

崇安企業有限公司

- ★ 負責人：陳耀煌
- ★ 網 址：www.castaly.com.tw
- ★ 地 址：桃園市中正路 1351 號 15 樓
- ★ 電 話：03-3013588

善用台灣資源 創造競爭優勢 發展綠色經濟 節能減碳功用

主要產品

廚房器具、油炸器具系列零件、鐵線製品



企業沿革

1977 年	創立，經營出口貿易，以廚房器具為主。
1983 年	研發新產品削蘋果器，擁有新型專利。
1984 年	美國客戶 Back to Basics 合作，生產食物調理器出口。
1988 年	美國客戶 Villaware 將義大利通心粉製造機、水餃器具...等模具轉移至台灣生產出口。
1993 年	美國專業製造油炸器具系列工廠合作，大部分零件委託在台灣生產出口。
1998 年	國際知名品牌「雙人牌」合作，生產花園剪出口至美國、德國與日本。
1998 年	刨冰機得到中華人民共和國設計專利。
1999 年	美國專業製造鐵線製品工廠合作，產品轉移在台灣生產出口。
2013 年	穀物研磨機，創新設計，擁有新型與設計專利。
2014 年	義大利通心粉製造機，擁有新型與設計專利。



企業簡介

崇安公司是出口貿易商，創立於 1977 年，今年已邁入 38 年，99% 以上的產品都是從台灣生產及出口。崇安公司本身不是工廠，引用台灣最大特色「以眾多中小企業廠商所建構出之強大供應鏈」，且獨步全球。由於這些廠商、做事負責，具專業製造技術，以致崇安公司深受國外客戶的信賴與支持，因而業績不斷成長。

同時也非常感激這些廠商們的長期合作與支持，才使崇安公司很榮幸得到第 17 屆小巨人獎。

國際競爭力

一、創新商業模式

善用台灣的专业垂直分工、強大供應鏈，創造競爭優勢。引入新策略，策略資源是一種可阻絕市場競爭之

Castaly Enterprise Corp.

Utilize Taiwan Resources, Create Competitive Advantage
Develop Green Economy, Achieve Energy Saving and Carbon Reduction

- ★ Owner: Tony Chen
- ★ Web site: www.castaly.com.tw
- ★ Address: 15F., No. 1351, Zhongzheng Rd., Taoyuan City 33071, Taiwan, R.O.C.
- ★ Tel: +886-3-3013588

Business Items

Kitchen Gadgets, Fryer System Parts, Wire Rack Products

History

1977	Castaly Enterprise Corp. was established. Operating export trading. The main products were Kitchen Gadgets.
1983	Developed new product Apple Peeler, and owned a utility model patent.
1984	Collaborated with a U.S. customer Back to Basics. Manufactured and exported Food Strainer.
1988	Collaborated with a U.S. customer Villaware who shifted their molds of Cavatelli Maker, Ravioli Maker, etc. to Taiwan, and had these products manufactured and exported from Taiwan.
1993	Collaborated with a U.S. factory specialized in producing Fryer System. They consigned Castaly Enterprise Corp. to manufacture and export most of the Fryer System Parts from Taiwan.
1998	Collaborated with an international well-known brand "ZWILLING J.A. HENCKELS". Manufactured and exported Flower Shear from Taiwan to the U.S., Germany, and Japan.
1998	Obtained a design patent for Ice Shaver from People's Republic of China.
1999	Collaborated with a U.S. factory specialized in producing Wire Rack Products. They shifted their products to Taiwan and had their products manufactured and exported from Taiwan.
2013	Developed Grain Mill with innovative design, and owned a utility patent and a design patent.
2014	Owned a utility patent and design patent for Cavatelli Maker.



Introduction :

Castaly Enterprise Corp. is an Export Trading Company established in 1977. This year is our 38th year in the business of export trading. Over 99% of our products are manufactured and exported from Taiwan. Castaly Enterprise Corp. is not a factory, but depends on Taiwan greatest feature "Strong Supply Chain Constructed by Many Small and Medium Enterprises", thus becomes outstanding in the world. As our collaborated factories are responsible and have professional manufacturing technology, Castaly Enterprise Corp. is trusted and supported by many foreign customers, and our sales continue to grow.

Meanwhile, we deeply appreciate the long-term collaboration and support of our collaborated factories, which makes Castaly Enterprise Corp. very honored to win the 17th Rising Star Award.

Export Competitiveness

I. Innovative Business Model

Utilize Taiwan professional vertical specialization and strong supply chain to create competitive advantage. By introducing new strategies, strategy resource is a unique resource for an

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17th

外銷績優中小企業
得獎專輯

崇安企業有限公司



企業的獨特資源，像是強大大專利、品牌價值、配銷通路、穩定供應鏈、先進製程、靈活具創意之行銷模式與獨特差異化等，掌握顧客真正需要的價值與服務滿足市場需求，是企業的核心競爭。

二、產品創新與獨特性

現代企業只靠具競爭力的價值與品質已不足夠，整個組織必須專注於消費者價值的所有面向，創新過程必須更可靠、更低成本、更快速才可行。

創造價值、充實競爭實力，法則一：「顧客與市場需求」，「專注於重要而非有趣的需求」，法則二：「價值創造」，每個重要創新機會都必須具有強大的價值主張。

崇安公司以綠色經濟為永續發展的新未來，並達到節能減碳功用。在設計上除了與現有的產品有差異性，產品特徵優勢達到：「操作的直接感受利益」、「功能的直接感受利益」、「審美的直接感受利益」。

三、生產技術與效率

「產業技術領導者」為產業創造的價值主要在於以技術創新與生產效率創新之優勢，提升獲利能力，進而帶動產業結構的轉型與附加價值的提升。

營運管理

一、公司治理：

「誠信至上」、「以客為尊」、「創新致勝」為崇安公司經營原則，以人為本的核心價值、提供夥伴學習成長的環境，實現自我價值。深耕技術和產品創新、提倡節約能源、發展綠色產品、立足台灣。使用資訊與科技創造全新國際的經營模式，以永續經營為使命。

二、企業策略：

差異化策略

產品設計技術、創造力、很強的研究能力，使產品之品質、通路、服務有差異化。使顧客認知產品的獨特性或提供卓越的價值。目前崇安公司之削



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enterprise, which can obstruct market competition. For example, strong patent, brand value, distribution channel, stable supply chain, advanced manufacturing process, flexible and creative marketing model, unique differentiation, etc. Knowing the value that customers really need, serving and satisfying the market, these are core competencies of Castaly Enterprise Corp.

II. Product Innovation and Uniqueness

Modern enterprises rely only on the value of competitiveness and quality is no longer sufficient. A whole organization should focus on all aspects of customer value. The innovation process has to be more reliable, with lower cost, and faster.

Create value and enrich competitiveness. Rule 1: "Customer and Market Demands", "Focus on Importance Rather than Interesting Demands". Rule 2: "Value Creation". Every important innovative opportunity has a powerful value proposition.

Castaly Enterprise Corp. views Green Economy as a new future of Sustainable Development, and a means of achieving Energy Conservation and Carbon Reduction. On the design, except differences from current existing products, the advantage of our product features achieves the following: "Operational Direct Perceived Benefit", "Functional Direct Perceived Benefit", and "Aesthetic Direct Perceived Benefit".

III. Production Technology and Efficiency

The leader of industrial technology creates the value for the industry, which mainly lies in the advantage of technology and productivity innovation, and increasing profitability. This further drives the transformation of industrial structure and the rise of adding value.

Operation Management

I. Corporate Governance

Castaly Enterprise Corp. insists on the management principles of "Honesty is the Highest", "The Customer Always Comes First" and "Achieve Success in Innovation". Our core value is people-oriented, which provides our partners learning and growing environment, and realizes self-fulfillment. Develop technology and product innovation, promote energy conservation, develop green products, and footing Taiwan. Use information and technology for creating new international management model, and our mission is Sustainable Management.

II. Business Strategies

(I) Differentiation

Product design technology, creativity, and strong basic research ability, this makes product quality, channel, and service have the differentiation. This also makes customers aware of product uniqueness or provides outstanding value. Currently Castaly Enterprise Corp. has products such as Apple Peeler, Grain Mill, Cavatelli Maker, etc., these are all with green product characteristics. Castaly Enterprise Corp. has been selling these products for over 30 years. Presently the sales of these products are still growing continually. The most important is Differentiation.

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蘋果器、穀物研磨機、義大利通心粉製造機...等，都具有綠色產品特性，這些產品已經銷售 30 年以上，且銷售量仍不斷在成長，最重要就是差異化策略。

集中化策略

當企業專注於特定客群，選擇在較狹窄產業範圍競爭之策略，所有功能政策均以服務特定客戶而設計。目前崇安公司生產之油炸器具系列零件，只提供固定的美國客戶，此客戶是工廠，專業製造油炸器具，主要銷售對象為世界各地知名速食店，有 20 年以上的合作，彼此有密切而重要的依存關係。

成本領先策略

採取生產之技術及效能策略，建構具效率規模的設備，獲得生產技術及低成本競爭優勢。目前鐵線製品主要銷售至美國，該產品原來在美國地區製造失去競爭力，轉移委託崇安公司在台灣生產出口。

三、企業電子化：

利用電腦系統，有效提升組織效率及生產效應，達到卓越的營運績效，開發新產品與服務。以完整資訊系統，希望達成六個策略性目標：「卓越的經營成效」、「新產品服務與經營模式」、「與客戶和供應商的緊密關係」、「改善決策制定」、「競爭優勢」與「永續經營」。



社會責任

一、公司理念：

創造經濟價值，分享經濟價值。
善盡社會責任，回饋社會活動。
綠色視野求新，環保節能第一。

二、貢獻社會：

除了積極參與慈善活動，並定期以企業名義對社會弱勢團體捐款、支助。達到取之社會，用之社會。

三、實踐環保：

配合的供應鏈廠商，無論在綠能員工，環境保護，節約能源...等方面，均要求符合規定。堅持員工減少廢棄物與資源回收，實踐環保，並設立電源監控器以達節省能源。



綜合評語

- 一、主要客戶往來長達 30 年，關係穩健，營業額與外銷額持續成長，屬傳統行業，產品長久經營且少競爭對手。
- 二、結合代工廠商進行產品研發改善，善用機械業聚落及整合優勢。
- 三、財務穩健且業務亦穩健成長，重視客訴處理，客戶滿意度高，強調研發，有其品質和競爭力。
- 四、每年積極參與慈善活動，並定期以企業名義對社會弱勢團體捐款及支助，實踐『根留台灣』之理念，堅持台灣代工，創造國內就業機會。

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(II) Focus / Niche Market

When an Enterprise focuses on specific customers, and chooses the strategy of competing in a narrower industry; all function policies are designed for serving specific customers. Currently Fryer System Parts that Castaly Enterprise Corp. manufactures are provided only to a specific U.S. customer. This customer is a factory specialized in producing Fryer System. Their products are sold to world famous Fast Food Restaurants. Castaly Enterprise Corp. has business with this customer for more than 20 years, and we mutually have very close and important interdependent relationship.

(III) Cost Leadership

Adopt strategy of production technology and efficiency; build facilities which are highly efficient and large scale, so as to obtain competitive advantages of production technology and low cost. Currently Wire Rack Products that Castaly Enterprise Corp. manufactures are sold mainly to a U.S. customer. This customer is a factory specialized in producing Wire Rack Products. As the Wire Rack Products lost competitiveness in original producing areas in the U.S.; therefore, they consigned Castaly Enterprise Corp. to manufacture these products in Taiwan and export these products to the U.S.

III. E-Enterprise

Castaly Enterprise Corp. utilizes computer system to effectively increase organization efficiency and production effect, to achieve remarkable operating performance, and to develop new products and service. Hoping to achieve six strategic goals: "Remarkable Operating Performance", "New Product Service and Management Model", "Close Relationship with Customer and Supplier", "Improve Decision-Making", "Competitive Advantage", and "Sustainable Development."

Social Responsibility

I. Company Philosophy

Create Economy Value, Share Economy Value
Fulfill Social Responsibility, Contribute to Social Activity
Innovative Green Vision, First Energy Conservation

II. Social Contribution

Not only actively participate in charity activities, also regularly make donation and support social vulnerable groups in the name of the corporation. What is taken from the community is to be used for the community.

III. Implementation of Environmental Protection

For the supply chain factories that collaborate with Castaly Enterprise Corp., no matter on environmentally conscious employees, environmental protection, energy saving, etc., all needs to meet regulations. Employees are dedicated to reducing the waste and doing recycle, so as to implement environmental protection. Power supply monitor is also set to achieve energy saving.