



GF DESIGN LIMITED

Called to Furnish

Few share COLIN FUNG's industry insight, commitment to the business, and gift for providing customers exactly what they want and need.

At age 20, Colin Fung delivered and installed furniture. 7 years in the frontlines of the industry built him a solid foundation in customer servicing, installations, and even furniture structure. At 27, He expressed his desire to advance, and was referred by his then boss and now business partner Yan Chi Kin to work as a sales representative in a friend's interior design company. In his first month, he made six-figure revenue – more than a third of the firm's monthly sales.

The deeper involvement with design sparked a fascination for the field. Colin then enrolled in Hong Kong Design Institute. He joined and won a number of local competitions, and was later hired as an interior designer for another noted company, where he displayed a keen eye and a well-honed aesthetic and work ethic. Finally ready to take the reins, he founded GF Design Limited in 2008.

Industry Landscape

"The market is changing rather than growing," says Colin Fung, GF Design Creative Director. "Factors such as inflated prices for property, demand for small apartments for young couples, and the trend of service apartments in Hong Kong affect the industry development."

Homeowners have to spend much more on payments of their property, leaving renovation – the company's bread and butter – as an afterthought, or opting for the more affordable path of buying readily made furniture. The concept is foregone altogether when living in serviced apartments.

"We, of course, must constantly produce work of the highest quality," he says, as an impressive, updated portfolio is necessary to gain referral business.



"On the other hand, we do have contracts with companies who offer flats for overseas visitors and staff. This is horizontal growth for GF Design. We do not limit ourselves to the residential end, but for companies' properties, for retail, for offices and others. We never put all our eggs in one basket!"

Making Things Happen

"The key is in understanding how to effectively utilize limited resources (budget, time, and space) for the 'unlimited' goals of our customers," says Colin. Managing this balance allows the firm to create appropriate solutions, particularly with Hong Kong's barely ample space. "We begin with space analysis, and then move on to modeling and actualization. We cannot make your apartment bigger, but we can make the best possible utility of your space."

GF Designs employs strict standards of customer service, encompassing email and mobile in-time updates between renovation phases, and other quality control procedures. Through these, the customer is constantly engaged in this "collaborative dream realization".

"GF is a people-oriented design company. We do not do ostentatious designs just to show how creative our design team is. We value the customers' input



and their own wishes, on which we base our designs. This aligns with our core value: 'Trust and Confidence'! We offer utmost service to gain our customers' trust; on the other hand, their confidence is the best return! This solidifies our value. More than money, we hope to win lasting relationships with our customers."

Keys to the House

"While focusing on the residential market, our main strength, we seek to broaden our horizons by taking on different challenges from corporate accounts," says Colin. "The diversification helps everyone in the company to develop. Going back to our people-oriented thrust, we empower our staff while growing our business."

"We are a people-oriented design company that offers services, space and solutions to the consumers via their trust and confidence! GF Designs believes that the customers are not just paying us to renovate their home, but they are giving us their trust, dreams, and hopes! The customers are entrusting us with their home -- where they live, enjoy life, and share happiness with their family! Putting all these to mind, we would never disappoint them." ■
For additional information please visit www.gfdesign.hk