

旭東機械工業股份有限公司

負責人：莊添財 網址：www.shuztung.com 地址：台中縣大甲鎮中山路一段1325號 電話：04-26831886

SHUZ TUNG MACHINERY INDUSTRIAL CO., LTD.

Owner : Taylor Chuang Web : www.shuztung.com Tel : 886-4-26831886
Address : No.1325, Chung Shan Rd., Section 1, Tachia Town Taichung Hsien, Taiwan

企業沿革

- 1983年 成立於大甲鎮，從事自動化專用機械設計加工、製造
- 1985年 獲經濟部評選為自行車整廠設備輸出小組成員
- 1993年 於大陸江蘇昆山購地設廠，從事自動化專用機械設計加工、製造
- 1994年 通過ISO 9001：1994年版認證
- 1996年 遷入外埔廠擴大經營規模
榮獲第四屆中小企業創新研究獎
- 2001年 於外埔廠成立電子設備事業部，投入電子設備研發
通過ISO 9001：2000年版認證
- 2002年 大甲廠電子設備事業部內部10萬級潔淨室廠房整理完成啟用
- 2005年 1200坪10萬級無塵室完成啟用
- 2007年 通過工業局主導性新產品開發補助案
「7.5代ARRAY段ADI/AEI光學檢測設備」計畫
通過經濟部加工出口區中港園區1.59億投資案



主要產品

液晶顯示器製程設備、半導體製程設備、太陽能光電設備、自行車/彎管製程設備

國際競爭力

一、產品特色

- (一)擁有高速、高精度AOI設備檢查技術。
- (二)獲得經濟部工業局政策性計畫補助，執行ADI/AEI光學檢測設備計畫。
- (三)在經濟部液晶設備國產化計畫指導下，為液晶製程模組(LCM)段開發出高速度、高效率、高良率之自動化之設備(國內市佔率40%)

二、行銷計畫

- (一)品牌策略：在日本以外地區，以旭東公司品牌行銷，日本地區將以Xevios品牌OEM或ODM為主。
- (二)價格(Price)策略：以ADI/AEI光學檢查機及PCB Bonder為例，初期價格會定在市場價格的70~85%，開發後的量產價格則在市場價的60%左右。
- (三)通路(Path)策略：由旭東公司的台灣及中國的各辦事處提供業務與服務，與韓、日、中、台的代理通路商合作，尋找更多跨國的商機。
- (四)促銷方式及售後服務：培養專業技術人員，從銷售到機台的調整，具有獨立作業能力與24小時輪班on-call的售服人員，建立設備在面板廠的信心度。



History

- 1983 SHUZ TUNG was established at Da-cha, manufacturing and design the automation machinery.
- 1985 Chosen as the equipment of overall factory of bicycle and exported group members by the Ministry of Economic Affairs
- 1993 Set up the factory in the land purchase of Kunshan of Jiangsu, is engaged in the machinery of automation to design process and manufacturing.
- 1994 Obtained ISO 9001 certification. (1994 version)
- 1996 Move into the other factory of Waipu plant and expand business scale.
Win the 4th. small and medium-sized enterprises and innovate the award of researching.
- 2001 Establish the electronic Department at Waipu plant and engaged in the researching of processing facilities.
Obtained ISO 9001 certification. (2000 version)
- 2002 100,000 grades of factory buildings of clean room of electronic equipment Division of first factory are put in order and finished launching
- 2005 4000M² 2 level ground 100,000 have clean room finish launching
- 2007 '7.5 generations of section ARRAY ADI/AEI optics checkout equipment plans of subsidizing case of new product development under office's guidance through industry.
Process and export to 159 million investment case of garden of Chung Kang in the district through the economic department

Business Items

FPD Processing Equipments, IC Package Processing Equipments, Photovoltaic Processing Equipments, Bicycle/Bender Machinery

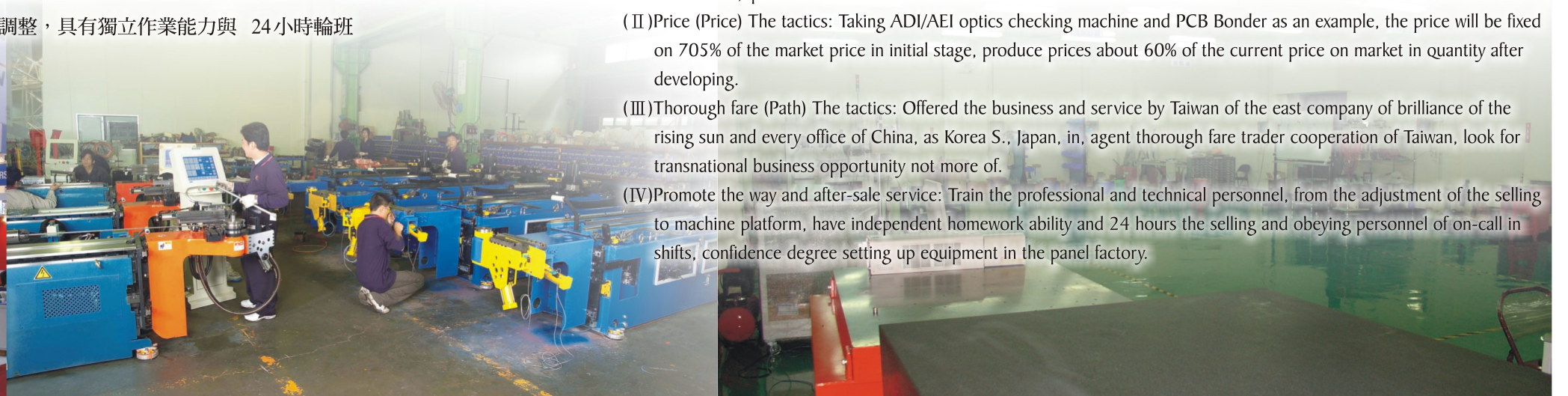
Export Competitiveness

I. Characteristic of Products

- (I) Have high-speed, high-accuracy AOI equipment to check technology.
- (II) Obtain the economic department industrial office policy and plan to subsidize, carry out ADI/AEI optics checkout equipment plan.
- (III) Under the guidance, make the module section for liquid crystal to plan in economic department liquid crystal equipment production (LCM) Section develop at a high speed, high efficiency and high yield rate equipment of automation o (domestic city 40% of accounting for etc.)

II. Promotion of Sales

- (I) The tactics of the brand: The area beyond Japan, with the east company's brand marketing of brilliance of the rising sun, the area of Japan will be as the main fact with brand OEM of Xevios or ODM.
- (II) Price (Price) The tactics: Taking ADI/AEI optics checking machine and PCB Bonder as an example, the price will be fixed on 705% of the market price in initial stage, produce prices about 60% of the current price on market in quantity after developing.
- (III) Thorough fare (Path) The tactics: Offered the business and service by Taiwan of the east company of brilliance of the rising sun and every office of China, as Korea S., Japan, in, agent thorough fare trader cooperation of Taiwan, look for transnational business opportunity not more of.
- (IV) Promote the way and after-sale service: Train the professional and technical personnel, from the adjustment of the selling to machine platform, have independent homework ability and 24 hours the selling and obeying personnel of on-call in shifts, confidence degree setting up equipment in the panel factory.



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營運管理

一、經營理念及策略

- (一)經營理念：品質優先、顧客至上、追求卓越、永續經營。
- (二)經營策略：秉持經營、管理、領導三大主軸，亦即經營始於產業認知，終於財務報表；管理始於目標，終於績效；領導始於知人，終於善任。

二、生產品質管理

本公司為經過ISO 9001：2000年版的品質管理系統驗證通過之合格廠商，自83年引進此一品質系統後，每年均通過年檢考驗，進料之零附件與成品之設備品質均獲得客戶一致肯定，也因此近年來，在跨入光電設備後，之所以能迅速獲得各大面板廠採用本公司設備的一大原因。

三、研發管理

因應整體研發管理需要，導入PDM (Product Data Management) 系統，以使研發工作更具效率與準確性，減少甚多的人力作業負擔，並且使每一台設備與數以千計、萬計的零附件的圖資檔案更易於管理與存取運用，資料的存放也更加安全。

四、財務管理

與合格會計師配合進行經營管理活動輔導方案，正式導入內部控制與內部稽核制度，全面提昇財務衡量與風險管控能力，並導入KPI管理輔導，建制公司績效管理模式。

五、人力資源管理

- (一)透過網路人力招募系統平台及宿舍提供，吸引為數甚多的異鄉人才投入本公司懷抱。積極申請研發替代役，支持政府產業政策。
- (二)公司內部定期舉行員工教育訓練活動，並配合政府培養及提升相關產業人力素質計畫，積極申請「產業碩士專班」和「藍領、白領人才培訓計畫」。
- (三)運用KPI指標管理模式，進行公司各部門績效考核，並結合獎金制度，使員工提昇工作績效，充份發揮潛能，創造企業與員工雙贏策略。

企業特色

- (一)專業的ODM客製化經營模式：以客製化的ODM模式做為經營的主軸，代客研究開發適合的設備，符合客戶的產品生產需求，提昇了客戶的市場競爭力。
- (二)進可攻與退可守的經營策略：專用設備事業處負責傳統產業的機械設備研究開發與產銷；電子設備事業處負責高科技產業的機械設備研究開發與產銷。二個事業處專責不同領域的技術與服務，相互配合、相輔相成，共同創造公司的利潤。
- (三)提供客戶迅速、滿意、優質的服務；提供多元化的產品及設備服務；協助解決各項問題，成為客戶最佳夥伴。

綜合評語

- 一、公司運用專業 ODM 客製化經營模式，研發能力強，握有多項關鍵技術，產品多角化，並以雙品牌行銷，甚具國際競爭力且有長期發展良景。
- 二、公司以雙事業群經營模式，朝高科技、光學類、半導體製程設備、檢查機等業務為主，通路廣，售後服務佳，經營穩健。

Operation Management

I . Manage the idea and tactics

- (I)Manage the idea: Quality has priority, customer the highest, pursues being outstanding, manages continuously forever.
- (II)Management tactics: Adhere to and manage, manage, lead three major main shafts, namely deal in and begin with industry's cognition, financial statement at last; Manage and begin with the goal, the performance at last; The leader began with and knew people, was good at letting at last.

II . Produce the qualitative control

Our company is in order to pass ISO 9001: In 2000 the quality administrative system of edition proved that passed its qualified manufacturer, since introducing this quality system in 83, test through annual check while being average annual while being every, zero enclosure and equipment quality of finished product of charge-in win customer to be unanimous and definite, in recent years too, after striding into the photoelectric equipment, can get a great reason that every large panel factory adopts the equipment of our company rapidly.

III . Research and develop and manage

Because should research and develop management to need wholly, channel into PDM (Product Data Management) The system, in order to enrich research and development with the efficiency and accuracy, reduce a lot of manpower homework burden, make every between equipment and thousands of, ten thousand zero picture of enclosure that count money file easy to manage and deposit and withdraw using, preserving safer too of the materials.

IV . Financial administration

Cooperate with qualified accountant and carry on managing and coach the scheme, channel into the inside and control and audit the system with the inside formally, promote the financial affairs in an all-round way and is weighed and in charge of risk to accuse of ability, channel into KPI management and coach, organic company's performance management style.

V . Manpower resources management

- (I)Recruit through network manpower systematic platform and dormitory offer, attract a lot of strange land talent throw into. Apply to research and develop the battle of substituting actively, support government's industrial policy.
- (II)Hold staff's education and training activity regularly inside the company, cooperate with the government to train and improve relevant industry's manpower quality plans, apply in ' master's special class of the industry ' and ' the physical laborer, white collar talent's training plan ' actively.
- (III)Use KPI indicator management style, carry on company every department performance examine, combine the bonus system, make staff's promoting the working performance, fill the share and give play to latent energy, create enterprises and staff's win-win tactics.

Enterprise Characteristics

- I . The specialized ODM guest makes and melts the type of operation: For the main shaft dealing in, research and develop the suitable equipment for serving to make by guest ODM way taken to make, accord with the customer's production demand, has promoted the customer's market competitiveness.
- II . Enter the management tactics that can be attacked and retreated and can be kept: Dedicated device undertaking office responsible for traditional mechanical equipment research and development and production and marketing of industry; The mechanical equipment of the responsible Hi-Tech industry of undertaking place of the electronic equipment is researched and developed and produced and sold. Technology and service of different fields of specific responsibility of two undertaking places, cooperate, complement each other each other, and create the profits of the company together.
- III . Offer a fast, satisfied, high-quality service to the customer; Offer pluralistic products and equipment service; Help to solve every problem, become customer's best partners.