

RE : We are revamping our brand to scale new heights

SWEE HONG
FIRST WORLD CITY BUILDERS

At Swee Hong, we are constantly in pursuit of excellence and looking for ways to improve as an organisation. Bringing greater satisfaction and value to our customers, staff and suppliers have always been our motto. As we strive to build a first class company with a first class workforce deploying innovative techniques and technology, we are mindful that we exist because of you. That is why we have recently reviewed our business model and how we can do it better.

We recently commissioned a value-enhancement study with our partners to learn how we can improve. The findings revealed that our customers choose Swee Hong because we are a trusted partner; a key contributor to shaping Singapore into a First World City.

As such, Swee Hong's strategic intent is to invest in resources to build up our tunneling capabilities through greater service and process innovation. We will also upgrade our team with new skills to better meet the rigor associated with first world city building.

Our brand promise is reflected in our new name, trademark and tagline above. As First World City Builders, Swee Hong will continue to deliver to our customers, excellent project management founded on trustworthy relationships. You have our assurance that everything we do revolves around you because your peace-of-mind is of paramount importance to us.