

Ashun Fluid Power Co., Ltd.

- Owner : Jerry Wang
- Website : www.ashun.com
- Address : No. 50-1, Wayao Rd., Dali Dist., Taichung City 412, Taiwan
- Tel : +886-4-24071322



Business Items

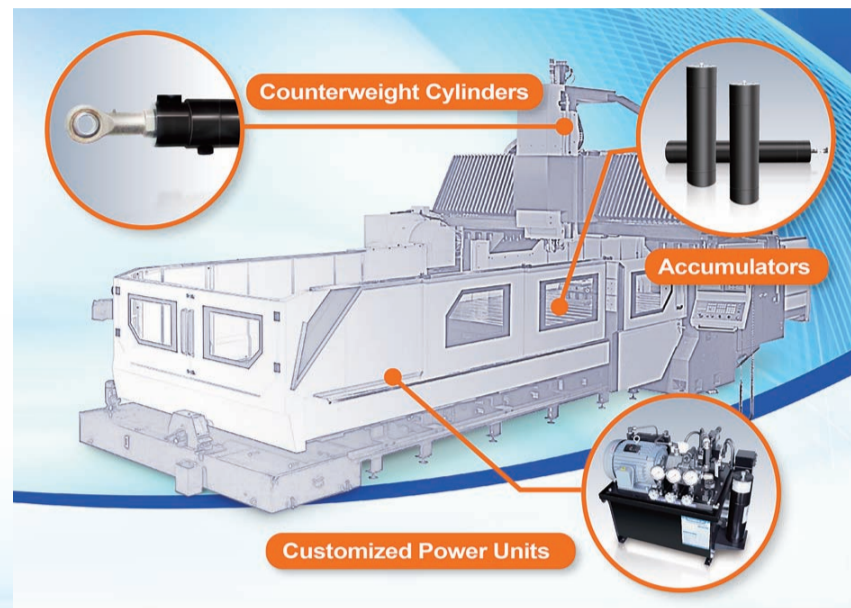
Hydraulic Cylinders, Hydraulic Valves, Accumulators, Hydraulic Power Systems, Pneumatic Cylinders (Manufacture /Design)

History

1984	ASHUN was established.
1999	ISO 9001:2000 Certificate.
2002	Became the only overseas supplier of hydraulic cylinders for Japan KYB-ES.
2008	Management team was restructured and built automation equipment at factory.
2012	Built ERP system and SFT system. Bought land of 5,280 square meters at the 2nd phase of The Taichung City Precision Machinery Innovation Technology Park to be new factory, total building is 15,868 square meters.
2013	Added the business of hydraulic power systems designing, and provided comprehensive hydraulic service.
2016	New factory will be constructed completely.

Introduction

ASHUN was established in 1984. ASHUN is based on fluid power systems, makes efforts to research, develop and manufacture various of hydraulic, pneumatic products. There are 90% products are customization, all products are exported worldwide successfully and get agreed by industrial countries, such as Europe, USA and Japan. ASHUN exerts to train excellent talent, research and develop new products constantly, with excellent quality and professional technology to meet markets demand and fulfill customers' requirements. In order to promote the stability of



油順精密股份有限公司

- 負責人：王進勝
- 網址：www.ashun.com
- 地址：台中市412大里區瓦磘路50之1號
- 電話：04-24071322



主要產品

液壓缸、液壓閥、蓄壓器、液壓動力單元、空壓缸 (製造/設計)

企業沿革

1984年	公司成立。
1999年	通過ISO9001:2000認證。
2002年	成為日本KYB-ES大廠海外唯一液壓缸供應商。
2008年	經營團隊改組並增設新廠導入自動化生產。
2012年	導入ERP與SFT (產區生產追蹤系統)。
2013年	購入台中市精密機械科技園區二期土地坪數1600坪，建立4800坪生產基地。
2013年	增加液壓動力單元之設計業務，提供液壓系統整合服務。
2016年	預計新廠完竣。

企業簡介

油順精密成立於1984年，以液壓動力系統設計為企業基礎，多年來致力研發、生產各式液壓、氣壓產品，客製化產品達90%，產品成功外銷遍及全球，更得到歐、美、日等工業國家認同。

油順精密努力培育人才進修，不斷研發新產品，並以優良的產品品質與專業技術，符合市場需求達成客人期望。為提升品質的穩定性與生產技術，不斷引進自動化設備，使工廠有良好的生產管理與品質管制程序，產品品質更加完美。

展望未來，油順精密將更積極提升專業生產技術、響應環保、培育人才、積極公益，以期邁向國際化創造百年企業奇蹟。



quality and manufacturing technology, we have been replenishing automation equipment. Hence, factory has good manufacturing management and quality control procedures, the quality of products will be more perfect. Prospect of the future, ASHUN will more actively enhance professional production technology, go Green activities, train excellent talent, participate in affairs of public welfare actively, look forward to moving toward internationalization and create a century enterprise miracle.

Export Competitiveness

- OEM and OBM business: OEM for global big companies to strengthen production technology and develop private brand to enhance corporate autonomy and market influence.
- Customized Services: Provide professional design and produce customized products.
- Delivery Flexibility, On Time: Homemade capability reach 90%, design and produce key parts by ourselves, the delivery is flexibility and efficiency.
- Completed Inspection, Quality First: Set up testing equipment and strict quality inspection procedure to assure high quality and high reliability.
- Provide Comprehensive Hydraulic Service: ASHUN Started by hydraulic cylinder and hydraulic valve, efforts hydraulic markets many years, now extends "Hydraulic System" comprehensive hydraulic service, achieves the goal of streamlined service between design and produce.
- Train Innovation Ability, Strengthen Competitiveness: Arrange R&D staff training to develop better products. Apply for international certificates to increase the product value.

Operation Management

- Clear Business Concept:
 - Vision: We shall be the customers' first choice in the fluid power industry, creating value through high-performance solutions.
 - Mission: Our mission is to be the trusted technology and capacity provider of the fluid power industry for years to come.
 - Core Value: Integrity, Customer Focus, Innovation, Responsibility.
- Goal Management, Clear Process:

國際競爭力

- 為國際大廠代工、發展自有品牌：為國際大廠代工強化生產技術同時發展自有品牌奠定深厚根基，提升企業自主性與市場影響力。
- 客製化服務：提供專業設計與生產客製化產品。
- 交期彈性、準時：自製化能力高達90%，關鍵零件皆自行設計生產，交期具彈性及效率化。
- 完善檢驗，品質至上：設置專業檢驗設備及嚴格品檢流程，產品高品質高信賴。
- 提供全方位液壓服務：以生產「液壓缸」、「液壓閥」起步，多年深耕液壓市場，逐步跨足「液壓系統」全方位液壓服務，以落實液壓設計與生產一條龍服務為目標。
- 培養研發實力、強化競爭力：不定期進行研發人員專業教育訓練。申請國際相關專業認證，提高產品價值。



營運管理

- 經營理念明確：
 - 願景：成為客戶在流體傳動產業的第一選擇，透過高性能的解決方式創造價值。
 - 使命：作為流體傳動產業中，長期且值得信賴的技術及產能提供者。
 - 核心價值：誠信正直、客戶專注、創新、責任。
- 目標管理、流程明確：
 - 分為採購、研發、生產、銷售、財務五大管理面，各部門提列下年度總目標，依照當年度數據指標進行部門檢討與考核。
 - 1. 採購管理面：落實並優化供應鏈管理準則，加強成本與庫存控管。
 - 2. 生產管理面：導入「TPS」生產管理概論，將其「Just in Time」精神導入生產作業系統，強調供需平衡，制定生產與組裝SOP，提高生產效率與品質，創造公司整體效益最大化。
 - 3. 研發管理面：不定期教育訓練並引進國內外先進科技與技術，以取得技術領先、品質穩定之競爭優勢。
 - 4. 銷售管理面：進行產品教育訓練—業務開發→銷售—收款及回購率等流程管理規劃。
 - 5. 財務管理面：控管各部門開銷/進行產品成本與銷售淨利分析/外匯匯兌操作等財務管理。
- 人才培養訓練：部門主管與基層員工不定期安排教育訓練課程提升本職能力與內在素養。
- 電子化運用管理：全廠導入ERP與SFT (產區生產追蹤系統)系統，不定期更新系統等級，運用電腦資訊系統提升公司管理與作業效率。

社會責任

- 塑造誠信正直的企業形象文化：以誠信正直為待人根本，並內化員工工作態度與理念齊心並進。
- 響應綠色環保活動：產品原物料符合RoHS2.0規範並減少工業廢水排放，響應愛地球活動。
- 積極參與公益活動：參與喜憨兒喜歡你、創世基金會、逢甲大學夏日學院等公益活動。
- 根留台灣、百年企業理念：30多年來秉持根留台灣的經營理念，2012年於台中市精密機械科技園區二期購置新廠地，未來朝著更自動化/更省力的生產模式規劃以期創造台灣液壓產業的百年企業龍頭並為培育人才貢獻一己之力。



We divide into five departments, include purchasing, R&D, production, marketing and financial dept. which submit the next year goals individually, according to the data of this year to process the review and assessment.

- Purchasing Management: Implement and optimize the Supply Chain Management, strengthen cost and inventory control.
 - Production Management: Introduce 「TPS」 production management, its spirit 「Just In Time」 introduce into production operation system, emphasizing the balance between supply and demand, develop SOP of production and assembling, improve production efficiency and quality to create the maximize benefit efficiency.
 - R&D Management: Occasional education training and import from foreign and domestic advanced technology and techniques to achieve technology leadership, quality and stability of the competitive advantage.
 - Marketing Management: Operate the product education training→Business develop→Selling→Receivables and repurchase rate management planning process.
 - Financial Management: Control department's expenses/ Analysis of cost and net sales/ Foreign exchange hedging.
- Talent Training: Arrange managers and staffs into the education training programs to enhance their own capabilities and internal literacy.
 - E- Management: the whole factory introduce ERP and SFT (Shop Floor Tracking) systems, update the system level occasionally, use of computer information systems to enhance the company's management and operating efficiency.

Social Responsibility

- Build Up Enterprise Culture of Integrity: Integrity is the principle of treating people, inspire staff's working attitude and concept, with positive thinking go forward.
- Practice Green Activities: In order to respond Love Global Activities, the raw material of all products are complied with RoHS 2.0 standard and factory reduces the industrial wastewater discharge.
- Actively Participate In Affairs of Public Welfare: Participate in various of public welfare, let slogan into practical action.
- Keep Core Technology in Taiwan and Run Endless Businesses: Continues forever is ASHUN business philosophy, bought new factory at the 2nd phase of The Taichung City Precision Machinery Innovation Technology Park in 2012, production mode towards more automation and more labor-saving plans in order to create century business leader of hydraulics in Taiwan and contribute our efforts to train excellent talent for country.

綜合評語

- 已成功將產品銷售到日本、美國、俄羅斯、瑞典、波蘭、北愛爾蘭、巴西、義大利、印度、馬來西亞、泰國、越南、澳洲等28個國家。
- 採「製造服務業」發展策略，以客製化方式服務顧客，藉由水平與垂直整合創造優勢，具高度國際競爭力。
- 導入TPS、ERP與SFT(產區生產追蹤系統)：透過自製化與供應鏈整合、客製化等經營方式，創造成本、品質的競爭優勢。
- 推動環保減廢的製程，無清洗廢水的噴砂處理、委任合法廢油處理廠處理廢油等，與學術單位合作以共同培養人才。

