

# 矽碼科技股份有限公司

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## 企業沿革

- 2003 年取得經濟部核發之公司執照，設立資本額新台幣55,000仟元整。
- 2004 年通過ISO：9001 2000版認證；辦理現金增資新台幣65,000仟元整，資本額增加為新台幣120,000仟元整。
- 2005 年配合多角貿易，投資矽碼企業（香港）有限公司，完成產業佈局；矽碼深圳廠取得ISO 9000及ISO 14000認證；矽碼深圳廠新廠完成；辦理盈餘轉增資新台幣38,000仟元及現金增資新台幣42,000仟元整，資本額增加為新台幣200,000仟元整。
- 2006 年經財政部證期會核准股票公開發行暨現金增資新台幣17,000仟元溢價發行，資本額增加為新台幣217,000仟元整；經財政部證期會核准盈餘暨員工紅利轉增資25,000仟元，資本額增加為新台幣242,000仟元整。

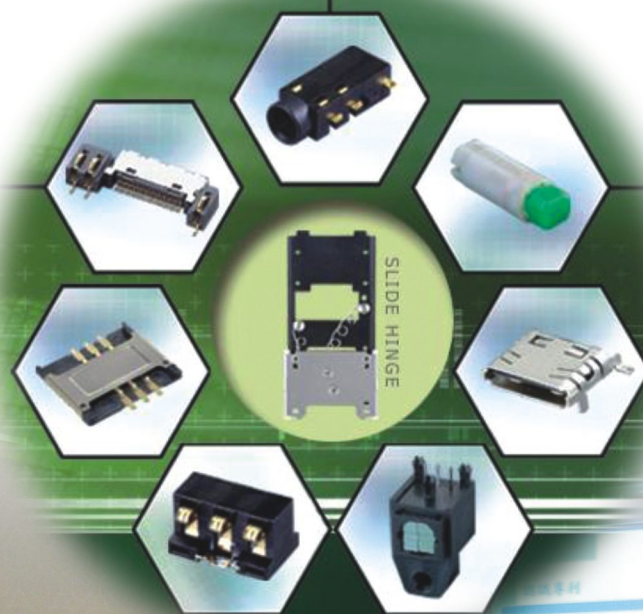
## 主要產品

電子連接器

## 國際競爭力

本公司自成立以來，一直定位於專業的3C連接器設計及製造商，藉著在JACK領域上齊全的產品線、取得多國多項專利、掌握國外最新產品趨勢及交期快穩之優勢下，獲得穩定訂單，顯示本公司卓越的競爭力。

2006年併構Hinge公司及成立高頻研發小組，致力研發並提供客戶更全面而完備的產品及服務。



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# SIMULA TECHNOLOGY INC.

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## History

- 2003 Simula Technology Ltd., was warranted for official registration by Ministry of Economic Affairs with a initiated paid-in capital of USD 1,690,000.
- 2004 Simula Technology Ltd. gained ISO 9001/2000 certification;  
To raise a cash capital increase of USD 2,000,000, then the paid-in capital was increased to USD3,690,000.
- 2005 Simula Hong Kong was set-up to enlarge business scope;  
Simula Shenzhen factory gained ISO 9000 and ISO 14000 certification.  
New Simula Shenzhen factory was established.  
To increase capital by retained earnings of USD 1,170,000, and to raise a cash capital increase of USD 1,290,000, then the total paid-in capital was increased to USD 6,150,000.
- 2006 To raise a cash capital increase of USD520,000 at a premium then the total paid-in capital was increased to USD 6,670,000.  
To increase capital by retained earnings of USD 770,000, then the total paid-in capital was increased to USD 7,440,000.

## Business Items

DC Jack, Earphone Jack, Optical Jack, Mobil phone Connector, Hinge, Therefore

## Export Competitiveness

Our Company defines ourselves to be a professional developer and manufacturer of 3C connectors. We focus on building complete product line of JACK, obtaining patents from several countries, following up the latest product trend and controlling the efficiency of production lead time. The advantages above are our core competitiveness to commit to our customer. Furthermore we acquired Hinge and set-up a high frequency development team, in order to devote ourselves to enhance the product line and service coverage range to our customers.





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## 營運管理

### 一、行銷策略

- (一) 積極與主要客戶建立行銷策略聯盟或合作關係，充份掌握市場訊息，以因應客戶多樣化及時性的產品需求。
- (二) 運用公司目前完整性系列產品及提供完善之售後服務，爭取更多國際大廠訂單，提昇市場占有率。
- (三) 加強企業之整體形象及知名度的建立，從產品型錄、公司簡介、品質認證、經營績效提升、網路行銷等活動，逐漸提高矽碼公司知名度，進而取得市場行銷之利基。

### 二、研發策略

- (一) 通訊產品、可攜式電子設備與液晶顯示裝置等多媒體周邊所使用之相關連接器。
- (二) 輕薄短小型兼具多功能之連接器產品開發。
- (三) 朝高頻、高速傳輸連接器及纜線裝配技術領域發展。
- (四) 開發無線通訊(Wireless Lan, Bluetooth)等模組及零組件。
- (五) 積極進行與國內外之學術研究機構及高科技公司合作，以洞悉最新市場脈動，並引進技術支援。

### 三、生產策略

- (一) 提升廠房生產機能，以生產高附加價值產品及新產品開發，成為快速反應市場變化之高效率生產基地。
- (二) 強化生產基地之生產效率，形成經濟規模化及低成本化之生產體系。
- (三) 整合長期配合之協力廠商，形成更緊密合作關係及彈性之供應體系。

### 四、財務策略

公開公司財務及業務狀況，推動公司股票公開發行及上市櫃。在資本市場募集資金，並以穩健之營運方式達成財務健全化及資金運用最佳化的目標。

### 五、管理策略

積極導入企業資源規劃系統(Enterprise Resource Planning)，推動公司作業全面資訊化與效率化。

## 企業特色

- 一、產品線完整，致力利基產品之市場經營。
- 二、掌握產品及模具設計之關鍵技術，整合協力廠商供應體系，具快速反應市場變化及需求之生產體系。
- 三、堅強研發團隊，充份配合客戶產品開發。
- 四、完整品保體系，確保產品品質。

## 綜合評語

- 一、公司主要以外銷為主，且每年外銷金額亦逐年成長。
- 二、公司研發能力佳，ODM能力強，具競爭力且與上下游關係良好，經營穩健。
- 三、公司制度完善，管理制度均依公開公司管理辦法辦理，除獲ISO相關認證外，且在E化部份亦運用ERP系統，未來擬導入KM系統，以強化競爭力。

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## Operation Management

### I. Sales Strategy

- (I) To alliance with main customers by setting-up sales strategy and partnership, so that to build up the sensitiveness from market, then deliver a various and time-to-market products to customers.
- (II) To complete our product line and provide wide range after market service to be our key competence to compete for orders from the main market players and increase our market share.
- (III) To enhance corporate identification and reputation from product catalogue, company profile, quality certification, managing efficiency and market promotion activities.

### II. Development Strategy

- (I) To focus on multimedia peripheral of communication products、portable electronic equipments and LED equipments.
- (II) To develop small size multi-functional connectors
- (III) To head for high frequency, high speed connectors and cable tech field.
- (IV) To develop Wireless Lan and Bluetooth modules and components.
- (V) To corporate with domestic and overseas science institutions to obtain real time tech support and market trend.

### III. Manufacturing Strategy

- (I) To increase manufacturing efficiency and focus on value-added products and new products, to become the main time-to-market manufacturing base.
- (II) To strengthen the productivity cycle to gain a economy scale and lower down cost.
- (III) To integrate cooperated vendors to form a solid and flexible supply chain.

### IV. Finance strategy

- (I) To reveal company finance and business status for pushing the target of IPO.
- (II) To raise money from capital market and develop a healthy and stable finance system.

### V. Operation Strategy

- (I) To phase in Enterprise Resource Planning for comprehensive computerization and efficiency controlling.

## Enterprise Characteristics

- I. To build full coverage of product line and focus on niche market
- II. To control the core tech of product and module and integrate cooperated vendors to form a strong supply chain to react the change from market and demand from customer.
- III. To strengthen R&D team to fully support customer's projects.
- IV. To complete quality investigation system and make sure the standard of quality.

