



MAN LAM INTERIOR'S DESIGN LTD.

Vision Accomplished

MAN LAM has established a system for providing customers utter satisfaction every step of the way.

Serving both Hong Kong and Mainland China markets, Man Lam is a familiar name in the interior design industry. Established in 2002, the firm provides design and construction services spanning highly demanding commercial and residential niches.

"The advantage of providing design and construction work together is that we can control our initial design idea and present the idea accurately," says Design Director Man Lam. Customer applause grants the firm a virtuous cycle of referral business, allowing it to continuously develop and evolve on either side of the China border.

A Precise Process

Man Lam stresses the importance of efficient communication with customers. "Service starts at the moment a customer calls. We need to know about and understand all the details about the property, such its location is and the characteristics of the area. The company provides customers with a basic floor plan and price list while obtaining particular information from them, getting a feel of their tastes and personalities.

A veteran of the trade, Man Lam offers a proficiency in understanding and feasibly addressing a customer's specifications. "Customers need our professional advice to turn their request into something achievable," says Man Lam, emphasizing the importance of translating vision into the design language.

Design begins immediately after inspection of the space. A 3D image and sample plate containing all needed materials are provided, to make adjustments according to customers' opinions and preferences. Its network in the Mainland allows for a wide selection of top quality building materials.



The next challenge is the faithful construction of the project, which takes place only after a final plan is approved. "It must follow the design straightforwardly. The skills of the building crew are of paramount importance."

During construction, the company's representatives perform further consultation, assisting customers in picking out furnishings that best complement the work at hand. After its completion, the company remains on standby for any concerns or additions customers may have with the finished product, which can only be realized when they occupy and begin making use of the space.

Measure of Merit

"Customers are the center of the company, and we serve them as considerately as we can," says Man Lam. End to end one-stop service is the company's key feature. Late delivery, substandard quality and inadequate materials were among the more common birth pains it had to overcome, long remedied through imposing stricter standards on suppliers,

eliminating the need for contractors, enhanced communication with clients, managing expectations, and mitigating risks.

Man Lam has earned a relatively large scale of positive reputé only two years after setting up shop in the Mainland. The Director has expressed his dream for the company to be the definitive example of Hong Kong interior design in China.

"I think we are still at some distance from that milestone. What we can promise that en route to this, we will always think from the perspective of our customers and innovate towards their needs in order to produce a product that gains complete satisfaction." ■

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