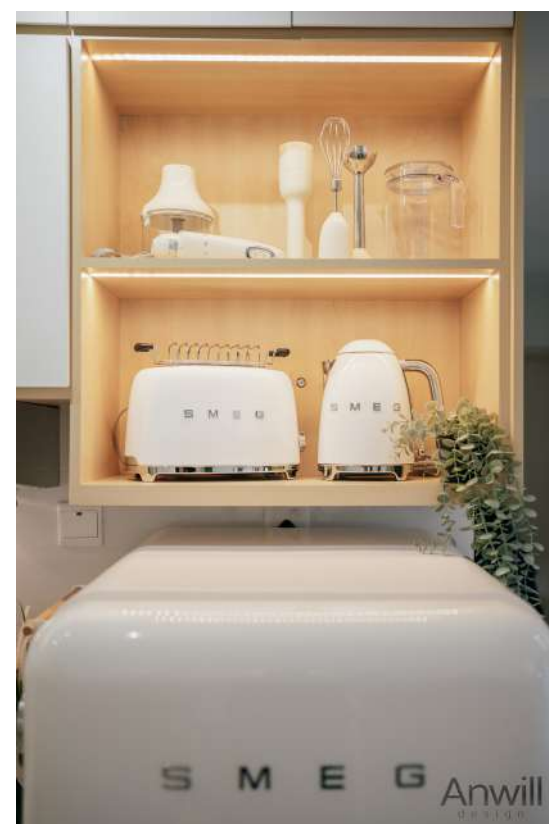


ARC Austin Hill 2620

Location: Johor Bahru
 Renovation Fee: RM30,000
 Design Fee: Inclusive









KSL Esplanade Residence

Location: Johor Bahru

Renovation Fee: RM51,000

Design Fee: Inclusive







SELECTED WORKS
Others

Babakagu by Nostaloft

Location: Bangsar Shopping Center
Contract Sum: Rm380,000.00
Type of Work: Interior
Status: Completed







Choon Chow Tung by Bee Cheng Hiang

Location: Sunway Velocity
Contract Sum: RM200,000
Type of Work: Renovation & Interior
Status: Completed



Tim's Double Storey Renovation

Location: Sungai Jelok, Kajang
Contract Sum: RM260,000
Type of Work: Renovation & Interior
Status: Completed









D Marina Office

Location: Bangsar South
Contract Sum: RM82,000
Type of Work: New Building
Status: Completed



Super Tuition Centre's Hostel

Location: Seri Petaling
Contract Sum: RM80,000
Type of Work: Interior
Status: Completed





Childcare Center by Super Tuition Group

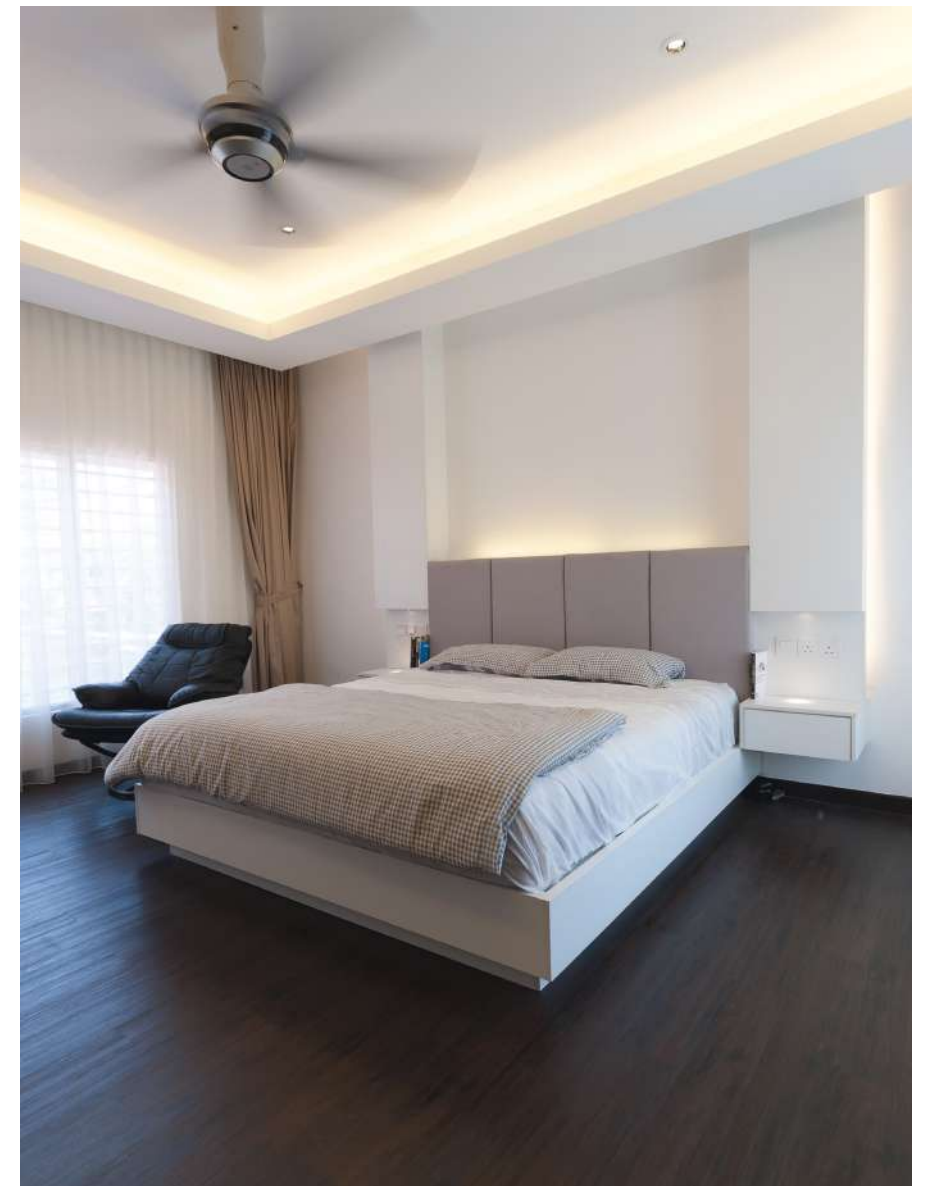
Location: Sungai Long
Contract Sum: RM50,000.00
Type of Work: Interior
Status: Completed

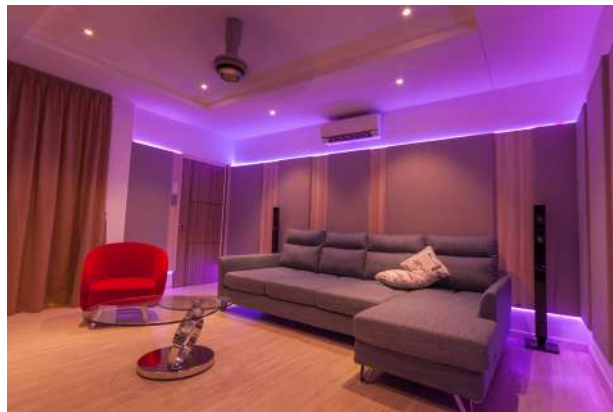


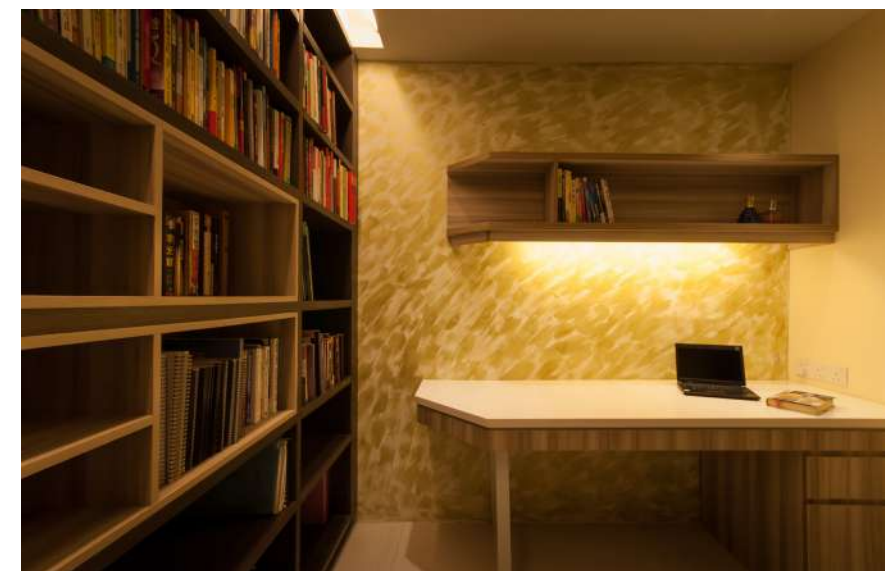
Darren's Double Storey Renovation

Location: Kepong
Contract Sum: RM300,000
Type of Work: Renovation & Interior
Status: Completed









PUBLICATIONS



AWARDED ASIA PACIFIC
TOP EXCELLENCE BRAND

让梦想焕然觉醒 原创设计 传承传统

56 Anwill realise your dream

文·孟世满

眼望去端坐眼前的四个年轻人，很难相信这么年轻的他们，就是Anwill Design的掌舵人。而当他们开始侃侃而谈创业之道，以及对品牌的认知时，既让人折服于他们那明晰的逻辑思考，还有谦卑亲切的态度，更让人对这群青年才俊心悦诚服，也深信他们所统领之Anwill Design的未来，绝对不是一个梦。

Anwill Design成立于2011年，至今仅短短三年，是一个非常年轻但极具潜力的品牌。一经细谈，也突显出四个平均年龄只有二十五岁的领航人

Steve、Jeff、Bo Vi及Yap，尽管如斯年轻，经营起这番事业，却拥有着超乎年龄的成熟和主见。



• Anwill Design年轻充满活力的四子取所长，共同进步。（上排左Bo Vi右Jeff下排左Yap右Steve）

“只有想不到，没有做不到！”这样简洁有力的一句话，道出了现年轻一代在创业上具备的勇气与执著，让人为之喝采。

积极转型 跟进形势

Anwill Design的前身是一家传统的五金店，多年的经营累积了丰富的资源，也拥有一定的市场影响力。但随着时代的发展，一般人已经很少自行去购买五金零件，因为一站式装修服务如雨后春笋般林立而形成主流，单一的五金生意已经不能满足市场的需要。

在这个节骨眼上，Steve作为该间五金店的继承人，也意识到传统五金的经营方法务须创新，才得以在竞争激烈的市场中占有一席之地。凭借拥有自家店铺的先天优势，但在没有品牌意识的现状之下，如何进行全盘性改革，成为Steve迫在眉睫的任务。

“我首先想到了自己的好友们。”Steve笑笑补充。因为，他认为，要想成就事业，首先要找的就是合拍的伙伴，于是，Jeff、Bo Vi及Yap加入了他的团队。四人同样年轻，同样热血，不同的是各有所长，包括管理、市场和设计分毫不差。虽然四个年轻人性格各异，但是每当在一起工作的时候，却碰撞出默契的火花，这也让他们深信“众志成城”的力量。



首先，Jeff也重申，“一个好的原创设计，应该具备‘有价值、可实现、领先’三大要素。”因为，他认为，原创设计最理想的状态，就是“同时获得设计师、消费者和市场的认可。”因此，从承接工程至完工，他们的设计团队，必须同时与公司内部的设计师、工程项目负责人和施工团队做好沟通，力求Anwill Design的设计更为人性化，让置身其中者“安居乐业”。

市场磨砺 逆境成长

一开始转型作室内装修与设计，Anwill Design在客源上并没有稳定保证，市场及消费者都对他们抱持观望的态度。Steve表示，“我们的人脉均来自年轻群体，自身的基础也尚未充分建立，所以迟迟未能发掘第一桶金。后来，凭借长辈的介绍，客户给了他们一次展示现实力的机会，他们也明白这次机会来之不易，非常想要展示自己。

但理想与现实毕竟有距离，由于经验不足，团队之间的互相配合也缺少默契。这包括了施工图则的小状况，微小的落差导致工程产生很大的偏差。与此同时，也发生和供应商意见相左，大伙儿不得不各自去各大家具厂挑选合适的家私，为的就是呈现一个属于他们心目中完美的作品。

“当第一份‘成品’有惊无险的交出去以后，我们坐下来详谈，意识到种种条件的不足，以及如何协调分工，都有很大的发展空间。”Steve拍拍胸膛，“因此，第一单所赚来的酬劳我们把它换为学费，四个人分别报读不同的课程。”与此同时，他们也没有兼顾公司业务，在接下来一年多，公司也接过不少工程。

坚持原创 注重沟通

在家具行业盛行抄袭的趋势下，Anwill Design的团队一直默默坚持原创设计的道路，成为业界一站式原创设计装修的其中的佼佼者。对于原创设计，Bo Vi和Yap两个年轻的设计师均拥有自己独到的见解。Bo Vi指出，“原创设计能够让一个企业在行业中树立起自己的优势，能帮助一个品牌迅速成长。”

他们也表示非常欣赏英式的摩登风格，简洁中透露出现代的美感，这恰恰也是这两位年轻却极富创造性的设计师所擅长的。Yap补充，“但是，设计的领域是没有界限的，我们并不想自己和Anwill Design定义在某个框架中，与客户共同商讨才是最为关键的环节。”

回首创业至今，四个满怀壮志的年轻人一路走来不断学习及成长，虽有过挫折，有过辛酸，同时也换来了成就。庆幸的是，即使现实也许磨平了他们当初太过锋利的棱角，教会他们人情世故，但是最难得的是，他们的初衷、方向却从未遗失。



• Anwill Design现代化而简洁的设计，深受消费者欢迎。

贯彻始终 梦想续航

“Realize your dream”，成为四个年轻人名片上瞩目的标志，而它一语双关，道出Anwill Design致力为客户实践梦想家具的承诺，同时也是对实践团队梦想的承诺。好一句“Realize your dream!”，让人引颈以盼，这群朝气蓬勃的创业者究竟如何让梦想续航。

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AWARDED ASIA PACIFIC
TOP EXCELLENCE BRAND

秉持为客户提供更人性化的生活空间为宗旨，Anwill Design的精英团队，铸造了室内装修及设计领跑者的地位。



从青涩到茁壮 家居设计Anwill realise your dream 要呈现最独特的杰作

文·孟世清



登录Anwill Design的网站，你首先会被那清新悦目的网页风格所吸引，简洁有力的线条，精美的工程项目彩照，没有过多修饰但是诚意十足的公司简介，不禁让人自然而然的对这个品牌产生好感，也让消费者打从内心对这家公司具备的优质服务备感安心及放心。

现今，Anwill Design拥有了自己独特的原创设计风格、稳定的管理层与专业的施工团队，以及逐渐清晰的品牌形象，而它也始终坚持“小空间，大设计”的经营宗旨，竭力打造匠心独运的家居服务理念，一点一滴累积出Anwill Design此一行号的美誉。

逐渐成长 独当一面

作为年轻一代的管理层，谈起管理员工，Anwill Design的第一把手Steven表示，“初入行时，我们不谙行内专用术语，专业知识也因缺乏实践而略显单薄，引起很多资深员工的质疑。幸运的是，我们得到一些公司中级管理者的大力支持，承上启下，总算将大局稳住。”

经过两年的历练后，除了Steve，Anwill Design的另外三位合作伙伴Jeff、Bo Vi及Yap的成长有目共睹，再也不是当时那群青涩的创业家。因为，他们用实力树立起了威信，与团队上下的员工也有了默契。在管理上，Anwill Design终于走上了属于他们的轨道。



56



专人专职 质量负责

市场竞争激烈，一个品牌想要脱颖而出，必须要打造出一个设计和装修的精英团队。Jeff指出，“Anwill Design运用自己独特的管理以及服务模式，力求设计人员跟进施工项目，确保有关素质。与此同时，也实行专人专职质量负责制，并安排工程经理全程监督，其它管理人员进行抽查，确保每道工序获得合格验收。”



• Anwill Design的门市店里，各种配件一应俱全，价格公道。



瞄准定位 不畏竞争

谈到市场竞争，他们异口同声地表示，“其实不管是自己的行业还是其他领域，很多企业都在继续扩张。‘优胜劣汰’是不变的法则，拥有强大的实力，才可以在这个行业稳健发展！”Yap笑笑说，“市场很大，也具有很高的包容性，重要的是要瞄准品牌的定位。”

Anwill Design作为一个无论从年资，还是概念都很年轻的公司，无法与大型装修企业相比。但其实随着生活质量的提高，客户在预算上已经不再苛刻，而是追求绝对信任的工程及服务质量。所以他们将重心放在拥有独特审美观，对生活质量有要求的客户群上，才可用夯实的服务质量以及企业文化，一举满足这一群消费者。

本土为先 静销力制胜

Anwill Design在这三年内取得可喜成长，在本地市场也创出亮丽的成绩。近期，他们更接到来自新加坡的订单，让他们看到前往海外发展的曙光。但当笔者询问到具体规划时，难能可贵的是几位年轻人并不急于冲出本土，而一再强调以本土为先，因为，他们都在等待本身，还有自家品牌成熟的一天。

说到品牌宣传策略，Anwill Design暂保持低调，因认为前三年是磨合期，现在的他们还在成长上升期，而这个阶段比拼的是品牌和产品的一种“静销力”。也就是说，决定你品牌影响力的，并不是你能够进行气势多庞大的平面或立体宣传，而应用实实在在的质量来吸引消费者。一个优质的工程呈现众人面前，它就是最佳的品牌代言人，也自然而然的形成口碑。

而随着马来西亚房地产快速发展，让室内设计装修行业的前景也十分可观。Steve、Jeff、Bo Vi及Yap四人也同样看好这个行业的发展。“机遇，提供给了我们和Anwill Design一个大舞台，下来，就看我们怎么在这个舞台上向客户呈现最独特的杰作了。”

Steve、Jeff、Bo Vi及Yap有默契的相视一笑，也等于为Anwill Design的未来发展，许下共同的承诺，迈向光明璀璨的前景。



“小空间，大设计” Anwill Design以匠心独运的家居服务理念，一点一滴积累开创出室内装修及设计领跑者的美誉。



打造梦想家园 服务A To Z

文·卢盈媛

“当我们工作累了，想休息；或在生活上遇到了挫折，家，永远是我们的避风港。” Anwill Design的精英团队，便是抱着铸造更人性化生活空间的宗旨，努力将人们对‘家’的期待，转化成为一个行进住卧都非常舒适，以及安全的小天地。

一般上，一间可以遮风挡雨的屋子，从架构、风格的设计到兴建和装修，其类别都是分开执行的。譬如说，设计工作是由一家建筑或室内设计公司负责；而兴建或装修的部分，则由另外一家建筑公司承包。故此，当中往往就会出现许多因沟通上的失误，而导致质量出现落差等问题。

一站式 专业团队来包办

其中，由于需要两家，甚至超过两家的公司负责，故除了得花时间外，也得付上比较昂贵的费用。举例来说，由于设计师无法准确估计所有建材的价格，因此所设计出来的构图所需的材料与价格，往往会超乎预算，甚至出现货不对版的情况，即设计图与实际上建造或装修出来的概念有很大的距离。

然而，Anwill Design一站式的服务，则为顾客解决了这个问题。在Anwill Design，从屋子的设计到建筑、装修甚至是家具的搭配，都有专业团队包办。这为顾客省下了不少的时间与金钱。“我们除了拥有原本传统五金店的后盾外，四位合伙人当中又有两位是专业的室内设

全力跟进 施工品质有保证

Anwill Design结合了拥有企划管理、室内设计以及市场营销的专业与知识的人才于一体，为想要设计、兴建或装修房屋的客户解决了许多不必要的烦恼与浪费。“当我们一接到顾客的构思后，就会根据顾客的预算，从建筑材料及其质料的筛选，直到它是否符合设计内容的概念与风格，打造出最完美、最符合顾客要求的建造或装修企划方案。”

正由于从开始投入设计，直至建造或装修工程均由Anwill Design一手包办，因此，他们除了可以控制整个施工过程不会超过预算外，也将会确保整个工程能如期竣工，并且不会出现严重落差的情况。“我们可以肯定，由我们兴建或装修出来的房子，与当初的设计图是有百分之八十的相似度。”言语中，Jeff露出肯定的眼神。

此外，为了确保房子的品质符合安全规格，Anwill Design在整个施工过程中，绝对不会偷工减料，并且所使用的都是有品牌保证的优质材料。“最重要的是，在材料运用的份量上，我们是依据专人负责分析及精准计算的份量，并不是依靠所谓的经验法则。”

计师，所以我们可以提供给顾客最专业及完整的一站式服务。” Anwill Design创办人之一Jeff自信道来。

在目前竞争激烈的市场，一家企业如果依然想靠自己的实力单打独斗去经营，它一定会很快被市场所淘汰。因为，对现今企业而言，唯有结合多方的知识与专业，发挥资源整合的优势，提供最优质、最卓越的服务或产品予客户，才能让他们全盘信赖，进而在竞争激烈的市场中脱颖而出。这正是Anwill Design的优势。

强化优势 售后服务不马虎

要让顾客感到满意并且留下良好的口碑与印象，除了产品的品质外，售后服务也是关键的一环。为此，对于售后服务，Anwill Design一点都不敢马虎。“若是在3万到5万令吉的工程，我们将会给顾客一张为期一年的保证证书，在这一年内若发生了一些涵盖在保证书内容范围内的问题，我们将会免费帮顾客处理。”一旁的Steve也认真表示。

当然，若是发生一些不在协议书所涵盖的问题，Anwill Design依然会尽力帮顾客解决，但就会有额外的收费。唯一他们无法给予保证的是，由于有些顾客仅是要求Anwill Design提供设计的概念，并不包括兴建或装修的工程，“因此，我们无法保证其成品能百分之百的符合原有设计的概念。”设计师Bo Vi分析着说。



● Anwill Design所建造出来的房屋均货真价实，绝不偷工减料。

有口皆碑 国际品牌不是梦

但是，由于Anwill Design的设计风格、概念以及服务皆让顾客感到非常满意，因此不仅赢得绝佳口碑，更让顾客主动帮忙宣传。“有位顾客非常满意我们的服务，在偶然的机会下，便在某平面媒体替我们宣传，没想到因此而得到了极大的媒体效益与回响。”这也使得Anwill Design不得不加快速度，执行其原本的计划。

在未来，Anwill Design将会积极透过媒体宣传，让更多人认识Anwill Design这个品牌。“然而，我们依然会不断提升本身的服务素质与专业知识。因为那是打造品牌的不二法门。”Jeff作精辟的分析。相信凭

借着年轻人特有的干劲，以及真诚的服务理念，想要把Anwill Design打造成国际品牌，绝对不是梦。(www.anwilldesign.com) 商



无可否认，宣传往往是让公众认识一家企业究竟提供何种服务或产品的最佳管道。然而，对Anwill Design来说，“我们必须先拥有最核心的价值、理念以及口碑才能够对外宣传。”Jeff语带恳切的说。基于此，刚开始时，Anwill Design并不注重在媒体上的宣传，而是致力打造本身最核心的理念，并不断强化本身的所拥有的优势。



AWARDED ASIA PACIFIC
TOP EXCELLENCE BRAND
[Emerging Enterprise]
荣获亚太杰出品牌
(新锐企业)

Anwill
realise your dream

**Anwill Hardware &
Construction Sdn. Bhd.**

Brand
Anwill

Incorporation
Year 1990

Company
Anwill Hardware &
Construction Sdn. Bhd.

**Asia Pacific Top
Excellence Brand -
BOOK OF THE TOP**
Asia Pacific Top Excellence
Brand 2013/2014
(Emerging Enterprise)

Main Products/ Services
Architecture, interior,
construction and project
management

No. 13, Jalan SL 1/10,
Bandar Sg. Long,
43000 Kajang, Selangor,
Malaysia.
www.anwilldesign.com



THE COMPANY

Anwill Hardware & Construction Sdn. Bhd. was incorporated in May 1990. The company's first retail office was established in 1992 in Pandan Indah dealing with small hardware products. Its second retail office was established in 2009, taking up the role in providing a wider range of construction and building materials.

In 2011, the company expanded its field of expertise into design and builds industry by establishing a new department named Anwill Design, directed by 4 young pioneers with different set of skills. Anwill Design offers design and builds services, specializing in architecture, interior design and project management as well as construction. Having 20 years of experience in the construction field with its own supply of construction materials, the company is now able to provide one-stop solution service from design to the realisation of a project.

PRODUCTS & SERVICES

From inception to completion, Anwill Design has the capabilities to take charge on the whole building process with its in-house designer, project manager and builder. Working with a diverse range of clients across all disciplines, it prides itself on its artful and holistic design and the ability to tailor solution to client's specific need.

Anwill Design believes a good design involves close collaboration and valuable feedback from the client. In order to deliver its service systematically, the company phases its design and builds service into 4 phases:

Schematic Design

- Assist client in programming major works, discussions with specialists to establish milestones, deadlines and budget
- Collate all necessary services information from the client
- Establish the brief to be confirmed by the client
- Provide concept plans of the client's brief and preferences
- Provide interior perspective for the project

Design Development

- Develop floor plans, sections and elevations to a scale of 1:100
- Liaise with consultants and specialists on regular basis and establish parameters and guidelines for structure and all services
- Establish major design details to prominent features and elements
- Project Manager to attend all project meetings with adequate input and mandate

Contract Documentation

- Provide all necessary drawings and copies for coordination of consultants/ specialists/sub-contractors
- Take lead role in co-ordination of all consultant documents and works
- Review and check all final documents to client's confirmation / agreement
- Project Manager to attend all major project meetings and co-ordination meetings

Construction

- Review, check and approve work schedules, shop drawings, samples and other submitted items for compliance with the interior design requirements
- Co-ordinate the interior works with other professional consultants of the project
- Attend to client's request for minor changes to be amended in the contract documents with amendments, issue site instructions, prepare additional drawing and details required under the interior scope of work
- Recommend and certify progress payments, conduct regular site inspection and co-ordinations with contractors until the completion of the project

ACHIEVEMENTS & RECOGNITION

- Book Of The Top (Asia Pacific Top Excellence Brand 2013/2014 – Emerging Enterprise)



公司历史

Anwill Hardware & Construction Sdn. Bhd. 于1990年成立，1992年在班丹英达设立首家处理小型硬件产品的零售办事处。第二所办事处则于2009年成立，建材提供更为多样化。2011年公司设立新部门Anwill Design，拓展设计新领域。公司专营建筑、室内设计及项目管理，凭藉20多年经验提供一站式服务。

产品/服务

Anwill Design本着独特的设计方案，并重视客户的反馈意见，对每项建筑工作都胜任有余。其具体服务分四阶段：

方案设计

- 蓝图规划，专家咨询、里程碑和预算设定
- 整合客户要求
- 创建并确认有关客户特别喜好的摘要报告
- 项目详解

设计开发

- 开发比例为1:100的平面图、剖面图和立面图
- 定期联络专家顾问，提供项目全面的指导方针
- 突出设计主要元素与特点
- 项目经理开会前做好充分准备

合同准备

- 提供图纸予顾问/专家/承包商
- 为顾问的工作与文件进行协调
- 审查供客户确认的最终文件
- 项目经理参加所有重大会议

施工

- 审查与批准工作时间表、施工图纸等，确保一切符合室内设计既定的条件
- 统筹项目内部工程
- 按客户要求修改合同、发放工地指示、准备额外图纸等
- 核实按阶段付款过程、定期实地检查，直到项目完成

成就/认证

- 亚太杰出品牌国际记录大全 (2013/2014年亚太杰出品牌 – 新锐企业)

Anwill
realise your dream

**Anwill Hardware &
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品牌
Anwill

创立
1990年

公司
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**亚太杰出品牌国际
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2013/2014年亚太杰出品牌
(新锐企业)

主要产品/服务
建筑、室内设计、建设、
项目管理

No. 13, Jalan SL 1/10,
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www.anwilldesign.com





Modern homemakers

Anwill Design duo Jeff Low and Steve Lee specialises in transforming condominium units into beautiful comfy homes
>>> Page 4&5



New homegrown skincare to save your skin
>>> Page 7



Sukhpreet Kaur on juggling her music and studies
>>> Page 8

PICTURE COURTESY OF ANWILL DESIGN



Documenta: Politics and Art looks back at the first 10 editions of the prestigious German art event, Documenta.

Documenta exhibition explores politics and art

IN some ways, museums are like history's storytellers, not only of the objects in their collections, but also of the countries in which they are located. The Deutsches Historisches Museum is looking back at the era of Germany's rehabilitation after the Second World War in a new exhibition, focusing in particular on the role of the five-yearly contemporary art event, Documenta.

With the 15th edition of the show due to be held in 2022, *Documenta: Politics and Art* examines how politics influenced one of the most popular arts events in Germany. Visitors to the exhibition are transported back to 1955, when Documenta was first held in the ruined city of Kassel.

The country was moving on from post-war hardship, and on its way to becoming a major economic power. In this context, Theodor Heuss's government also wanted to make Germany a global cultural force. "You can't make culture with politics, but maybe you can make politics with culture," said the former West German president in the years preceding the inaugural edition of Documenta.

The fair hoped to show the world that Germany had drawn a line under the Nazi era. The organisers of the first edition decided to focus on modern art, which the Nazis had labelled "degenerate" and banned from museums. But these good intentions hid a darker reality, as *Documenta: Politics and Art* shows.

Drawing a line under Nazism

Indeed, almost half of the team that organised the first Documenta had formerly been members of the Nazi Party, the Sturmabteilung (SA) or the Schutzstaffel (SS). Among them was Werner Haftmann, whose links

to the Nazi party and war crimes in Italy were recently revealed by the historian Carlo Gentile. According to Dr Raphael Gross, Haftmann's ideological convictions had a direct impact on the artistic vision of the four Documenta events he directed. "It was no coincidence that works by murdered Jewish artists had no place in the image of modernism as Haftmann chose to stage it," explains the president of the Deutsches Historisches Museum.

Documenta: Politics and Art features paintings by the German Jewish painter Rudolf Levy and other artists who were victims of the Holocaust. They are presented alongside emblematic works from the first 10 editions of the exhibition, by Joseph Beuys, the Guerrilla Girls, Seraphine Louis, Jackson Pollock, Andy Warhol and Fritz Winter. The last part of the exhibition is dedicated to three artworks that Loretta Fahrenholz created especially for the Deutsches Historisches Museum, informed by her artistic research on Documenta.

"Each Documenta was accompanied by promises that were not kept. Yet all the greater were the demands made of the next Documenta. Driven by this dynamic, Documenta never ceased to be a political arena that owed its exciting atmosphere in part to the competition between different forces," note the exhibition curators Dr Lars Bang Larsen, Prof Dr Julia Voss and Prof Dr Dorothee Wierling. - ETX Studio

Modern homemakers

➤ Anwill Design duo Jeff Low and Steve Lee specialises in transforming condominium units into beautiful comfy homes

■ BY JOHN TAN

CONDOMINIUM living has become a way of life for Malaysian house buyers. The appeal is simple, features such as security and lifestyle facilities make it the preferred choice to come home to.

Co-founder of Anwill Design Steve Lee was quick to notice the growing trend before it took off.

"I noticed that there was a huge market for interior design with the surge of condominiums," said Lee, who had just graduated then.

Despite his background in chemical engineering, Lee was determined to pursue this line of work. But due to his lack of professional experience, he was in need of help, especially in the area of marketing.

Jeff Low, a secondary schoolmate, agreed to jump on board.

"I called Jeff, who had a background in PR and Marketing. And after explaining the vision to him, we decided to develop our company," Lee said.

Since its establishment, the duo has taken various housing projects under their wing, tailoring each design element to the client's specific need.

How would you describe your creative process?

Low: We brand ourselves as a condo specialist and we have a package. And in this package, we have three core values - affordability, design and all-inclusive.

We approach our clients through online marketing. So, we focus on putting our content online and from there, our clients will normally approach us. Once they do, we will walk them through our design selections and the package quotations.

For our design selections, the available choices range from Scandinavian to Muji style. Based on our studies, these two styles are popular these days. So that is how we usually approach things. We like to help our clients visualise their design selections at our first meeting, before moving on with things.

Is there a particular project that you are most proud of?

Low: No. This is because we mainly focus on our customer's satisfaction. For every unit, we have this motto - you give us a unit, we return you a home. As

Virtual Van Gogh exhibition set to lure shoppers in Dubai

SHOPPERS and art lovers will soon be able to step into Van Gogh masterpieces projected onto walls and floors in an immersive experience in a Dubai shopping centre.

The installation by French firm Culturespaces is reminiscent of *Loving Vincent*, the 2017 drama chronicling the life of the Dutch post-impressionist, in which moving images were created using frames painted on canvas.

The exhibition, which will showcase digital displays of works from the Saint-

Paul Asylum, Saint-Remy collection and others including *Irises*, opened on July 1 and will run until mid next year.

"Our mission is to make art accessible to all and to be able to share this new way of discovering art with as many people as possible," Catherine Oriol, director of Infinity Des Lumieres at Dubai Mall.

The exhibition is in the mould of the Atelier des Lumieres in Paris, where classic works are shown alongside complementary sound and visual displays.

The Dubai Mall exhibition seeks to

"connect visitors directly to the art", Oriol said.

One of the seven emirates that make up the United Arab Emirates, Dubai has in recent years become a global hub for tourism and luxury services.

It has sought to remain open to overseas visitors even as the coronavirus pandemic has hammered international travel.

"We hope in the future that we will be able to create new exhibitions related to the region, (such as) calligraphy and poetry," said Oriol.

After an initially strict lockdown, life in the Gulf emirate - one of the first destinations to once again welcome visitors in July last year - has largely returned to normality, with restaurants, hotels and beaches open to the public.

It is set to host the six-month World Expo opening in October.

Culturespaces has opened a number of digital art exhibitions around the world, including in France and South Korea, and is scheduled to launch another in New York next year. - ETX Studio



A bedroom designed according to the Scandinavian style. - Photo courtesy of Anwill Design



Scandinavian, a highly popular interior template among the firm's customers. - PHOTO COURTESY OF ANWILL DESIGN



A sample of the MUJI style. - Photo courtesy of Anwill Design

long as we are able to deliver that, we are proud.

How do you constantly come up with ideas?

Low: The best inspiration always

comes from life experiences. We believe that in order to deliver dream homes, we need to be able to put ourselves in our client's shoes. We need to be able to see things from their point of view for things to materialise. And it is only possible if you have a lot of life experiences. So, aside from keeping up with the latest trends, we draw inspiration from our real-life experiences.

Has there been any strange or unrealistic requests from a client?

Lee: Definitely! There have been clients who requested a fully furnished unit with a very limited budget. For instance, they want a unit with three bedrooms and two bathrooms to be fully furnished within a 20k budget. This is quite difficult to work with because we believe quality things come at a reasonable price. We normally advise the client to look for another specialist who can work within the budget.

Low: A lot of customers do not really appreciate and respect what we do. In fact, many think they can do it themselves just by opening online apps like Pinterest. Many already assume they are interior designers themselves.

Is there anyone you would like to work with in the future?

Low: Yes, but most of them are developers. Like Acobo and MSunrise because they mainly focus on customer satisfaction. Their direction is quite similar to ours. Take MSunrise for instance, which is responsible for many highrise and premium condos. We believe our services as condo specialists are in line with their vision.

What are your hopes for the local interior design industry?

Low: I hope there will be more awareness about what we do as interior designers. This is because we feel like our work as designers is really undervalued. As mentioned previously, many customers do not appreciate or understand the value of our work. So, we hope more effort would be made to create awareness about what we do. Only then, can we create more opportunities and a stable platform for aspiring interior designers.



Visitors admiring the virtual Van Gogh exhibition.

TESTIMONIALS

“

It has been an exciting and fun experience with Anwill Design. Jeff has been a great help in terms of providing expertise from the planning phase until the end while maintaining the budget proposed. Most of the wood works are also done precisely with great colour coordination. Great service and products with an affordable price tag definitely defines them. Well done and appreciate the service!

— Andrew Chin  —
2020.03.16

”

TESTIMONIALS



“

Taking vacant possession of a new house is pretty exciting. There's so much to do before you can call it a home, especially when you want it to be your 'dream' house. Getting a good and engaging interior designer is therefore very important. He should be able to advise and share his ideas, at the same time engaging you in every details.

Jeff has all the above and also the patience to walk through the design and concept with you step-by-step. He engaged well from the beginning till the end. He is ever willing to give opinions and views relating even to the interior decorations of the house. The contractors were closely supervised. The team even went the extra miles to ensure things not within the job scope are handled well.


Thank you, Jeff, Nicholas and Steve! Everything has come through beautifully. It was a pleasure dealing with the team. All the best to Anwill Design! Will not hesitate to recommend your company to my friends.

— Veronica Siew  —
2019.08.20

”

“

They are patience listening to us and amending several rounds of 3D drawings to accommodate our requests as much as possible. Jeff and his team also offered to assist with some additional matters which are out of the agreed job scopes. Overall, we are satisfied with the renovation outcome. Thanks to Jeff, Nicholas, Steve and Yumi.

— KM Yow  —
2021.05.15

”

“

Highly recommended and professional, Anwill Design meets all our requirements and exceeds our expectations all for a reasonable price. They cover everything from start to end, like dealing with condo management and receiving furniture and appliances delivery. They also provide really good after sales, and solve our problems even after we move in.

— WX Tye  —
2020.12.30

”

“

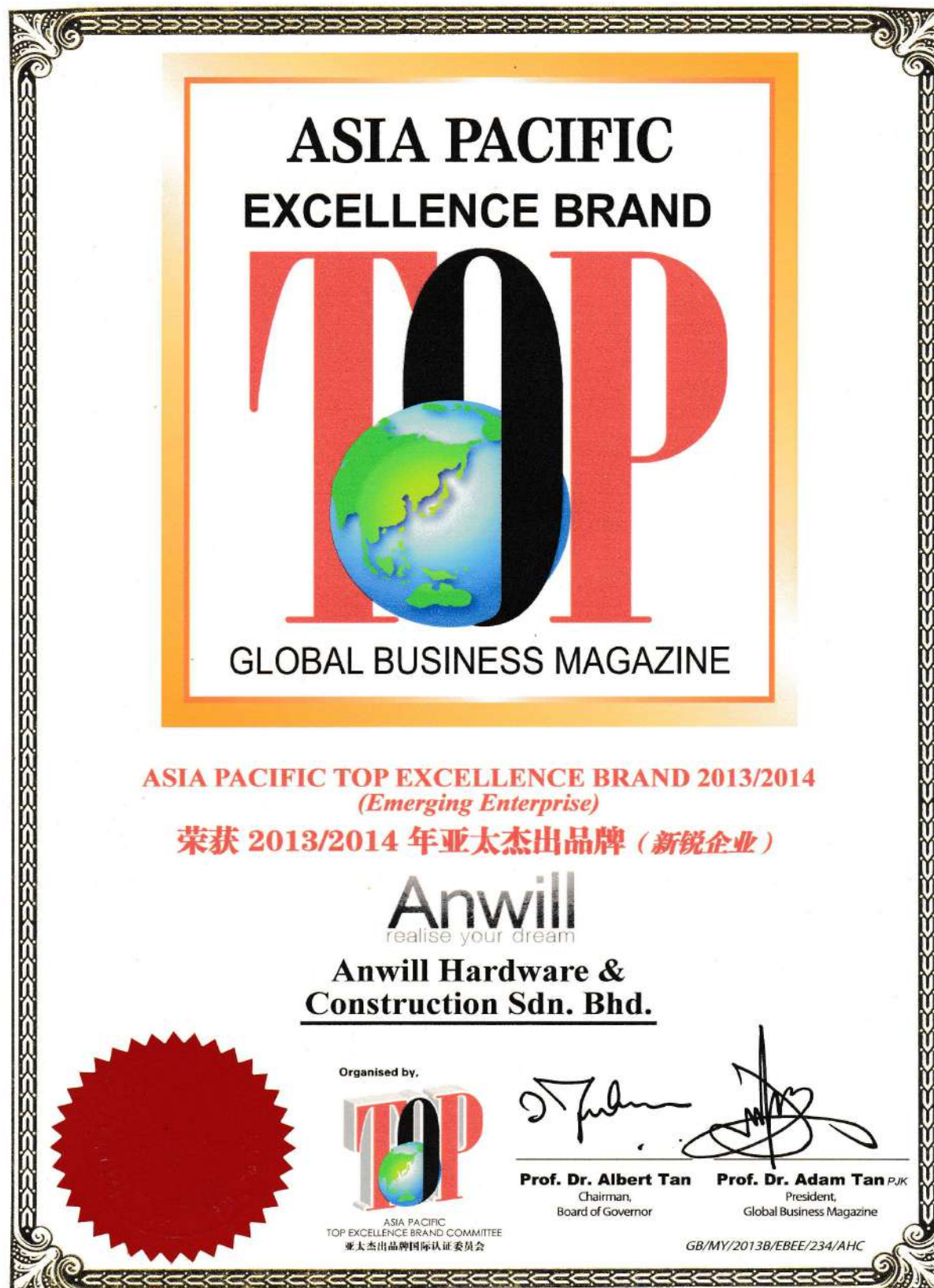
Anwill Design helped us to design and renovate the Muji concept that we love. Jeff, Steve and Sam became the people we always dealt with during the reno. Although it's somehow taken longer than we expected to move in, everything was still handled over well, all noticeable problems were rectified fast, special thanks to a helpful team member, Ah Wai too. So, we got ourselves a home that we enjoy especially during MCO like now, a comfortable home is important. We also received much praises from many people who saw the photos I posted about our new home.

You definitely can give Anwill Design a try!

— Poh Zhen Siang  —
2021.01.15

”

AWARD & CERTIFICATE



PERAKUAN PENDAFTARAN

Adalah dengan ini diperakui bahawa kontraktor yang dinyatakan di bawah ini telah berdaftar dengan Lembaga mengikut Bahagian VI Akta Lembaga Pembangunan Industri Pembinaan Malaysia 1994. Pendaftaran ini adalah tertakluk kepada syarat-syarat yang telah ditetapkan bersama perakuan ini.

No. Pendaftaran : 0120160217-SL170886
Nama Kontraktor : ANWILL DESIGN SDN. BHD.
Alamat Berdaftar : NO. 28B, JALAN TAPAH OFF JALAN GOH HOCK HUAT
 41400 KLANG
 SELANGOR
Daerah : KLANG
Tarikh Mula Berdaftar : 15/02/2016

<u>GRED</u>	<u>KATEGORI</u>	<u>PENGKHUSUSAN</u>
G4	B	B04
G4	CE	CE21
G4	ME	M15

Tarikh Mula Berkuatkuasa : 02/07/2020
Tarikh Habis Tempoh Perakuan : 30/06/2023

STATUS: AKTIF

Ketua Eksekutif
 Lembaga Pembangunan Industri Pembinaan Malaysia
 Tarikh: 02/07/2020

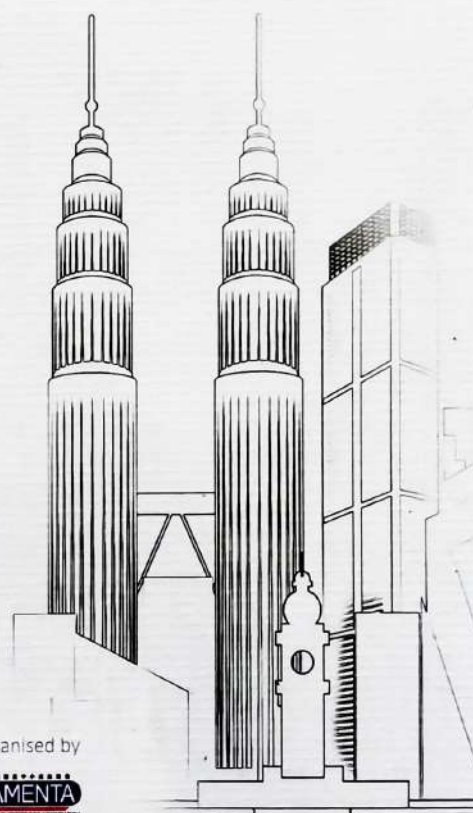


Certificate of *Achievement*

This is to certify that

**ANWILL DESIGN
SDN BHD**

is a recipient of the SME100[®] Awards 2021
presented on 17 December 2021



Organised by
SME Business Media International

Co-organised by
SAMENTA

Official Auditor
bakertilly

Official Credit Reporting Agency
ctos



**MAJLIS TINDAKAN PENGGUNA NEGARA
NATIONAL CONSUMER ACTION COUNCIL**

Honorably Certify That

ANWILL DESIGN SDN. BHD.
(1100521-W)

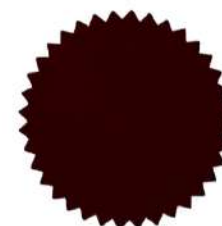
Stands out among the best in businesses

CERTIFIED AWARD

Date of Certificate : 03 - 07 - 2022
Serial Number : TCCTBA02_20220000024

[Signature]

Dato Paduka Dr. Kevy KV. Yeo
Presiden Kebangsaan
Majlis Tindakan Pengguna Negara
National Consumer Action Council



APPENDIX

Anwill Design Team

PROJECT MANAGEMENT

Steve Lee Kok Rhen

Project Director

Nationality

E-mail

Phone

Malaysian

kokrhen@gmail.com

012 3663694

Education

2009 - 2011

Bachelor of Chemical Engineering (Hons), University of Nottingham

Experience

2008 - 2009

2009 - 2011

2012 - Current

Sales Agent at Secure Corporate Sdn. Bhd.

Senior Group Sales Manager at Secure Corporate Sdn. Bhd.

Project Director at Anwill Design Sdn. Bhd.

Nicholas Loh Wei Lian

Site Manager

Nationality

E-mail

Phone

Malaysian

wlloh_7901@gmail.com

017 2823788

Education

1993 - 1998

SPM

Experience

2011 - 2016

2016 - 2020

2021 - Current

Sales Executive at ADT Malaysia

Site Supervisor at Anwill Design Sdn. Bhd.

Site Manager at Anwill Design Sdn. Bhd.

Wong Wai Kok

Senior Site Supervisor

Nationality

E-mail

Phone

Malaysian

weikok68@gmail.com

016 7718326

Education

SMK Seri kembangan

Experience

2009-2016

2017-2020

2020-Current

Sound & Light Concert (Lighting Programmer)

Electrical Senior Technician (Work at Singapore)

Site Supervisor at Anwill Design Sdn.Bhd.

Low Chee Han

Site supervisor

Nationality

E-mail

Phone

Malaysian

Cheehan18@gmail.com

018 3806720

Education

SMK Seri Titiwangsa

Experience

2017- 2019

2019- 2020

2021- Current

Team leader cum site coordinator at LANTRO (M) Sdn. Bhd

Site supervisor at Yong studio Sdn. Bhd.

Site Supervisor at Anwill Design Sdn.Bhd.

Loh Kah Teng

Site supervisor

Nationality

E-mail

Phone

Malaysian

kahtengloh00@gmail.com

011 70197027

Education

SPM

Experience

2022-Current

Site Supervisor at Anwill Design Sdn.Bhd.

Lam Yong Shen

Site supervisor

Nationality

E-mail

Phone

Malaysian

yongshen92@hotmail.com

012 9280307

Education

Equater Academy of ART

Experience

2018

2018-2022

Current Site

Designer at ICO Design Sdn Bhd

Designer Cum Site Supervisor at Golda Development (M) Sdn Bhd

Supervisor at Anwill Design Sdn.Bhd.

May Sim Jia Xuen

Admin Executive

Nationality

E-mail

Phone

Malaysian

maymayy98@hotmail.com

018 2316878

Education

SMK Taman Connaught

Experience

2016 - 2019

2019-2020

2020-2021

2021-2022

2022-Current

Traden Ventures Sdn Bhd - Human Resource Assistant

Million Corporate Sdn Bhd - Admin Executive

Revergrand Trading Sdn Bhd - Personal Assistant

Onyx Maxx Solution Sdn Bhd - Junior Account Executive

Anwill Design Sdn Bhd - Admin Executive

Anwill Design Team

MARKETING & OPERATION

Jeff Low Wei Leong Nationality E-mail Phone	Marketing Director Malaysian wljeff88@gmail.com 012 9696494
Education 2009 - 2011	Bachelor of Public Relation and Advertising, Hsih Shin University, Taiwan
Experience 2008 - 2009 2009 - 2011 2012 - Current	Sales Agent at Secure Corporate Sdn. Bhd. Group Sales Manager at Secure Corporate Sdn. Bhd. Marketing Director at Anwill Design Sdn. Bhd.
Sam Kit Nationality E-mail Phone	Senior Interior Designer cum Project Coordinator Malaysian samkit.8765@gmail.com 016 3662122
Education 2017-2019	Bachelor of Arts (Hons) in Interior Architecture & Design
Experience 2019-2020 2020 - Current	Interior Designer at Yellow Interior Design Interior Designer at Anwill Design Sdn. Bhd.
Tomy Wong Jia Hao Nationality E-mail Phone	Interior Designer cum Project Coordinator Malaysian tomywong0116@gmail.com 016 2024099
Education Malaysia Institute of Art (MIA)	
Experience 2021 2022-Current	Internship at Balens Design Interior Designer at Anwill Design Sdn Bhd
James Low Hao Jun Nationality E-mail Phone	Interior Designer cum Project Coordinator Malaysian jameslow0327@gmail.com 016 6746917
Education 2017-2019 2020-2022	Diploma in Interior Architecture, UCSI University Bachelor of Arts (Hons) in Interior Architecture, UCSI University
Experience 2021 2022-Current	Internship at Balens Design Interior Designer at Anwill Design Sdn Bhd

Kay Yee Wan Kei Nationality E-mail Phone	Sales Executive Malaysian wkei0123@gmail.com 016 6695292
Education 2014-2016	Bachelor Degree of Public Relations (Hons)
Experience 2018-2019 2021 - Current	Sales & Marketing Executive at JC Deva Production Sales Executive at Anwill Design Sdn. Bhd.
Jose Chang Ting Yee Nationality E-mail Phone	Sales Executive Malaysian josectyee@gmail.com 010 9392163
Education 2013-2017	Bachelor of Arts (Hons) in Interior Architecture
Experience 2019-2021 2021 - Current	Sales Executive at Hexagon Concept Sales Executive at Anwill Design Sdn. Bhd.
Denson Chong Boon Xian Nationality E-mail Phone	Sales Executive Malaysian densonchoong@gmail.com 016 4450521
Education SMK Cheras Perdana	
Experience 2015-2018 2018-2019 2019-2020 2020-2022 2022-Current	Sales Representative at yeo hiap seng bhd Sales associate at sun power outlet Sales designer at sky creation pte ltd Sales consultant at berjaya steel railings sdn bhd Sales Executive at Anwill Design Sdn Bhd

Anwill

d e s i g n

Anwill Design Sdn. Bhd.

Address No. 143A-1 & No.145,
Jalan Dataran Cheras 9,
Dataran Perniagaan Cheras,
Balakong, 43200 Cheras, Selangor D.E.

Contacts Steve Lee 012-3663694
Jeff Low 012-9696494

Email anwill.design@gmail.com

Registered in Malaysia
(1100521-W)

