

阿盛實業有限公司

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主要產品

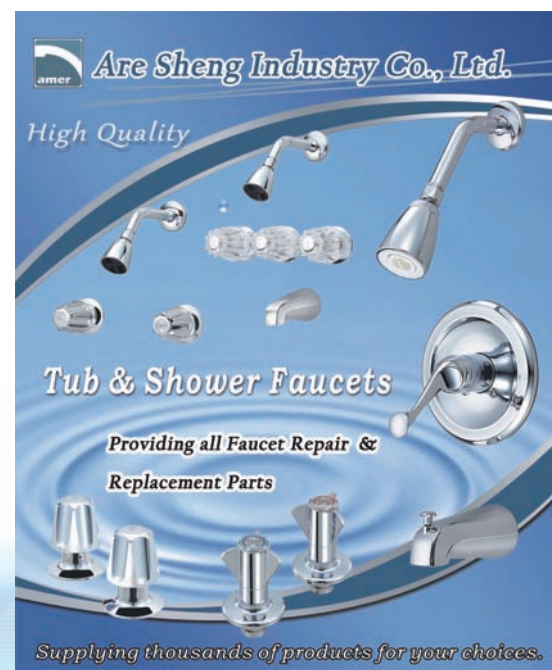
水龍頭與配件、衛浴五金、建築五金、OEM

企業沿革

1992年	成立於彰化縣花壇鄉。
1995年	因應業務成長需求，搬遷至彰化市中正路二段租屋營運，並開始積極參與各國展會與貿易訪問團。
2001年	遷址至彰化市埔西街，並開啟產品倉儲與簡易包裝。
2006年	於現址興建自家辦公室與倉庫。同年成立AMER品牌，行銷全世界。
2008年	阿盛實業新的辦公室與倉庫落成啟用。
2011年	通過ISO 9001:2008，提供優質產品和服務，增強顧客滿意。

企業簡介

民國81年8月，阿盛成立於彰化縣花壇鄉，李俊賢 總經理以一個純樸的佃農子弟身份，為了改善家計，加上熱愛鄉土的情懷，希望替家鄉的傳統水五金產業（如：水龍頭、衛浴替換零配件等）爭取外銷訂單，開啟了對外貿易的事業。經過24年的奮鬥，時至今日，阿盛的員工人數超過20人，國外客戶超過100個，不但協助台灣製造的產品銷售到世界各地，也讓根留台灣的在地企業增加收入與工作機會，打造出一種互利共生的營運形態。



國際競爭力

- 一、堅持台灣在地精神，與在地企業互利共存，爭取外銷訂單
阿盛實業秉持創業的初衷『爭取外銷訂單，提供台灣在地企業商機』，積極推廣台灣製的產品。由於地處彰化縣，鄰近鹿港頂番婆，憑藉地緣之利對當地傳統水五金相關產業的產品價格與品質有一定的掌握度，因此能夠針對目標客戶的需求，與供應商協商，提供具有競爭力且品質優良的產品。
- 二、少量多樣的計劃性採購接單模式
根據每年出口產品數量統計，與客戶採買需求交叉比對，列出年度計畫採購產品的數量，進行採購。透過完善的倉儲系統，擁有存放計劃性採購所產生庫存的空間，於客戶每次的訂單中出貨。

Are Sheng Industry Co., Ltd.

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Business Items

FAUCET, BATHROOM ACCESSORY, BUILDING HARDWARE, OEM PRODUCT

History

1992	Established in Huatan Township, Changha County
1995	Rent office at Sec.2, Zhong Zheng Rd.,Changhua County and be aggressive to attend exhibition and Trade fairs
2001	Rent office and warehouse to store/pack at Pu-Hsi St., Changhua City, Changhua County
2006	Launched out product with AMER brand and start to build new office and warehouse at P'ing-An Rd.,Hsihshui, Changhua County
2008	New office & warehouse officially opened
2011	Obtain ISO 9001: 2008 to keep offering good and stable quality product with well service

Introduction

Are Sheng Ind. Co., Ltd. was established by Mr. Li, Chun Hsien from farmer family at Huatan Township, Changhua County since 1992 Aug.

Keep devoting to connect local factory which major in water ware with foreign client through exporting Taiwan made product.

Over 24 years, there are now over 20 employees in Are Sheng Ind. Co., Ltd. and over 100 customers are all over the world not only help to promote Taiwan made product to the world but also offer job and business opportunity/profit at hometown.

International competitiveness

1. Promote Taiwan made product which provide by local factory on the basis of equality and mutual benefit.
Are Sheng Ind. Co., Ltd. is aggressive to gain order from all over the world and to exporting Taiwan made product as one of major initially company policy. Easy to communicate with factory to offer competitive product per client's demand due to location is near the Taiwan water ware town (or called faucet town) Lu Kang, Changhua County.
2. Multiple items with small quantity
Annual purchasing schedule per client's yearly sales figure under well organized warehouse store system and space
3. Different marketing strategy
 - 1) Analyze market & trade policy all over the world
 - 2) Gain & accept small order



三、市場與產品區隔策略

- (一) 分析各國市場與貿易政策。
- (二) 爭取小眾市場。
- (三) 根據市場屬性，擬定銷售策略。

四、客製化生產與包裝

增加客製化的包裝，印製客戶專屬商標，透過公司銷售通路，替客戶打開品牌知名度。

五、嚴格檢驗流程，確保出貨品質

透過縝密的檢驗機制，確保客戶能夠收到正確且品質良好的產品，增加公司形象與顧客信心。

六、品牌行銷

為了與當地市場產品有所區隔，行銷自身品牌（AMER），透過多元的產品包裝方式與穩定的品質以及具備競爭力的價格，不但提昇產品的附加價值，並且也打開了品牌知名度。

七、講求效率、把事情做好與到位的服務

準確與迅速答覆客戶所求，是阿盛實業的基本服務精神，不只是求快，更要將事情做對、做好，透過各單位、部門各司其職、完善分工，提供客戶最到位的服務。

八、專業的外語人才

語言是最重要的溝通工具，因此，阿盛實業從創業以來都積極培養語言方面的人才，並且鼓勵業務進修語言相關課程。透過道地、流利的外語能力才能快速、準確的與國外客戶溝通，並且瞭解客戶真正的需求。



營運管理

一、完善的公司組織架構

雖然，阿盛實業目前僅為一個中、小型規模的公司，為了讓日後公司的成長更具潛力，朝向更大的公司規模前進，在組織架構的部門協調與人力布局上，試圖將任務、流程、權利和責任進行有效的組合，讓部門與部門的配合更臻完善，達到相互支持與提高效率之大方向。

二、正派經營

用最真誠的心面對每一個客戶，提供客戶高品質、低成本之產品，以快速交貨及熱忱服務為宗旨，期與客戶共創高績效、低成本之優勢。

三、提昇銷售產品的質與量

秉持著『客戶優先，持續改善』的品質政策，進行研究開發、提昇技術及提高品質穩定性，主動的開發與改善產品，讓客戶能夠處在市場的前端，具備更高度的競爭力。

四、追求合理化創造利潤

本著不破壞市場機制，並且在能保障供應商獲得利潤的情形下，獲取公司應賺取之利潤。

五、重視長期發展

秉持憂患意識，持續瞭解全世界動態與趨勢，適時調整營運方向，才能洞燭機先，掌握最新商機，達永續經營之目的。

六、創造品牌價值

透過不斷改良、優化產品，於產品價值提高的同時，不但替公司形象加分，也提昇自身的品牌價值。



3) Formulate market strategy based on different market

4. Customized Production & package

To Extend and marketing client's brand based on produce with customized package.

5. Serious inspection process to ensure products quality

Through careful inspection to ensure that customer can receive exact and quality products, and improve the company image and customer confidence.

6. Brand Marketing

In order to distinguish between the products of local market, we promote products with our brand "AMER". With diversity packing method, stable quality and competitive price, it can improve not only the additional value of products, but also spread brand awareness.

7. Emphasize on efficiency service and to do things well

To reply to customer's requirement exactly and quickly is Are Sheng's spirit of service. We not only emphasize on efficiency, more to do things right and well. Through perfect division of labor of each department, we can offer customer the best service.

8. Professional foreign language talented person

Language is the most important communication tool. Thus, starting from start-up, Are Sheng is always aggressive to cultivates the language talented person and encourage sales person to have language related course. With excellent, fluent language ability, we can communicate with foreign customers exactly and rapidly, and realize customers' real demand.

Operation Management.

1. Perfect company organization structure

Although Are Sheng now is a medium, small-scale company, in order to let company grow up potentially in the future and forward to a large scale company, In the organizational structure and human layout, we attempt to assemble mission, process, right and responsibility efficiently and let each department can cooperate well to reach the direction of mutual support and efficiency improved.

2. Decency Operation

Use a sincere heart to deal with every customers and offer customers high quality, lower cost products. On the basis of quickly delivery and warm-hearted service, we expect to create the advantage of high performance and low cost with customers.

3. Improve the quality and quantity of products

We insist "customer priority, continue improving" quality policy to proceed research and develop, improve technique and increase the stability of quality. Active development and improvement of products can let customer stay in the front end of market and have high competitiveness.

4. Chase after creating profit reasonably.

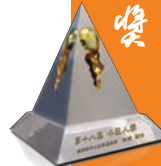
Under the situation of not breaking the market mechanism and ensure that supplier can earn profit, to earn the profit which we should gain.

5. Value the long-term development

We continue updating the development of market and trend of whole world to adjust the direction of operation appropriately. As a result, we can catch the newest commercial opportunity to reach the purpose of permanent operation.

6. Create brand value

Through continuing modifying and optimizing products can improve not only the company image, and also the brand value when the products value increased



社會責任

- 一、對員工的責任
 - (一) 充分按照勞基法規定，保護員工相關權益。
 - (二) 鼓勵員工持續進修，增廣專業知識。
- 二、對社會與社區的責任
 - (一) 長期捐贈國中、小學教育經費，推廣學校基礎教育，做好知識扎根工作。
 - (二) 多方參與地方性社團，透過參與活動和致贈經費，幫助弱勢團體，例如：家扶中心或特教學校等機構。
- 三、對生態環境責任
 - (一) 認養鄰近公園，定期協助整理與周遭環境的清潔。
 - (二) 響應政府宣導，落實節能減碳。
 - (三) 嚴禁工作內容造成環境的污染與破壞。
- 四、對國家的責任

自開業以來，僅遵守國家的法律政策，關於各項財務、勞動工資、物價管理等方面的規定，都依照正常的管道運作，照章納稅並接受財稅、審計等部門的監督。
- 五、對消費者的責任
 - (一) 產品質量的保證：確保產品質量的穩定，維護顧客的權益。
 - (二) 提供真實的產品信息：產品資訊透明化，讓顧客用的安心。
 - (三) 完善的售後服務：當產品出現問題，主動聯繫客戶，展現解決問題的誠意，並選擇一個客戶能接受且對阿盛而言損失最少的補償方式來處理。

綜合評語

- 一、以臺灣製造衛浴設備零件為進出口貿易，外銷至中、南美洲，美國、加拿大、歐洲、中東等50餘國，競逐國際市場，以優良服務品質贏得顧客滿意度。
- 二、以自有品牌AMER外銷國外客戶，產品可靈活彈性因應國際市場需求，多樣化模式整合製造供應商，擁有設計產品策略，創造獨特價值，具市場競爭力。

三、重視品管並與製造工廠配合良好，公司內部管理與客戶服務均上軌道，長期經營顧客關係，維持穩定經營績效。

四、積極投入教育與公益事業，重視員工服務，致力於將優質臺灣製造產品推廣行銷國際市場。



Society Responsibility

1. Responsibility for employee
 - 1) Protect employee's related rights and interests according to Labor Standards Act.
 - 2) Encourage employee to keep learning and improve professional knowledge.
2. Responsibility for society and community
 - 1) Long-term donate the education funds to elementary and junior high school to promote basic education.
 - 2) Attend different types of local association, and donate funds to help disadvantaged minority, such as, Fund for Children and Families, and Special Education School, etc.
3. Responsibility for environment
 - 1) Adopt the neighbor park and assist to clean it and the surrounding environment regularly.
 - 2) Implement energy efficiency and carbon reduction.
 - 3) Prohibit environmental pollution and damage caused by work.
4. Responsibility for country

From set-up the business, we always comply with country's legal policy, such as, finance, labor wage, price management, etc. We run business according to formal channel and pay taxes according to tax law, and we are willing to be supervised by taxation and audit department.
5. Responsibility for customer
 - 1) Guarantee of product quality: To ensure the product quality is stable and maintain customer's rights and interests.
 - 2) Provide real product information: Transparency product information let customer use products relieved.
 - 3) Perfect after-sales service: We will contact with customer actively to express our sincere of solving product problems. And we will choose a good way which customer can accept and the lowest loss for Are Sheng to compensate.

