



舜倡發企業股份有限公司

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企業沿革

- 1984年 ● 於高雄市岡山區成立生產工廠
- 1996年 ● 高雄市阿蓮區廠房落成
- 1997年 ● 取得 ISO 9002 品質管理系統認證
- 2000年 ● 阿蓮區廠房第一次擴建，整合產線及辦公大樓
- 2002年 ● 與客戶開發螺絲獲得建築法規認證
- 2003年 ● 導入 ERP 系統
- 2005年 ● ISO/TS 16949 汽車產業品質管理認證
- 2006年 ● 建築螺絲通過歐盟建築規範認證
- 2008年 ● 阿蓮區廠房第二次擴建；取得 ISO 14001 環境管理系統認證；新型專利 M336352 開發成功並銷售歐洲與南美洲等地區
- 2009年 ● 採購德國成型輾牙機台
- 2011年 ● 取得 CE 證書 EN 14566；取得臨時工廠登記證
- 2013年 ● 新型專利 M466982 開發成功；取得 CE 證書 EN 14592
- 2014年 ● 取得鄧白氏企業認證
- 2015年 ● 六角承窩頭螺釘取得經濟部標準檢驗局正字標記證書

- 2016年 ● 獲核准「興辦事業計畫」，阿蓮廠區第三次擴廠計畫開始
- 2018年 ● 採購第二部德國成型輾牙機台
- 2019年 ● 取得 IATF 16949；ETA 認證通過
- 2020年 ● 連續三年獲得鄧白氏菁英獎；獲核准「投資台灣」計畫，數部新型機台投產
- 2021年 ● 智慧包裝與智慧倉儲開始運作

主要產品

- 建築螺絲
- 汽車螺絲
- 特長螺絲



企業簡介

舜倡發企業股份有限公司成立於1984年在高雄市岡山區設立，經營螺絲代工生產與包裝服務。由董事長朱永昌先生與財務長朱蘇月金女士一步一腳印，共同打拼成長，將技術、管理、財務、業務等予以制度化及電腦化，使得生產具高度效率與產品的持續研發創新。在二代陸續回歸接班，讓接班團隊學以致用與全體員工伙伴共同奮鬥，增加企業成長力道。

- **經營理念：**秉持誠實信用，致力研發創新；追求合理利潤，達成永續經營。
- **品質政策：**品質是公司生存的命脈，品質是員工生活的保障。

關於競爭力

一、持續研發創新

具多樣化生產設備，生產尺寸直徑從M3到最大M14，長度從10mm到最長1000mm，機台設備複雜性遠多於一般螺絲工廠，工藝技術的差異也更具挑戰性。接單生產達99%廠內生產，大幅減少對外發包的依賴，降低技術流失風險，讓工藝技術保留在廠內，落實知識管理與持續研發創新，達到3~5年的研發出具有競爭力的產品。

二、了解顧客與使用者

從各個角度與觀點了解顧客的產品與需求，以顧客的角度切入市場，為顧客量身打造可行的服務體驗。讓OEM提升到ODM，也透過策略聯盟進行IDM或OBM，讓技術工廠也能了解前線的需求與狀況，降低風險提高機會。深入了解前端使用者的需求，改善產品本身的設計。讓原本的代工生產服務可以滿足多個層面。

SHUENN CHANG FA ENTERPRISE CO., LTD.

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第24屆 小巨人獎
出口績優中小企業
The 24th Rising Star Award



Business Items

- Automobile Screws
- Construction Screws
- Special Long Screws

History

- 1984 ● Found in Gang-Shan District, Kaohsiung City.
- 1996 ● Alian Factory Completed in Alian District, Kaohsiung City.
- 1997 ● Obtained ISO 9002 certification.
- 2000 ● Alian Factory 1st expanding.
- 2002 ● Obtained Code Approved with Construction Screw in North American.
- 2003 ● ERP system started.
- 2005 ● Obtained ISO/TS 16949 certification.
- 2006 ● Obtained Code Approved with Construction Screw in EU.
- 2008 ●
 - Alian Factory 2nd Expanding.; Obtained ISO 14001 certification.
 - Patent M336352 successfully sold in EU and Peru.
- 2009 ● Purchased first foreign manufacturing machine.
- 2011 ● Obtained CE certification EN 14566; Obtained temporary factory registration certificate.
- 2013 ● Patent M466982 successfully done; Obtained CE certification EN 14592.
- 2014 ● Obtained Dun & Bradstreet certification.
- 2015 ● Obtained CNS Mark for Hexagon socket head screws.
- 2016 ● Approved for new business plan, Alian Factory 3rd expanding starts.
- 2018 ● Purchased second foreign manufacturing machine.
- 2019 ● Obtained IATF 16949 certification; Obtained ETA certification approved.
- 2020 ● Received Dun & Bradstreet Elite Award three time in a row; Approved to invest Taiwan Plan, more machines and Smart system invested.
- 2021 ● Smart packaging and smart warehousing are now operation.

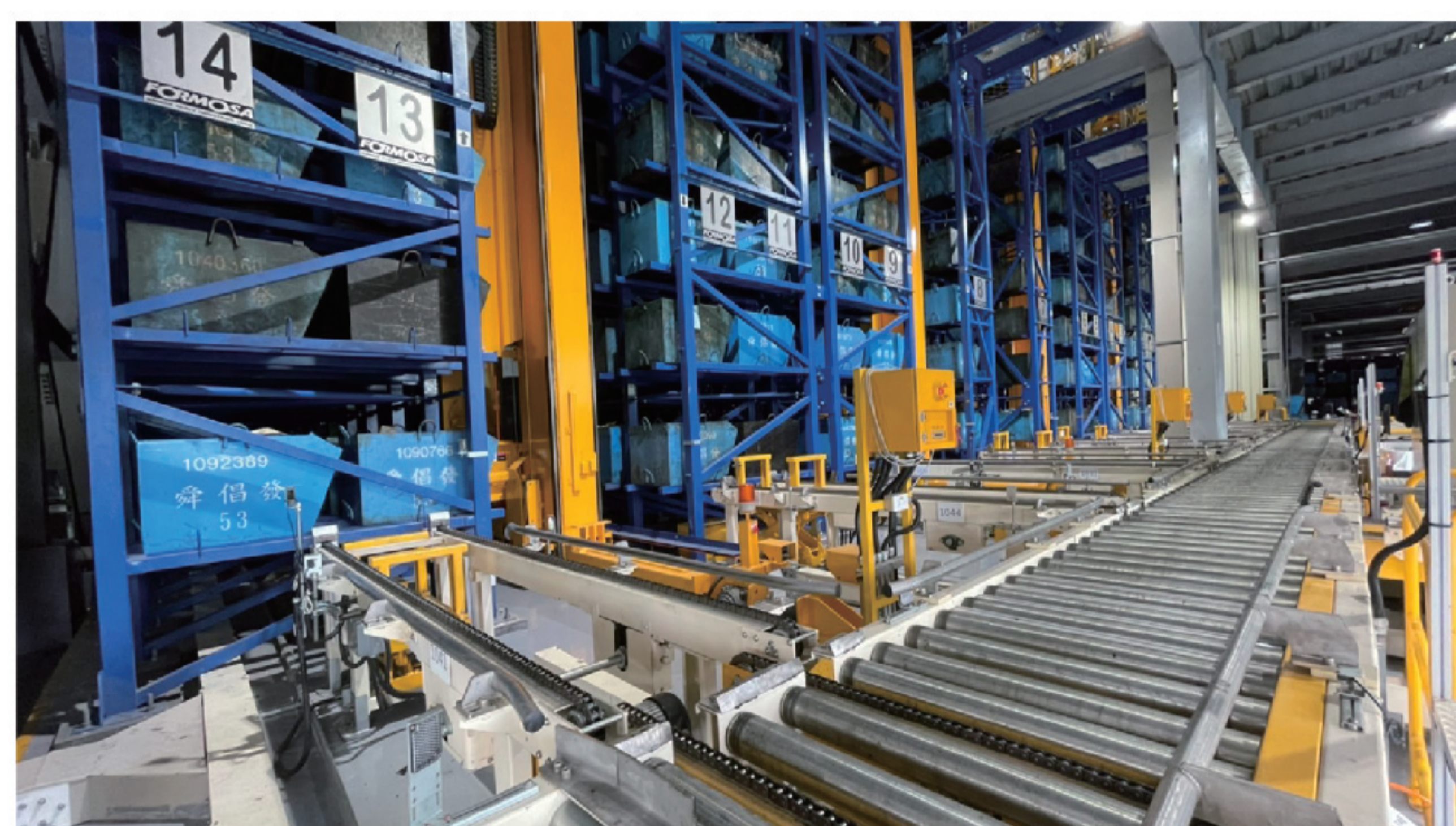


Introduction

Shuenn Chang Fa Enterprise Co., Ltd. was established in 1984 in Gang-Shan District, Kaohsiung City, operating screws for OEM and packaging services. Chairman Chu, Yung-Chang and CFO Chu Su, Yueh-Chin worked hard to grow together step by step, and gradually institutionalized and computerized technology, management, finance, and business, making production highly efficient and product development. Innovation continues. In the second generation, they have returned to succession one after another, building a team so that the succession team can apply what they have learned to a suitable position and increase the company's growth ability.

Operation Philosophy: Honesty and Faith, R&D and innovation, Profitable, Sustainable Operation.

Quality Policy: Quality is the key to survival; Quality is the safety and protection.



三、供應鏈整合管理

舜倡發在扣件產業「螺絲窟」聚落中，透過地緣與人脈有效的運用其優勢。除了ERP系統做供應鏈管理，也讓業務提出需求、讓生管聯繫溝通、讓品檢確認把關，長期下來，建立有品質能信任的合作夥伴。確保了品質的管控，降低委外風險，加快進出貨管理，減少人為疏失，達到如期交貨的目標。

營運管理

- 一、財政管理：確保金流順暢，原料、製造、供應商、與客戶穩定收支，降低外匯風險，追尋合理利潤，避免市場紅海化。
- 二、生產作業與品質管理：透過ISO9002品質管理系統、IATF 16949汽車產業品質管理系統、ISO14001環境管理系統，落實人員教育訓練，監督產品品質，提升產品良率。
- 三、策略與預測：透過ERP長年的累積資料與總體經濟數據做技術分析，提早同業或客戶做出預測，大幅降低風險，提升盈利機會。
- 四、產官學均衡發展：工欲善其事，必先利其器。透過產官合作，獲得新的資訊與技術，導入新的軟硬體設施，改善傳統產業的不足。產學合作，培育下一代，改善傳統產業人才教育的不足。
- 五、變革管理與組織傳承：企業逐步成長，保留中小企業的彈性與靈活，傳承組織文化的初心，利用溝通與引進學習型組織，使組織成員逐漸接受改變是正向價值的觀念。

社會責任

- 一、SDG-1終結貧窮：提供高雄市生命源全人關懷協會蛋捲機器並技術指導拓展金源、捐贈康復巴士幫助行動不便人員、並長期支持相關的商品；長期捐贈家扶基金會-北高雄家扶中心，幫助貧窮與弱勢族群建立韌性，提供一個可以改變的機會。
- 二、SDG-4優質教育：與高苑科技大學建立產學合作關係，學生與教師在學期間參觀與實習的培訓計畫，加入校園徵才活動提供就業機會，也讓學生可以在畢業後轉為正職，更快熟悉職場。
- 三、SDG-7可負擔的潔淨能源&SDG-12 責任消費及生產(綠色製造)：建置屋頂太陽能發電，增加對地球友善的潔淨能源。同時透過變電改善廠內機台的電力、重新檢測空壓機耗能，改善壓力不足與閥門洩氣的問題，並導入通風設備改善廠內空氣品質。
- 四、SDG-8合適的工作及經濟成長：透過「職工福利委員會」的成立提供員工更多福利與保障；定期舉辦勞資會議保障勞工權力；建立兩性平等工作環境。
- 五、SDG-9工業化、創新及基礎建設：投入智慧包裝與智慧倉儲，減少人員理貨的疏失，降低人員體力損耗，提升包裝效率，降低工安意外的可能性。系統統計避免盤點耗時的麻煩，業務人員也可以有即時的數據。



綜合評語

- (1) 致力生產特長螺絲，採 ODM、OEM 接單模式出口至美國、德國、荷蘭及法國等國家市場，且獲得歐盟建築認證、及多項國內專利。
- (2) 自主開發產品提高競爭力，與客戶共同開發之螺絲，於北美 DIY 市場與專業建築五金市場有一定市占率。
- (3) 擁有近 40 年之扣件製作經驗，不斷創新研發，提升工藝技術，保留成形製程工藝技術，以產品差異化，提高競爭力。



Export Competitiveness

- I. Continuous R&D and Innovation
With diversified equipment and machines, the production size ranges from M3 to M14, and the length is from 10 mm to 1000 mm. The complexity of diversified machines is more challenging but more inspiration and opportunities. Over 99% of products produce in house that significantly reduce the dependence on the external outsourcing, reduce the risk of technology loss, keep the domain know-how in house, implement knowledge management and continuous R&D innovation, and develop a competitive patented product for 3 to 5 years.
- II. Understanding customers and users' need
Understand the customer's products and needs, customized services to fit customers' prospective. OEM could upgrade to ODM and may conduct IDM or OBM through strategic alliances; so that SCF can understand the front-line needs and conditions. This reduces risk and increase opportunities. Deeply understand the end users' need that help in improvement of product. Overall, SCF services meet multiple levels.
- III. Supply chain integration management
SCF is in "screw industry area" with advantage of sources. Besides supply chain management in the ERP system, SCF establish a quality and trustworthy partner. SCF can learn from supplier chains, communicate in detail, and inspect quality. These ensures quality control, reduces outsourcing risks, speeds up the production, reduces human error, and achieves the goal of on-time delivery.

Operation Management

- I. Finance
SCF ensures the sustainable smooth cash flow from income and expenditure, raw materials, manufacturing, suppliers, customers, reduce foreign exchange risks, pursue reasonable profits, and avoid red sea market.
- II. Operation and Quality Management
Through the ISO 9002, IATF 16949, and ISO 14001, SCF implemented personnel education and training, product quality is supervised, and product yield is improved.
- III. Strategy and Forecasting
SCF use technical analysis in accumulated data from ERP and macroeconomics data. SCF can make forecast in advance that reduce risks and increase profit opportunities.
- IV. Sustainable and Balanced Development
Continuously learning from government supported association, such as new technologies, introduce new knowledge and equipment to improve the industries. Industry-university cooperation, nurturing the next generation, and alleviating the deficiencies of traditional industry education.
- V. Change management and organizational inheritance
The enterprise gradually grows, but retains the flexibility of SMEs, inherits the organizational culture. SCF communicates and learns organizations; so that the new generation gradually accept the concept that change is a positive value.



Social Responsibility

- I. SDG-1 No Poverty:
SCF provided "Exist for Love" association an egg roll machines and technical guidance to expand the income, donated bus to help disabilities, and supported for manufactured products; long-term relationship in donation to the "Taiwan fund for Children and Families", Help the poor and disadvantaged groups an opportunity for change.
- II. SDG-4 Quality Education:
SCF established a long-term industry-academic cooperation with Kao Yuan University. Students visit and internship training programs. Students can turn internship to full-time after graduation and get familiar with workplace.
- III. SDG-7 Affordable and clean energy & SDG-12 Responsible consumption and production:
SCF placed solar panels on rooftop to increase clean energy to the earth. To save energy, SCF upgrade the machines' power transformation, inspection and upgrade the air compressor, and upgrade the industries ventilation to improve the air quality in the plant.
- IV. SDG-8 Decent work and economic growth:
SCF established the Labor Welfare Committee, the welfare of employees is guaranteed; labor-management meetings are held regularly to protect labor rights; and a gender-equal working environment is established.
- V. SDG-9 Industry, Innovation and Infrastructure:
SCF invests in smart packaging and smart warehousing to reduce the personal errors, saves energy, improve packaging efficiency, and reduces the ability to work safety accidents. System statistics avoid the time-consuming of inventory, and office-personnel have real-time data.

