



帛漢股份有限公司

負責人：林昌亮

網址：http://www.bothhand.com.tw

地址：台南市安南區工業三路58號

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主要產品

各種區域網路元件、寬頻網路元件、轉換器、濾波器及電源供應器等之設計製造加工買賣。

企業沿革

- 1992年 公司成立，資本額新台幣伍佰萬元。
- 1998年 成立帛漢電子(廣州)有限公司；友訊科技取得34.95%股權。
- 1999年 研發成功適用區域網路RJ 45使用之脈沖變壓器。
- 2000年 成立開平帛漢電子有限公司。
- 2002年 成立常州帛漢電子有限公司。
- 2004年 股票經核准於興櫃市場交易。
台南科技工業區廠辦大樓啟用。
- 2005年 股票正式掛牌上櫃。
取得Sony GP認證。
- 2006年 成立德陽帛漢電子有限公司。
- 2007年 常州帛漢電子有限公司取得高新技術企業。
- 2008年 上下游垂直整合，投資 Yu Yeung Trading Limited 美金900千元。
- 2009年 多角化布局，投資燦元科技(股)公司177,678仟元，取得52.26%。
榮獲勞委會職訓局國家訓練品質系統(TTQS)評核為標竿企業。
- 2010年 再度榮獲勞委會職訓局國家訓練品質系統(TTQS)評核金牌獎。
榮獲經濟部「第19屆國家磐石獎」。
董事長林昌亮先生榮獲「第33屆創業楷模」暨潘詠民總經理榮獲「第33屆創業相扶獎」。
- 2011年 三度榮獲勞委會職訓局國家訓練品質系統(TTQS)評核金牌獎。
德陽帛漢新廠落成啟用。

國際競爭力

- 一、區域分工，提高效益與客戶滿意度
本公司目前在中國大陸有四處生產基地，勾勒出黃金三角，除區域分工外，各廠定位明確，第一時間滿足客戶需求，發揮速度之優勢。
- 二、自動化設備研發能力
本公司生產銷售之乙太網路變壓器，早期均需仰賴人力生產；為提升企業競爭力，近幾年積極研發自動化設備，並整合相關工序，分階段導入生產，大幅提高生產效率，降低生產成本。
- 三、堅持品質，經濟規模產能，快速交貨，具市場競爭力的價格
在自動化設備陸續導入產品的生產後，本公司擁有龐大的產品線以供應市場需求，因此具有成本效益和價格競爭力。在品質的追求上，除了具有高質量和可靠性的產出，品質更能有效管控，深獲客戶之信賴。
- 四、產品創新與技術支援
 - (一) 本公司擁有之技術層次高，自產品開發至完成製造一貫作業，具有快速反應市場需求的產品開發能力。
 - (二) 與產業上游之IC設計公司協同開發設計，確實掌握市場發展趨勢。
 - (三) 為零組件廠商唯一建置EMI(電磁干擾Electromagnetic Disturbance)實驗室，協助客戶問題解決方案，提供全方位服務。

Bothhand Enterprise Inc.

中小企業 新星 台灣

Owner：Wilson Lin

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Address：No.58,Industry 3Rd Road, An-Nan District, Tainan City ,
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Business Items

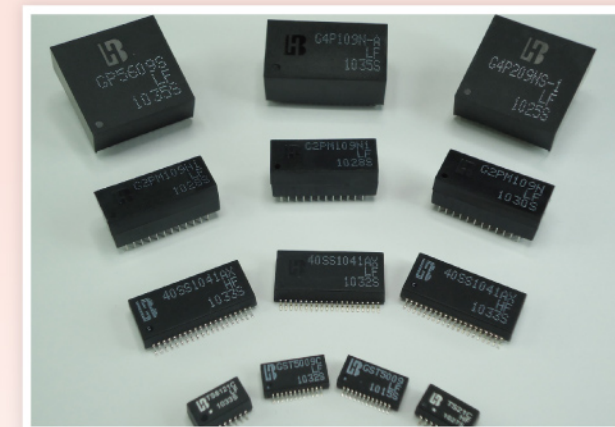
Network、Telecommunication、Wireless (WLAN) Components.

History

- 1992 Founded in Tainan with capital registered NT\$ 5 millions.
- 1998 Established Bothhand Electronics (Guangzhou) Co., Ltd；D-Link Corporation invested and share Bothhand 34.95% of new released capital.
- 1999 Successfully developed RJ45 integrated with pulse transformer for LAN application.
- 2000 Established Kaiping Bothhand Electronics Co., Ltd.
- 2002 Established Changzhou Bothhand Electronics Co., Ltd.
- 2004 Stock was approved in Emerging Market.
New office opened in Tainan technology industrial park.
- 2005 Stock listed in Taiwan OTC stock market.
Sony GP certified.
- 2006 Established Deyang Bothhand Electronics Co., Ltd.
- 2007 Changzhou Bothhand Electronics Co.,Ltd. obtained High-New Technology Enterprise certification.
- 2008 Diversification Strategy- Invested Yu Yeung Trading Limited with 900,000 USD.
- 2009 Diversification Strategy- Invested E-Heng Technology Co., Ltd 177.6 million and owned 52.26% of its stock.
TTQS (Taiwan Train Quality System) Gold Medallion Award.
- 2010 Awarded TTQS (Taiwan Train Quality System) Gold Medallion Award once more.
The 19th National Award of Outstanding SMEs.
Wilson Lin, Chairperson of BOTHHAND awarded 33rd Model of Taiwan and Overseas.
Entrepreneurs. Joseph Pan, President of BOTHHAND awarded 33rd Advisor of Taiwan and Overseas Entrepreneurs.
- 2011 Third time to Award TTQS (Taiwan Train Quality System) Gold Medallion Award.
Operated Deyang Bothhand Electronics Co., Ltd.

Export Competitiveness

- I. Regional Production enhances our productive efficiency and customer satisfaction.
We have four facilities in China, structuring the Golden Pyramid by each facility in which has their specific operating function to develop and consolidate our advantage of rapidity to support the demand of our customers.
- II. The Capacity of Developing the Automation Equipments
Ethernet transformers were handiwork in early days, in order to strength the competitiveness of our enterprise, we have being developed automation equipments which being integrated similar procedures of producing, makes each product be produced by standard operating procedure. It has achieved our goal of high efficiency and has lowered our production cost.
- III. Insist on quality, high volume, short lead time, competitive prices.
We have diversely automatic production system to support the demand from all over the world that is why we are able to control our cost and offer the most competitive price to our customer. We produce superior quality, reliable and controllable products to obtain the reputation of quality from our customer.
- IV. Innovation and Technical Support
 - (I) Our R&D develops the core technology from design to finished-products, and has the capacity of discovering the requirement from the rapidly changing market.
 - (II) Design the IC with upstream industry to realize and track the trend of the current market.
 - (III) We are the only one supplier in this industry that establishes the EMI (Electromagnetic Disturbance) lab for offering the solution and service for our customer.





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營運管理

經營策略

一、經營方針

帛漢公司今年邁入20年，99年在全員努力下，營收及獲利均締下新猷，100年將係帛漢承先啟後、創新發展的一年，各單位導入利潤中心制，追求企業獲利極大化，持續達成營收及獲利成長。

二、研發管理

在競爭激烈的全球產業環境下，為強化公司之競爭力，建立良好且適合企業的研發管理流程及制度，透過確實的執行與不斷的修正，達到永續經營的目標。

三、人力資源管理

始終認為『員工為公司最重要之資產』，人才是企業永續經營的關鍵，並對員工之意見極為重視。本著以人為本重視人才的培育下，不斷塑造學習型組織，讓員工在快樂的氣氛下樂於學習、分享。

四、企業電子化程度

建置集團e化管理平台，系統分析，快速回饋，加速決策制定。包括：

(一)ERP(Enterprise Resource Planning)系統：企業資源規劃，2004年上線。

(二)EIP(Enterprise Information Portal)系統：企業資訊入口網站，2004年上線。

(三)MRP(Material Requirement Planning)系統：物料需求計畫，2009年上線。

(四)SCM(Supply Chain Management)系統：供應鏈管理，2009年上線。

(五)Agent Flow：企業流程管理，2010年上線。

企業特色

一、經營理念：以行銷為導向、立研發為核心、拿製造為後盾、創利潤共分享。

二、公司使命：提供最佳網通元件模組化整合服務，讓客戶創造更精彩網路世界。

三、公司願景：全球網路產業首選合作夥伴。

四、經營模式：(一)提昇既有市場佔率及新市場及應用領域之開發，全力拓展公司營業額。(二)整合內外部資源，提昇研發技術，強化創新及提案之風氣。(三)投資評估及管理，適時依景氣波動調整投資組合，增加公司獲利來源。(四)建構集團學習型組織，培育多功能人才，建立企業永續的核心優勢。

五、社會責任：(一)永續經營鮭魚返鄉，根留台灣。(二)持續研發符合國際環境規範，積極響應推動國際環保政策(RoHS)。(三)關懷弱勢，投入社會公益秉持回饋社會之心積極參與。

綜合評語

一、主要外銷客戶銷量穩定，並以自有品牌(Bothhand)出口，主力產品已達全球4成市占率，成果豐碩。

二、為國內乙太網路變壓器最大供應商，產品開發採一貫化作業，能快速反應市場發展之需求，品質與認證亦相當成熟，國際競爭力高。

三、財務結構穩健且透明，經營管理制度完整且良好，電子化與生產自動化程度亦相當高，大幅提升經營之效率與品質，並曾獲得99年度第19屆國家磐石獎。

四、採根留台灣、布局全球策略，積極推動環保與工安，並取得多項相關認證，研發能力強且企業形象佳，具備「小而美」特色。

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Operation Management

Strategy of Management

I. Principles of Management

We had our significant and highest record of revenue and profit in 2010 by all members' great effort.

Bothhand hand Enterprise Inc is approaching to the 20th year in 2011 in which maintains the heritage of past and recommence the future by innovative ability. Profit center concept is involved into each department/ unit seeking for maximum benefit and approaching a growth.

II. R&D Management

We establish our policies and regulations which are proper for this enterprise and by reinforced and modified simultaneously, we are approaching the goal of sustainable development.

III. Human Resource Management

Staffs are our important property that is why we cherish our association and their opinions the most.

We create the delight, sharing and learning working atmosphere, organized training system for our association.

We believe that aptitude is the key factor on sustainable development.

IV. e-Enterprises

Built up e-Enterprises system to integrate, analyze to speed up decision making, including:

-ERP, operated in 2004

-EIP, operated in 2004

-MRP, operated in 2009

-SCM, operated in 2009

-Agent Flow, operated in 2010



Enterprise Characteristics

I. Business Philosophy: Marketing- Oriented, Innovation Ability, Manufacturing Support, and Benefit Sharing

II. Mission: Provide the best integrated module, inspiring the ubiquitous & colorful network.

III. Perspective: The Best Partner in Network Industry.

IV. Business Model: (I)Consolidate our current market share and expand diverse applications to lift up our new sales record. (II)Integrating internal and external resource, developing R&D and technical support, innovating design projects. (III)Analyzing and adjusting our investment model to conquer risky and unhealthy environment to advance our profit. (IV)Constructing human resource training system and cultivate our aptitudes, strength our core value and being the sustainable development enterprise.

V. Social Responsibility: (I)Expanding for global and producing in local. (II)Ethical decision making to secure our businesses that are allowed for government agencies. (III)We obtained RoHS certificates and has been involving into non-profit organization, marginalization organization to contribute for our society.