



# 童心園實業股份有限公司

負責人：吳文鶯

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## 主要產品

- 一、引進世界各國益智玩具與教具，並自創品牌「Weplay」，以大自然和人文精神為概念，創新研發出各種適合不同年齡層孩子的成長輔具。
- 二、Weplay親子館為0-5歲孩子打造專屬的遊戲統合課程，藉由親子互動分享傳達教學知識和產品價值。

## 企業沿革

- 1987年 童心園實業股份有限公司成立，引進全球知名品牌優質的玩具和教具。
- 1989年 成立教學部，『阿基米德數學教室』是坊間腦力潛能課程始祖。
- 1992年 榮獲幼稚教育協會第一屆“幼鐸獎”。
- 1997年 連續五年獲得內銷玩具優良廠商。
- 2000年 轉型研發自有產品及自創品牌Weplay，在國際玩具展大放異彩。
- 2002年 與大愛電視台合作『大愛同心圓』節目；董事長吳文鶯榮獲第五屆產品研發經理人獎。
- 2003年 童心園公司榮獲第十屆中小企業創新研究獎。
- 2005年 童心園獲得台灣優良品牌表揚；總經理邱義誠先生榮獲國家發明創作獎。
- 2006年~2010年太極球、彩虹河石、動能平衡板獲選『UD50』日本展出後巡迴台灣全省；
- 每年多項產品獲得台灣精品獎、台灣優良設計獎、日本G-MARK設計獎、德國iF、德國reddot設計獎、美國Teachers' Choice、ableplay、NAPPA獎等國際大賞。
- 2010年 研發商品波浪觸覺步道榮獲台灣精品金質獎。

## 國際競爭力

- 一、理論與實務的結合，產品教育內涵競爭力  
董事長吳文鶯女士具深厚的幼教學理背景，總經理邱義誠先生則是資深企業經營管理講師，相互整合並搭配專業設計團隊，讓產品充分展現市場競爭力。
- 二、堅持創新研發，得到獎項肯定的設計競爭力  
每年推出5-10種創新產品，也榮獲多項國內及國際設計獎，在國際幼教舞台發光發熱。
- 三、台灣生產製造，提升價格競爭力  
產品均在台灣生產製造，工廠距離短，產品製程及品質皆掌控容易，減少不良率，生產製造成本遠比國外競爭廠商低。
- 四、計畫性的國際教育訓練及參與重要國際展覽  
每年安排國際教育訓練，並從2001年開始，參與全球最大的德國紐倫堡玩具展，並逐年參加各大國際展覽，將品牌精神、品牌價值傳達出去，擴增產品曝光率，與各國經銷商做緊密互動。
- 五、行銷全球五大洲八十餘個國家  
年年成長的銷售區域，逐步擴大的行銷網絡，佈局全球。

# Kiddie's Paradise Inc.



Owner：Wendy Wu

Web site：<http://www.weplay.com.tw>

Address：9F, No. 70, Sec. 5, Nanking E. Rd., Taipei, Taiwan R.O.C.

Tel：886-2-2756 8001

## Business Items

- I. Educational Toys: importing educational toys from worldwide brands, and developing innovative teaching aids and educational toys for children of different ages under the brand "Weplay".
- II. Weplay Learning Center: sensory integration games for children of 0-5 years old, delivering parenting knowledge and educational value through parents-children interactions.



## History

- 1987 Founded Kiddie's Paradise Inc. to import and distribute good toys and teaching aids from worldwide brands.
- 1989 Set up Teaching Dept. and initially delivered cognitive courses "Archimedes Math Classroom".
- 1992 Won Excellent Preschool Educator Award.
- 1997 Won Excellent Domestic Toy Supplier Award for continuous 5 years.
- 2000 Started to design and promote innovative educational toys under the brand Weplay.
- 2002 Cooperated with DaAi TV to deliver a non-profitable program "DaAi Concentric Circles".  
Ms. Wendy Wu, the president, won The 5th Product Designer Award.
- 2003 Won The 10th Innovative R&D Award of Medium & Small Enterprise.
- 2005 Won Taiwan Excellent Brand Award.  
Mr. Michael Chiu, the managing director, won National Invention Award.
- 2006~2010  
Won Japan UD50 Award with Weplay products - Taichi Ball, Rainbow River Stone, and Putt Putt Balance Board.  
Won various prestigious international awards, e.g. Germany iF-Design Award and Reddot Design Award, Japan G-Mark Excellent Products, Taiwan Good Design Product, Taiwan Symbol of Excellence, American Teachers' Choice Award, ableplay and NAPPA.
- 2010 Won Taiwan Excellence Gold Award with Wavy Tactile Path.

## Export Competitiveness

- I. Products with Educational Value  
President Wendy Wu is an eminent professor for early year education and child development, and Managing Director Michael Chiu is a professor for marketing strategy management. With solid scholarship and decades' industrial experience, they lead our professional team to develop innovative products full of marketing competence.
- II. Innovative Original Design  
We launch 5-10 original designed products every year which win brilliant international awards and excellent reputation in the market. The design concept is inspired by Nature or Humanities concept.
- III. Production in Taiwan  
All of our products are made in Taiwan. Even though the labor cost is higher, the production procedure and quality can reach our high criteria. The overall production cost is lower than our competitor but the product image is absolutely excellent.
- IV. Periodic International Trade Shows and Workshops  
We hold workshops for global distributors every year to help them understand Weplay better. In addition, we have been exhibiting Nuremberg Toy Fair, the largest toy fair in the world, as well as some other shows since 2001 to well present our innovative products and brand value.
- V. Distributing over 80 Countries  
Our sales grow stably every year and our distribution reaches 80 countries all over the world. What's more, we win very good reputation besides the sales.





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## 營運管理

### 一、公司治理：

- (一)藉由最先進的PBX 交換機系統以IP Phone的串聯方式，將全省工廠及全球重點通路商做有效連結。
- (二)電腦資料庫的運用上，從產品基本資料至公司營業狀況、採購管理、工廠及物流庫存管理、包裝標示、出貨文件至會計稽核皆可一氣呵成。

### 二、研發管理：

內部研發團隊包括幼教、設計、行銷專業領域，定期召開研發會議，產品策略擬定後與外部設計團隊、工廠及客戶經過不斷討論、打樣修正，經實際測試核可後才進入生產程序。

### 三、生產管理：

- (一)產品、零組件目前有8,000多種，皆由電腦系統化管理，協助相關的協力廠商進行升級。
- (二)作業流程標準化、資訊化，並將透過軟體系統整合，讓生產作業、物流配送能夠更準確。

### 四、國際品質認證：

- (一)合作的工廠已獲得ISO 9001的國際品質驗證，遵循這個系統來運作、檢核。
- (二)商品取得台灣、中國、美國及歐盟等各國專利，並通過歐盟EN-71、美國CPSIA、ASTM等商品安全測試標準。

### 五、財務管理：

- (一)僅編制兩個人之會計部門就可以管控人事、財稅系統、資料龐雜，發揮電子化成果。
- (二)存貨管控嚴格，在應收帳款上也是逐漸降低，減少產生呆帳之風險性。

## 企業特色

### 一、企業經營特色：

- (一)運用『內部宜小，外部整合』的策略，做永遠的中小企業。
- (二)在變動的市場中找到自己的利基點，與市場區隔，和自己競爭。
- (三)以教育為品牌最高價值，期望Weplay產品能成為孩子的最愛，學校的好輔具，老師的好幫手。

### 二、策略獨特性：

- (一)將資源集中經營目標市場，凝聚核心專長。再以差異化經營形成市場區隔，擴大市場利基。
- (二)產業經驗及知識具體化、商品化，硬體產品及軟體課程相互配合，發揮加值效應。
- (三)市場導向、顧客導向、競爭者導向的研發策略。
- (四)以核心專長結合外部資源創造競爭優勢，開拓國際市場。

### 三、善盡社會責任：

- (一)產品首重環保、安全及便利性。
- (二)產品不定期捐贈托兒所及醫院。
- (三)開放Weplay親子館參訪，提供產學合作交流，協助培育產業人才。

### 四、企業永續經營：期望台灣品牌走向全世界，為本土產業找出路，在產品不斷的創新之際，讓企業穩固在全球發展，達到全球最佳幼教品牌的目標。

## 綜合評語

### 一、外銷比重高，行銷全球70多個國家，多以先進國家地區為主，且營收持續成長，市場潛力大。

### 二、產品獨具特色，充分融入「教育」、「人文」與「愛」之內涵，並強調消費者需求導向，將研發設計有效商品化，擴大市場利基。

### 三、研發制度與生產作業管理健全，重視同仁行銷訓練，並朝行銷全球的經營努力，值得肯定。

### 四、重視企業社會責任與強調綠色環保，並積極參與產學合作，前景相當看好。

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## Operation Management

### I. Computerization

- (I) Connecting our main suppliers and distributors with advanced IP Phone for the most cost-effective and communicative telecommunication system.
- (II) Well managed ERP (Enterprise Resource Planning) system links the operations closely, from the basic product data, purchasing, logistics, warehousing, labeling, delivery until accounting. Therefore, every procedure runs smoothly.

### II. R & D

Our in-house R & D team including different fields of professionals, such as pre-school education, design, and marketing. During the development of a new product, we not only consider the production but also the needs of children. A new product is finalized after improvements according to customers' and early year education experts' comments.

### III. Production Management

- (I) There are more than 8000 components used in all of our product line. We use the computerized system to organize for the best economic scale of inventory management.
- (II) SOP and computerization make the production and logistic more accurate.

### IV. International Certificates

- (I) Our subsidiary factories meet the standard of ISO 9001, so we follow ISO to operate and audit.
- (II) All of our products meet the criteria of international safety regulations, such as EN71 and CPSIA.

### V. Financial Management

- (I) Though our financial department is staffed with 2 people only, we can well manage the heavy database of personnel and financial/tax system due to computerization.
- (II) We have strict controls over inventory and accounts receivable to lower the risk of bad debts.

## Enterprise Characteristics

### I. Operation Strategies

- (I) Based on the principle of "solid inner and integrated outer", we keep organization steady and firm.
- (II) We focus on our niche for good market segmentation and compete with ourselves.
- (III) Our high educational value makes Weplay range fun for children and helpful for teachers/parents.

### II. Uniqueness

- (I) We put our resources on our target market to develop our core competences and create differentiation advantage.
- (II) With decades' industrial experience, we have our know-how commercialized to integrate our products with teaching programs to initiate value added effect.
- (III) Our R&D strategies are market oriented, customer oriented and competitor oriented.
- (IV) We integrate our core specialties with outer resources to build up our competitive advantage.

### III. Taking Good Social Responsibility

- (I) Our products are made of environmentally friendly materials, safe, durable and recyclable.
- (II) We donate our products to kindergartens and hospitals.
- (III) Weplay Learning Center is open for industrial and academic cooperation to educate university students.

### IV. Sustainable Development

Our goal is to become the best brand for educational toys. We would brand Taiwan with our good brand image and innovative products, and open a new vision for traditional industries in Taiwan.