



SANGTAODECOR COMPANY PROFILE

Retail Displays • Showcases • POSM • Shop-in-Shop • Showrooms • Signage

From Design to Nationwide Execution

2026



COMPANY AT A GLANCE



Originating as a fabrication team in 2009, Sangtaodecor was officially incorporated as Sang Tao Interior Co., Ltd. in 2010. In 2021, the company was restructured as SANG TAO IAC., JSC. Today, we provide integrated design, production and nationwide installation solutions for retail displays, showcases, POSM, shop-in-shop systems, showrooms and signage.



SINCE 2009

Production Origins



15+ YEARS

Industry Experience



500+ CLIENTS

Nationwide



03 LOCATIONS

Ho Chi Minh City • Da Nang • Hanoi



OUR CORE CAPABILITIES

Integrated design, production and installation solutions for retail spaces and brand activation.



RETAIL DISPLAYS & SHOWCASES

Custom-made product displays, gondolas, display islands and branded showcases.



POS & PROMOTIONAL DISPLAYS

Branded POSM, demo stands, endcaps and promotional display systems.



SHOP-IN-SHOP & BRAND ZONES

Complete branded retail zones for supermarkets, dealers and distribution networks.



SHOWROOM & RETAIL INTERIORS

Design and fit-out solutions for showrooms, flagship stores and retail spaces.



SIGNAGE & BRAND IDENTITY

Indoor and outdoor signage, illuminated logos, lightboxes and façade branding.



BOOTHS & EVENT ACTIVATION

Exhibition booths, promotional counters and temporary brand activation spaces.

PROJECT DELIVERY PROCESS

Controlled workflow from client brief to nationwide rollout and after-sales support.

01 • PRE-PRODUCTION

-  **1 BRIEF & REQUIREMENTS**
Scope • Quantity • Budget • Timeline
-  **2 SITE SURVEY**
Dimensions • Site conditions • Installation access
-  **3 DESIGN & TECHNICAL APPROVAL**
3D design • Shop drawings • Materials • Electrical details



02 • PRODUCTION CONTROL

-  **4 SAMPLE / PROTOTYPE APPROVAL**
Mock-up • Color • Finish • Function
-  **5 MATERIAL PROCUREMENT**
Approved specifications • Supplier control
-  **6 FABRICATION & IN-PROCESS QC**
Dimensions • Structure • Branding • Electrical testing



03 • ROLLOUT & SUPPORT

-  **7 PACKING & DELIVERY**
Protection • Labeling • Delivery schedule
-  **8 INSTALLATION & HANDOVER**
Site safety • Final Inspection • Final • Client acceptance
-  **9 WARRANTY & MAINTENANCE**
Defect response • Repair • Replacement • Reporting



CLIENT APPROVAL GATES: Design • Materials • Prototype • Pre-delivery QC • Handover

QUALITY ASSURANCE & CONTROL

Inspection checkpoints throughout production, delivery and installation.



1.

INCOMING MATERIAL INSPECTION

Material type · Thickness · Color · Surface finish · Approved samples



2.

IN-PROCESS INSPECTION

Dimensions · Structure · Joinery · Surface quality · Branding accuracy



3.

ELECTRICAL & FUNCTION TESTING

LED lighting · Power supplies · Switches · Wiring · Product functions



4.

PRE-DELIVERY INSPECTION

Appearance · Stability · Function · Packing · Quantity verification



5.

ON-SITE ACCEPTANCE

Installation quality · Site safety · Final cleaning · Punch list · Client sign-off



KEY QUALITY CHECKS

Branding accuracy · Dimensions & stability · Surface finish · LED & electrical functions · Installation quality · Final cleaning



PRODUCTION NETWORK & FACILITIES

Workshop facilities and teams in Ho Chi Minh City, Da Nang and Hanoi.



HANOI

KM2 Phan Trong Tue, Thanh Liet, Hanoi

400 m²

WORKSHOP AREA

17

PERSONNEL



DA NANG

No. 3 Khanh An 10 Street, Hoa Khanh Ward, Da Nang

250 m²

WORKSHOP AREA

11

PERSONNEL



HO CHI MINH CITY

13/3 Vo Thi Hoi, Xuan Thoi Son, Ho Chi Minh City

1,000 m²

WORKSHOP AREA

24*

PERSONNEL



HEAD OFFICE

300 m²

22/3C Truong Thi Nhu, Xuan Thoi Son, Ho Chi Minh City

03

WORKSHOPS

1,650 m²

WORKSHOP AREA

52

PERSONNEL

*HCMC team includes office and workshop staff.

WOOD PROCESSING MACHINERY

Selected equipment for wood, panel and fixture production.



WOOD & PANEL PROCESSING

CNC Machining

Sliding Table Saw

Automatic Cam-lock Drilling

Straight PVC Edge Banding

Curved PVC Edge Banding

PVC Membrane Vacuum Press

METAL FABRICATION MACHINERY

Selected equipment for metal fixture production and surface finishing.



METAL FABRICATION & FINISHING

Sheet Laser Cutting

Tube & Profile Laser Cutting

Press Brake

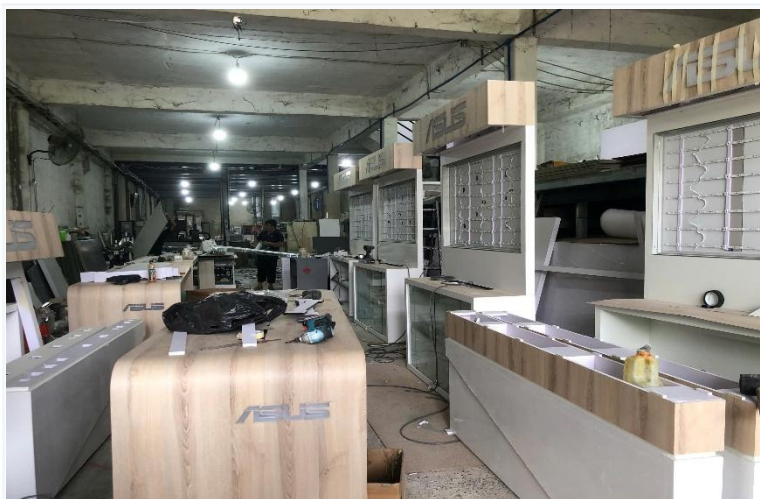
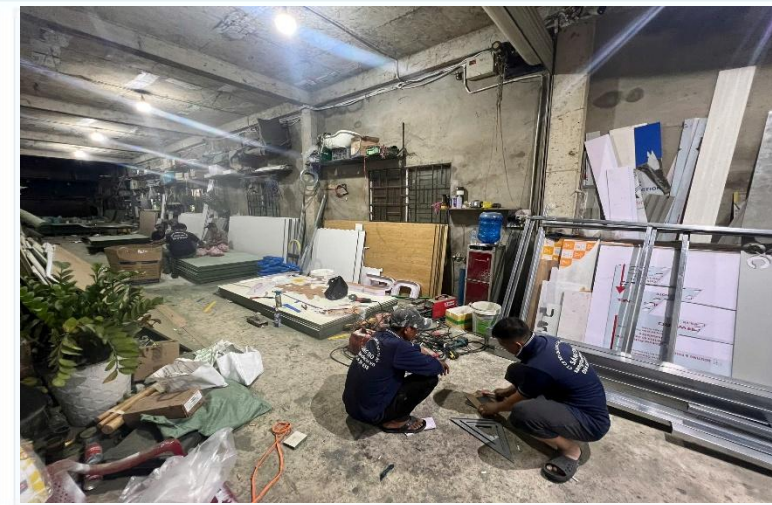
Stainless Steel Welding

Metal Laser Welding Machine

Power Coating Curing Oven

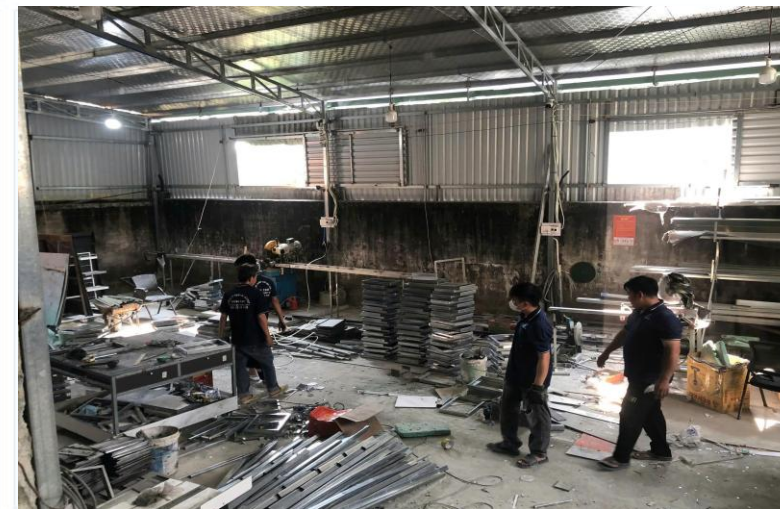
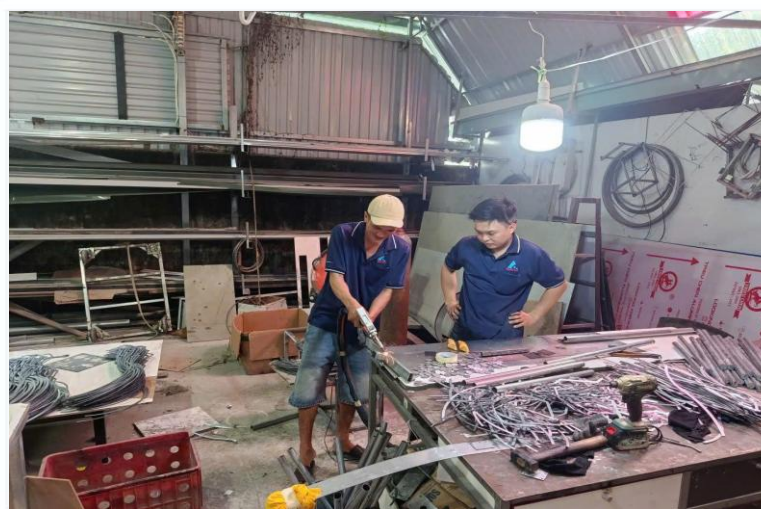
PRODUCTION WORKSHOP GALLERY

Selected photos from Sangtaodecor's production workshops.



PRODUCTION WORKSHOP GALLERY

Selected photos from Sangtaodecor's production workshops.



TRUSTED BY LEADING BRANDS

Selected clients and partners across retail, electronics, home appliances, logistics, aviation and lifestyle.



500+ CLIENTS NATIONWIDE

Retail Displays • Showcases • POSM • Shop-in-Shop • Showrooms • Signage

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: BACHLONG MOBILE

Location: HCM

Scope of Work: Fabrication, replacement and installation of signage, showcase and branding elements across all stores in Ho Chi Minh City

Completion Year: 2023

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: HOANG GIA PEARL

Location: HCM – HA NOI

Scope of Work: Fabrication, replacement and installation of signage, showcase and branding elements across all stores in HCM - Ha Noi

Completion Year: 2023

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: SONG VIET CORP

Location: HCM

Scope of Work: Design and construction of sales kiosks and display units for shopping malls and Tan Son Nhat Airport.

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: BEST EXPRESS

Location: Vietnam

Scope of Work: Design and construction of franchised post offices in accordance with BEST Express's standard specifications.

Completion Year: 2021

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: J&T Cargo

Location: Vietnam

Scope of Work: Design and construction of franchised post offices in accordance with J&T Cargo's standard specifications.

Completion Year: 2025

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: PIERRE CARDIN

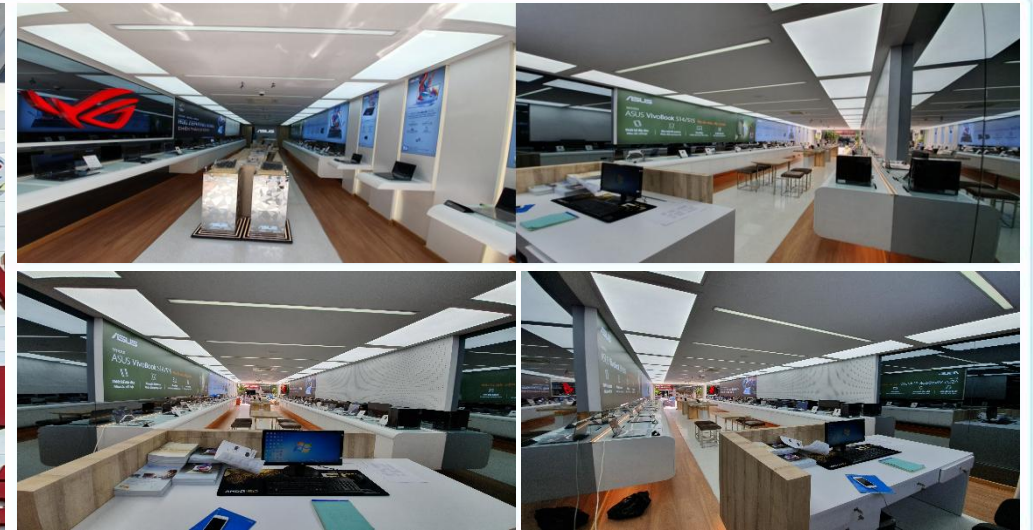
Location: HCM – HA NOI

Scope of Work: Fabrication, replacement and installation of signage, showcase and branding elements across all stores in HCM - Ha Noi.

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: ASUS

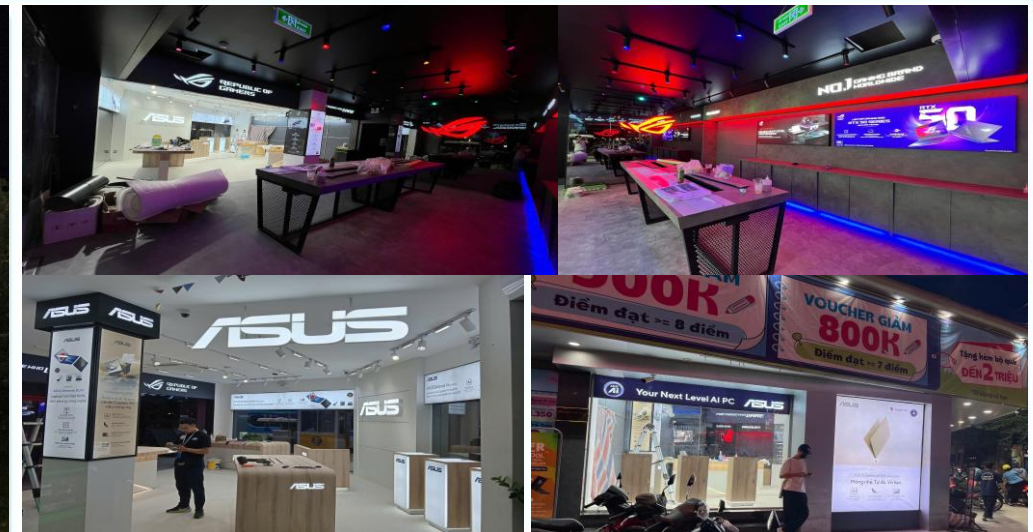
Location: CAN THO

Scope of Work: Manufacturing and installation of signage, display cabinets, and brand identity elements at ASUS Vietnam brand stores.

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: ASUS BRAND SHOP

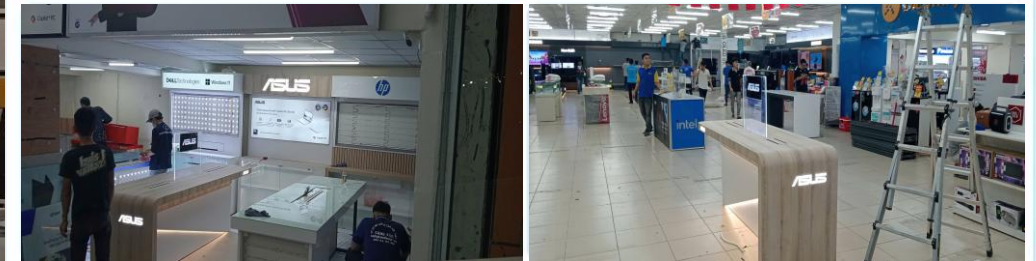
Location: HCM

Scope of Work: Manufacturing and installation of signage, display cabinets, and brand identity elements at ASUS Vietnam brand stores.

Completion Year: 2025

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: Asus

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2025

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: TOSHIBA

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: PHILIPS

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: MSI

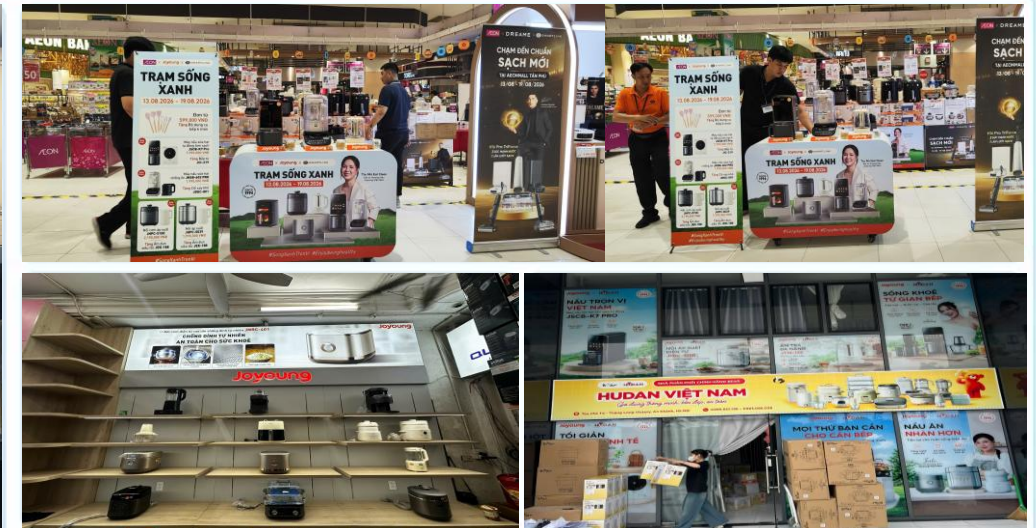
Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: JOYOUNG

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: DREAME

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

PROJECT REFERENCE

Selected work across retail displays, fixtures and store environments.



Brand / Project Name: DREAME

Location: Vietnam

Scope of Work: Manufacturing and installing counters, shelving units, display cabinets, and islands for retail chains such as The Gioi Di Dong, Dien May Xanh, Nguyen Kim and Cao Phong...

Completion Year: 2024

WHY CHOOSE SANGTAODECOR

Integrated capability from production to nationwide execution.



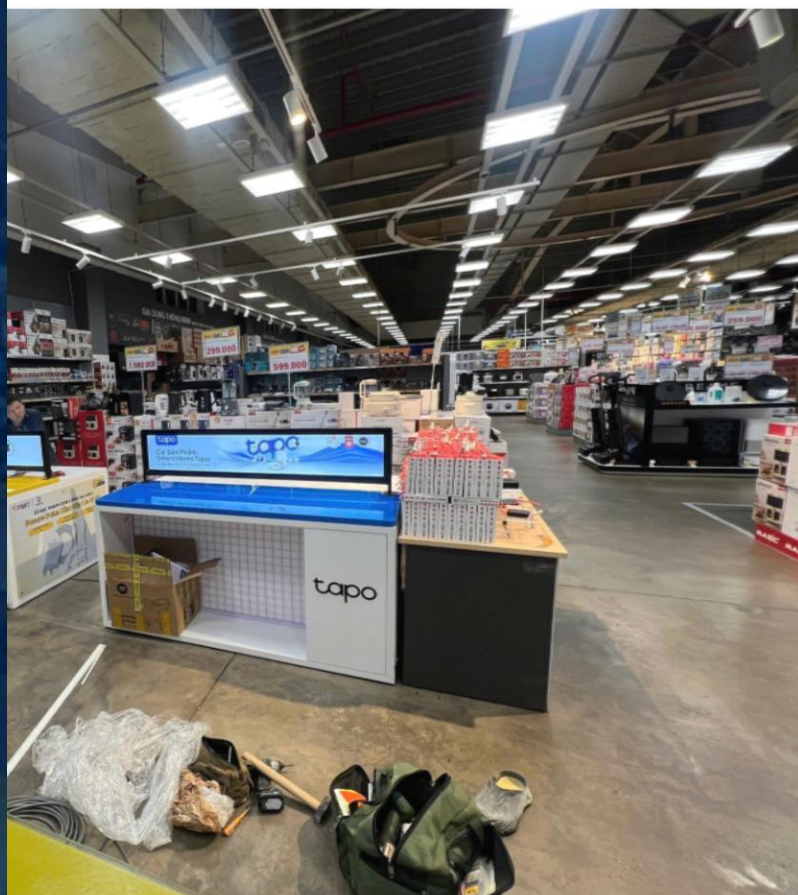
Built for retail displays, fixtures, showrooms and brand environments.

LET'S BUILD YOUR NEXT RETAIL SPACE.

Contact Sangtaodecor for retail displays, fixtures, signage and store execution.

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**IDEAS
INTO
RETAIL
REALITY.**

—
DISPLAYS TODAY
STRONGER BRANDS
TOMORROW



Company
SANG TAO DECOR



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sangtaodecor.vn



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Head Office
**22/3C Truong Thi Nhu,
Xuan Thoi Son, Ho Chi Minh City**



Workshop Network
Ho Chi Minh City • Da Nang • Hanoi



Scan for website

—
SAME
PASSION.
BRIGHTER
RETAIL SPACES.