



勝谷實業股份有限公司

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企業沿革

- 1987年 ● 成立俊虹有限公司及洽成壓鑄廠
- 1991年 ● 成立勝谷公司全心投入園藝手工具成品的生產、製造及內外銷
- 1995年 ● 第一個品牌 Sun Flower
- 1996年 ● 勝谷申請 ISO 9001 並開始 OEM 合作
- 2003年 ● 發展第二個品牌 Sun Garten
- 2006年 ● 台灣同業第一家通過歐盟 TUV/GS 和 VPA/GS 認證的工廠
- 2008年 ● 進入英國市場以 OEM 合作模式取得訂單
- 2012年 ● 勝谷新廠啟用並朝轉型變革方向思考
- 2013年 ● 導入 QMS 品質管理系統
- 2014年 ● 取得 ISO14001 環境管理認證
● 榮獲「鄧白氏中小企業 TOP1000 菁英獎」
- 2015年 ● 榮獲台灣五金工具類企業排名進出口貿易業第 336 名
- 2016年 ● 成立新品牌 HOKAS
- 2019年 ● 榮獲人才發展品質管理系統 TTQS 銀牌

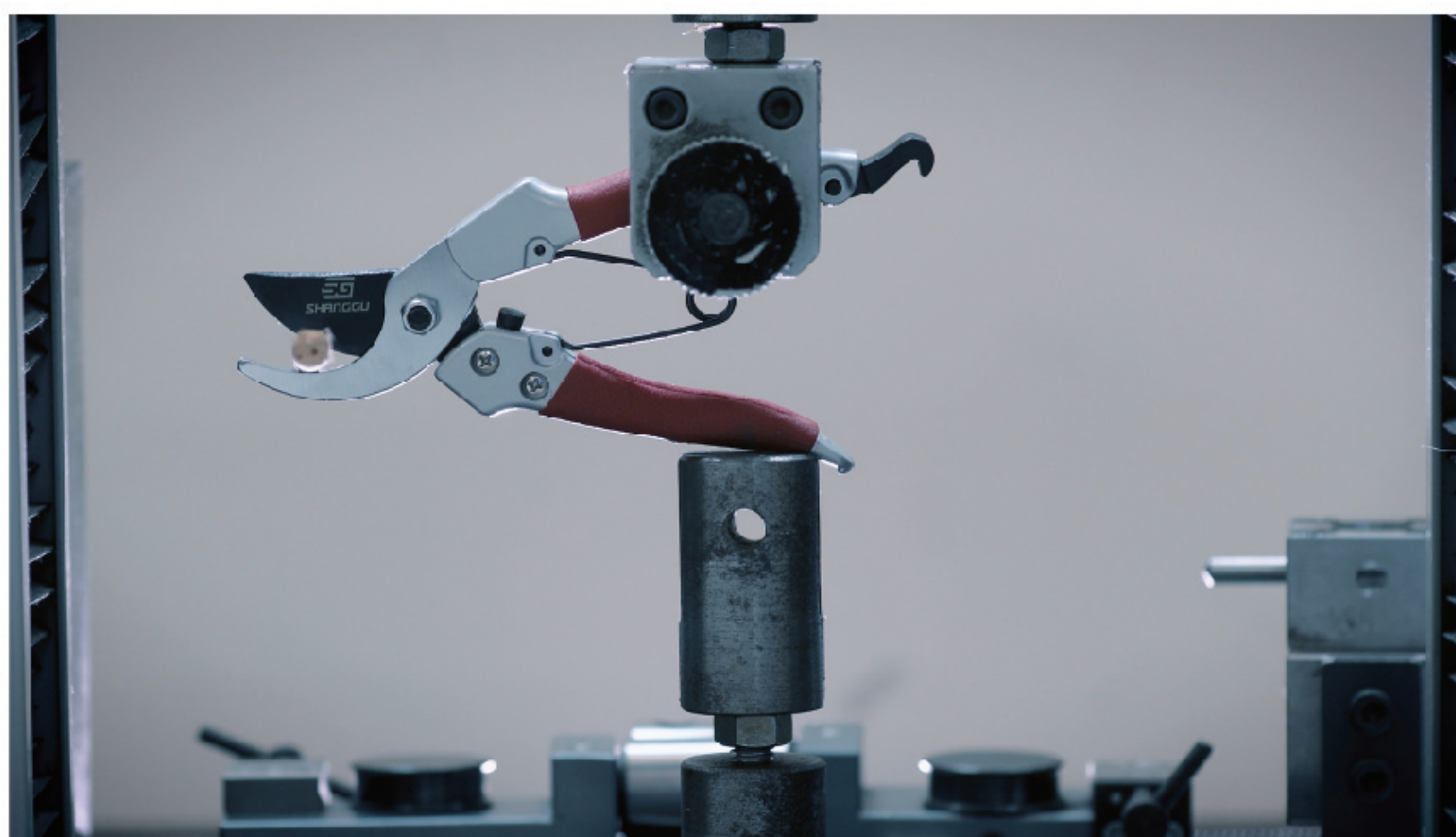
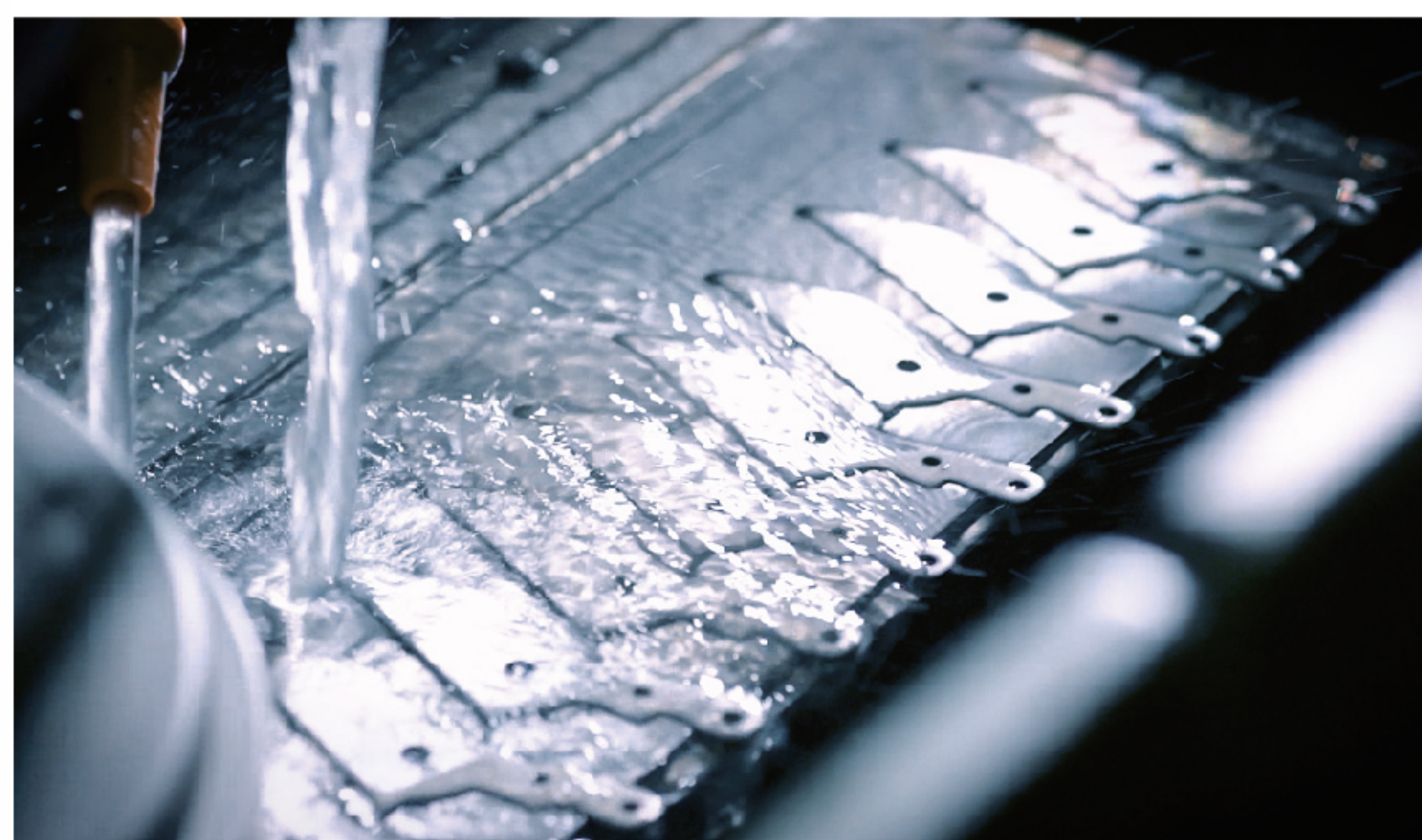
主要產品

專門製造高空樹剪、樹剪、籬笆剪、花剪、草剪等各類園藝手工具之專業廠商。

企業簡介

勝谷實業股份有限公司創立於西元1991 年，致力於園藝工具及手工具之研發及生產，目前為國內五大園藝工具製造商之一，歷經多年努力，已取得超過 32 項全球專利，並通過 ISO 9001、14001 等多項品質、環境管理等系統驗證，成為全球前三大園藝工具公司製造商及進口的長期合作夥伴，現更躍升為五金工具類五百大出口企業之一。

然勝谷公司精益求精，仍積極投入園藝工具之研發，並積極爭取世界大廠之訂單，目前更以自有品牌做出市場區隔，先立足台灣，未來期能放眼天下，讓企業能永續經營。



關於競爭力

勝谷公司面對國際市場的變化，提出下列因應以提升勝谷在國際上的競爭力

(一) 策略思維的轉進：

1. 核心技術的提升
2. 自有品牌的深耕
3. 品質升級及優化
4. 持續創新研發新產品
5. 擴大市場佔有率
6. 朝高端高品質及高附加價值路線努力
7. 拉開與平價市場及低價競爭者的跨距

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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

Specialized in manufacturing loppers, hedge shears, pruners, tree pruners and grass shears



History

- 1987 ● Jun Hong Enterprise and Cia Cheng die-casting factory were founded.
- 1991 ● Shang Gu was founded and specialized in garden tools from production, product development, marketing to customized products and services.
- 1995 ● First self-owned brand, Sun Flower was established.
- 1996 ● Applied for ISO 9001 and started OEM business.
- 2003 ● Developed second self-owned brand, Sun Garten.
- 2006 ● Became the first factory among other garden tool manufacturers to pass TUV/GS and VPA/GS certification.
- 2008 ● Entered the UK market and started OEM business.
- 2012 ● New factory was built and started to plan on business transformation.
- 2013 ● Integrated QMS Quality Management System.
- 2014 ● Acquired ISO14001 Environment Friendly Management Certification.
● Won D&B TOP 1000 Elite SME Award.
- 2015 ● Won 336 place for Taiwanese Hardware Tool Enterprise in import and export.
- 2016 ● Developed professional garden tool brand-HOKAS.
- 2019 ● Won a silver medal in Talent Quality Management System.

Introduction

Founded in 1991, Shang Gu began with abundant garden tool die-casting experience and a skillful tooling-developing background, which triggered Shang Gu's teams to establish a firm foundation on manufacturing loppers, hedge shears, pruners, tree pruners and grass shears. Shang Gu is currently one of the top 5 manufacturers for garden tool products. After years of striving, Shang Gu acquires over than 32 international patents, executes QMS Quality Management, ISO 9001, and 14000 Environment Friendly Management. Shang Gu becomes the top 3 manufacturers for garden tool products worldwide, and attracts many long-term business partners. Shang Gu is now the top 500 export enterprises for hardware tools.

Shang Gu keeps improving, and actively conducting research and development on garden tools, and striving for orders from global companies. Shang Gu establishes its self-owned brand to distinguish from others in the market and plan to continuously grow the business in Taiwan. In the future, we hope to expand our horizons to keep pushing, working toward sustainable development.



(二) 未來在產品創新研發的目標：

1. 輕量化設計：採用複合材料，製造輕量化及耐用性高的手工具。
2. 符合人因工程：具操作舒適特性、且降低工作傷害的風險。
3. 多功能化設計：將相類似產品功能集成於單一產品上。除開發園藝用剪外，也開發多功能用剪，適用露營、釣魚、廚房、登山使用。
4. 配合綠能環保趨勢：採用可回收材料生產及環規之電鍍技術。

營運管理

·勝谷公司使命：作為全球刀剪工具產業中，長期且值得信賴的高品質及品牌指定製造商。

·勝谷公司願景：成為刀剪工具業界指定的製造服務業者，提供多樣創新產品，值得信賴的交貨品質及提供客戶最大整體利益。

2021年度，公司導入OGSM管理制度[Objective(目的)、Goal(目標)、Strategy(策略)、Measurement(測量)]。

OGSM是一種計畫與執行的管理工具，主要功能是使業務集中在大的目的與目標與關鍵策略上；公司須訂定短中期的營運目標，並制定公司的策略計畫與未來發展的藍圖。

社會責任

(一) 營造友善工作環境：設有員工餐廳及團膳、視聽室、員工教育及培訓課程、健康及安全衛教講習、員工旅遊、生日禮金、不定期員工餐會、提案建議改善獎勵機制、5S環境清潔競賽及全面性軟水淨化生飲設施。

(二) 社區環境維護成立「福馬圳共排委員會」，每月定期巡視福馬圳並協助清理岸邊雜草以維護週遭景觀與用路人的安全，也善盡社會責任，保護環境，降低汙染，維護環境整潔回饋鄉里。

(三) 參與彰化縣政府107年6月28日於二林鎮中興國小所舉行的「愛心傳遞耕耘」的活動，將勝谷公司及其他合作廠商所生產道地本土MIT優質的園藝工具(包含花剪、修枝剪、高枝剪、鏟子、耙子、鋸子等共6609支，市價約310萬元)贈送予彰化縣內107所國小、16所國中及4所高中，希望藉由勝谷及同業的產品可以來協助學校校園綠化及美化，讓莘莘學子有一個優質的學習環境。



綜合評語

- (1) 從事園藝手工具產品製造，維持良好且穩定品質，擁有專業研發、設計能力，並重視原創精神，兼具OEM、ODM之高優質製造工廠，配合政府新南向政策，積極布局東南亞市場，且建立自有品牌HOKAS，提供客戶完善服務。
- (2) 為消費者設計高品質及人性化工具，擁有多項專利保障，通過多項品質認證，致力提高產品附加價值，未來將建立自動化生產系統廠房，擴大生產能力。
- (3) 重視員工需求，提供永續學習平台，強化專業技能之訓練，且長期熱心公益活動，援助弱勢團體及物資捐贈。



International Competitiveness

Shang Gu faces with international market change, and propose the following to boost the competitiveness

(1)Strategic Thinking:

- 1.Core technology improvement
- 2.Active investment in self-owned brand
- 3.Quality improvement and optimization
- 4.Continuous integration and new product development
- 5.Market share expansion
- 6.High quality and added value product development
- 7.Differentiation from lower-priced competitors

(2)Future Research and Development Goal:

- 1.Lightweight Design: Use composite material, and manufacture lightweight and durable hand tools.
- 2.Ergonomic Design: Comfort and injury free while operating.
- 3.Multifunctional Design: Combine different features from multiple products to a single product. Aside from developing garden shears, also specializing in developing multifunctional shears that could be used in various occasions such as camping, fishing, cooking, and hiking.
- 4.Green Energy: Utilize recyclable material in electroplating.



Operation Management

Shang Gu's mission: Become a leading and dependable scissors tool manufacturer.

Shang Gu's prospect: Become a designated scissors tool manufacturer, provide varieties of new products, and ensure high outgoing quality to provide the best overall benefit and care to the customers.

In 2021, the company integrated an OGSM framework which stands for Objective, Goal, Strategy, and Measurement.

OGSM is a goal setting and action plan framework used in strategic planning. It is used by organizations to define and track measurable goals and actions to achieve an objective.

Corporate Social Responsibility

- 1.Create Friendly Working Environment: provide cafeteria, free lunch, multimedia room, employee training and development program, health and safety lesson, company trip, cash gift, dinner party, propose and improve reward system, hold a 5S clean environment competition, and equip with water softener and purifier.
- 2.Environmental Conservation: establish Fu-Ma River Wastewater committee, patrol Fu-Ma river monthly, and assist on weeding out overgrown weeds to ensure clear road vision and safety of road users.
- 3.Participated in Love is Giving event that was hosted by Changhua County Government, and donated high quality garden tools to elementary, junior, and senior high schools to help create a green, vibrant, and high-quality school learning environment for students.

