

# OUR VALUES



ESTD  1971

**ASIAN STAR**



## **INTEGRITY**

We uphold the highest level of integrity and honour our commitments by being reliable, trustworthy, open in our dealings; while displaying adherence to ethical standards.



## **TEAM WORK**

We believe that our strength lies in collaborating to WIN as a team by empathising and being transparent to one another.



## **CUSTOMER VALUE**

We believe in creating value for our customers by focusing on meeting their every need and providing them with respect, quality work and building a genuine relationship with them for life.



## **OWNERSHIP**

We believe in taking ownership and being accountable of our actions, by being proactive and committed toward what we deliver to our customers and the people in our organisation.



## **INNOVATIVE**

We believe in developing a creative confidence by encouraging a culture of innovation, imagination and adaptability to bring valuable designs to life.



## **EXCELLENCE**

We are passionate about the work we do, and believe in the pursuit of excellence and empowerment by continuously improving every day to unleash our full potential.