

以專業為基石開創企業新局 啟動自行車綠色能量

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主要產品

- 一、自行車事業部：單速、外變速鋁合金花鼓，碳纖維複合材質花鼓，碟式花鼓，輪椅花鼓，花鼓快拆、座墊快放，碳纖維複合材質輪圈組、鋁合金輪圈組
 - 二、電動能事業部：電動輪鼓、發電花鼓、電動自行車、電動車、鋰電池封裝
- 服務項目：
- (一) 自行車及其零件製造、批發買賣、零售業
 - (二) 機車及其零件製造業
 - (三) 電子零組件製造業

企業簡介

久裕興業科技股份有限公司草創至今41年，以專業製造自行車零組件—花鼓起家，用心經營持續不斷地專注在花鼓、輪圈組產品的研發與創新，是國內唯一具備完整花鼓及零配件生產的專業製造廠，近年更將電機、電動能技術整合，以雄厚的研發實力為基礎，產品衍伸製造輪圈組、電動輪鼓、鋰電池封裝、電動自行車、電動摩托車以及與自行車研發中心合作開發「手搖式電動三輪車」等。不僅擁有成熟製造技術及多項專利，推出各項高性能碳纖維輪組以及節能減碳的環保電動能產品，成功跨足綠能產業，開創企業新契機。

國際競爭力

- 一、近年新產品服務融合文創與獨特性，以創新、實用、經濟、安全為研發設計四大原則。
- 二、連結世界各行銷據點，建構久裕銷售通路服務網，於企業內部導入ERP、CRM，並運用網際網路科技塑造無時差售服特色，提升服務品質與效率。
- 三、研發創新精進突破傳統讓人驚豔，朝向以高附加價值成車(High Value-added Bike)為產品核心，強化自行車產業產品，提升公司競爭力，符合當前國際市場走向，榮獲「第16屆台灣精品銀質獎」、「德國IF設計獎」、「Red dot設計獎」，同時也屢次在台灣精品獎、台灣自行車公會創新自行車暨零件甄選等各項競賽中取得佳績。



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Business Items

Main Products:

- I. Bike Division: Single Speed、steel and alloy hubs, carbon hubs, Disc hubs, wheel chair hubs, Quick Release for hubs、Quick Release for saddle, Carbon wheel sets、Alloy wheel sets.
 - II. Electronic Division: Electric Drum、EDH、E-bike、E-scooter、package of lithium battery
- Services:
- (I) Bike and bike components manufacturing, wholesale and retail
 - (II) Motorcycle and motorcycle parts manufacturing
 - (III) Electric components manufacturing

Company Introduction

Joy Industrial Co., Ltd. has been established for 41 years since 1971, started a professional manufacturer of bicycle components - hubs, careful management, continuous focus on the development and innovation of hubs, wheel sets. We are the only professional manufacturer to have the complete hub and spare parts. In recent years, based on motor, electric technology integration, we extend to the manufacturing of wheel set, electric wheel drum, package of lithium batteries, electric bicycles, electric motorcycles, and e-tricycle which we cooperate with Cycling & Health R&D Center (CHC). We have very mature manufacturing technology and patents, and launch the high-performance carbon fiber wheels and carbon reduction, environmental protection electric products, and successfully branch out into the green energy industry to create a new business opportunity.

Export Competitiveness

- I. Creativeness, practice, economic and safety, are four major R&D principles.
- II. Link the world's marketing points and construct service network of sales channels. Implement ERP, CRM for internal process and use Internet technology to shape the zero-hour sales service features to improve service quality and efficiency.
- III. Sophisticated research and innovation to break the tradition to surprise people, towards the core product with high added value into the complete bike (High Value-added Bike), strengthen the bicycle industry products, enhance the company's competitiveness, in line with current international market trends, won the 16th Taiwan Excellence Silver Award, "the German IF design Award and Red dot design Award, also repeatedly in the Taiwan Excellence Award, the bicycle Association of innovation Cycling & parts selection and other race success.



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營運管理

- 一、公司經營理念：「人本、建康、創新、服務」，經營方針：「品質滿意，領導品牌」，久裕願景：「綠能產業—自行車產業的標竿」。
- 二、策略性技術整合久裕企業群，發揮最大綜效，推動電動能產品。
- 三、久裕致力於製程與技術上的改善，導入3T一體（TPS、TQM、TPM）、ERP系統、SFT追蹤系統、自動化生產，以提升產能效益，降低生產成本，突破傳統強化競爭優勢。
- 四、提升財務績效機制，讓財務資訊更即時蒐集成本預測以協助經營管理。
- 五、重視員工人力資源規劃，針對久裕人力結構分析與改善，建置久裕教育訓練體系與獨有模式。
- 六、推動企業e化，加強資訊整合，重視企業資訊策略擬定與維護資訊品質，協助提升營運與發揮IT整合效益。
- 七、以全面品質管理強化企業組織機能，不斷追求卓越，讓久裕榮獲「第18屆國家磐石獎」、「品質團體獎」、「優良廠商金牌獎」、「金商獎」、「第12屆工業精銳獎」等獎項與經濟部工業局核發營運總部認定的肯定。

企業特色

- 一、掌握市場利基，不斷鑽研本業，積極整合企業資源，跨足綠色能源產業。
- 二、依市場導向趨勢，鼓勵創新開發新技術，建立核心能力。
- 三、提升全面品質，縮短交期，即時化生產，降低庫存。
- 四、獨特性的企業服務特色，讓資源共享同創雙贏。
- 五、善待員工建造久裕一家，節約能源響應環保，愛惜環境資源再造，善盡企業責任。

綜合評語

- 一、擁有四大自我品牌，產品服務融合文創之獨特性，曾獲精品獎、紅點設計獎、青創楷模、工業精銳獎等殊榮，近年已取得多項國內外專利，並積極爭取國家品質獎。
- 二、引進大型研發管理系統及自動化系統確保品質，產品結合市場需求，研發創意，獲國際大獎及多項ISO認證，更導入ERP系統，為兼具效率、環保、品質之最佳典範公司。
- 三、在營運管理與績效方面，現金增資財務大幅改善，垂直整合，具有整車生產能力，規劃新建研發綠建築大樓，積極開發電動能事業部。
- 四、在社區關懷、社會責任或急難救助上，皆有相當心力之投入，且重視員工改善工作環境，響應節能減碳活動，重視環保觀念之優良企業。



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Operation Management

- I. The company business philosophy: "People, Health, Innovation and Service". Operating principle: "Quality satisfaction and leading brand". Joy's vision: "the green energy industry - the bicycle industry benchmark".
- II. The strategic technology integration for Joy Industrial Co. Ltd. is to maximize synergy and promote electric energy products.
- III. We are committed to the improvement of manufacturing processes and technology. Implement 3T (the TPS, TQM, and TPM), the ERP system, of SFT tracking system, automation in order to enhance the productivity benefits, reduce production costs and break through the traditional strengthen competitive advantage.
- IV. To enhance the financial performance mechanism, so that the financial information can assist in the operation and management of real-time to collect the cost forecast.
- V. The importance of human resources planning for Joy-tech. human structural analysis and improvement, education and training system to build with a unique model.
- VI. To promote the corporate e-process, enhance information integration and attention to corporate information strategy to develop and maintain the quality of information to help improve operations and IT synergies.
- VII. And strengthen the organization function to total quality management, continuous pursuit of excellence. Target to win the 18th National Award of "National Outstanding Small and Medium Enterprises Award", "Quality Group Award", "The good makers gold medal", "Golden Business Award", 12th the award of the industrial Excellence Award" with the Ministry of Economic Affairs industrial Development Bureau issued the operational headquarters finds affirmation.

Enterprise Characteristics

- I. Control of the market niche, constantly studying the industry, active integration of enterprise resources, and branch out into the green energy industry.
- II. According to market-oriented trend, encourage innovation and development of new technologies and the establishment of core competencies.
- III. Improve overall quality, shorten delivery, real-time production, and reduce inventory.

