



## 程岱有限公司

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### 企業沿革

- 1978 年** 開始從事腳踏車零件之生產
- 2001 年** 轉型汽車修配件工具零件之代工
- 2005 年** 由 OEM 工廠轉型為 ODM 汽車修護工具製造商 / COSDA 製造商品牌
- 2006 年** 導入 ISO 9001 : 2000 品質管理系統及 ERP 系統
- 2012 年** 建立官網，深耕數位行銷
- 2013 年** 榮獲臺中市工業總會之工業磐石獎
- 2016 年** 榮獲美國客戶史丹利集團 - MAC TOOLS 頒發供應商創新獎
- 2017 年** 榮獲國際貿易協會之臺灣金品牌獎
- 2018 年** 獲得臺中市工業總會之永續經營獎  
導入庫存條碼化及 BI 大數據管理系統
- 2019 年** 與德國 BMW 車廠設計一款專屬汽車維修工具
- 2020 年** 榮獲第十九屆臺中市金手獎

榮獲第七屆鄧白氏中小企業菁英企業

**2022 年** 獲金屬中心數位轉型工作坊的營運卓越獎

導入 ISO14001:2015 環境管理系統

**2023 年** 榮獲 2023 年阿里巴巴臺灣跨境電商達人賽  
前十強及線上人氣獎

### 主要產品

- 汽車修護工具，包含引擎、水箱、機油、剎車、底盤等相關修護工具之整合
- 適用在滑牙螺絲的螺旋套筒

### 企業簡介

程岱有限公司創立於 1978 年，從早期十年期腳踏車代工，轉至電子零件代理，至 2001 年開始正式踏入汽車修護工具之代工，於 2005 年由代工轉型為 ODM 汽車修工具製造商，並以 COSDA 製造商品牌立足汽

車修護工具領域，具有堅強的研發創新、讓客戶安心的品質及有感的業務服務能力。程岱在汽車修護業領域裡，不斷深耕軟實力，利用大數據分析出市場上客戶所需產品，藉由影音行銷，不論是產品及行銷都能觸即到客戶心坎。近幾年更是一步一腳印的耕耘組織及人才發展，落實程岱願景及使命，引領公司邁向另一個事業高峰。

### 出口實績及國際競爭力

1. 程岱以出口為導向，著重製造商品牌之建立，積極投入汽車修護工具之研發及技術突破，爭取世界各大品牌之青睞，放眼全世界立品臺灣。
2. 國際競爭力：  
 網站行銷：強化官網每項細節，不因時差區域限制生意往來，做到全世界生意。  
 影音科技：利用數位化影片傳遞產品資訊，結合關鍵字曝光，做到行銷全世界。

### 營運管理與績效

1. 程岱使命：運用差異化服務及專業汽車修護知識，銷售具有趨勢性及整合性的汽車修護工具。
2. 程岱願景：成為客戶問題解決專家，實現客戶不斷成長的可能性。
3. 公司治理：遵從 ISO 9001:2015 企業品質管理系統及 ISO 14001:2015 環境管理系統之規定，重視創新的研發、嚴格把關產品品質、視客戶為長期夥伴關係、致力人才培育，秉持「做好工具是承諾」的信念。
4. 塑造軟實力：重視每日的數據資料，轉換成即時資訊，洞察資訊背後所帶來的含意，並建立出有價值的資產，讓團隊藉由數據做到持續改善，同時，結合影音及定期 EDM 行銷，塑造公司創新研發及專業技術的整合力。

### 永續經營

以永續經營為實踐家，在產業上不斷精進研發創新及變革，以綠色製造為發展、關懷社會弱勢團體、強化供應鏈及建立有溫度紀律的企業文化，從上到下貫徹認真、腳踏實地做好每一件事，達到永續經營的理念。



### 綜合評語

1. 主要產品為汽車分泵調整器、水箱測試組及螺旋套筒等產品，出口市場主要集中於美國、德國、瑞典及澳洲。
2. 將數位工具導入內部各單位的作業流程，並由外部教練協助逐步建立作業流程標準化，內部並增設數位轉型長之職務。
3. 重視公司治理，內部舉辦讀書會，讓員工能瞭解公司目標，並訂定減碳時程表，強化減碳效益。





## COSDA MANUFACTURING COMPANY

Owner : Lai-Chen Liu

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### History

- 1978** Company founded as a bicycle parts manufacturer
- 2001** Major manufacturing parts moved to auto repair tools
- 2005** Became an auto repair tool ODM from OEM.
- 2006** Introduced ISO 9001:2000 Quality Management System and ERP System
- 2012** Built official website and started digital marketing
- 2013** Awarded with National Award of Outstanding SMEs
- 2016** Awarded with Supplier of Innovation by US customer Mac Tools, a member of Stanley Black & Decker
- 2017** Awarded with Taiwan Golden Brand Award
- 2018** Awarded with Sustainable Management Award by Taichung City General Industrial Association  
Introduced Warehouse Barcode Management System and BI big data management system
- 2019** Customized a special tool set for BMW Germany
- 2020** Awarded with 19th Taichung Golden Hand Award for Outstanding SEMs

- 2022** Awarded with Excellent Operation Award by MIRDC Taichung Digital Transformation Workshop  
Introduced ISO 14001:2015 Environmental Management System
- 2023** Awarded with Top 10 Alibaba Taiwan e-Commerce Master Competition and Online Popularity Award

### Business Items

- Automotive repair tools, including radiator pressure leak tester set, electric power brake bleeding machine, engine oil related tools, shock absorber spring compressor, and twist sockets.

### Introduction

Founded in 1978, Cosda Manufacturing Company started its business as a bicycle component manufacturer for the first decade, and then distributed electronic components. It was not until 2001 Cosda officially

became an automotive tool OEM, and transformed into an ODM in 2005. Cosda is renowned for its strong innovation, high quality products that make customers rest assured, and warm customer services, and Cosda's ODM branding image stands firmly in the tool industry. Cosda continues to enforce its soft power, use big data to find what customers want on the market, and use videos as a marketing tool. Both products and marketing are able to cater to what customers want. In recent years, Cosda improves its organization and human resource development step by step in order to realize Cosda's vision and mission that lead the company to another height.

### Export Competitiveness

1. Cosda is an export-oriented business, and focuses on building a professional manufacturer's image. Cosda actively invests in the research and design on automotive repair tools and strives for technology breakthroughs in order to work with the world's major tool brands. Cosda is based in Taiwan, and aims to work with the entire world
2. Marketing on Website: Reinforces every detail on the official website so we are able to have business with the entire world without the restrictions from time and regional differences.
3. Visual technology: Uses videos to convey product information, combining with SEO to have more exposure, for international marketing.

### Operation Performance Management

1. Vision: To provide automotive repair tools that demonstrate tendency and integration by exercising differentiated services and professional automotive knowledge.
2. Mission statement: To become customers' problem-solving expert, and to realize the possibilities for customer's continual growth.
3. Corporate governance: Cosda follows regulations according to ISO 9001:2015 Quality Management and ISO 14001:2015 Environmental Management. Cosda values innovation, controls product quality with stringent standards, sees customers as long-term partners, devotes to human development, and holds the faith of "Produce Good Tool is a Promise".
4. Shaping soft power: Cosda values data and the information the data delivers, and creates valuable assets out of the data, so the internal teams are able

to improve continuously from the data provided. Cosda also exercises videos and newsletters for marketing in order to shape corporate's innovation and professional integration.

### Sustainable Management

Cosda aims to realize sustainable management and strive for continuous advancement on product innovation and transformation in the industry. Cosda practices green manufacturing, cares for socially disadvantaged groups, reinforces supply chain, and develops corporate culture with disciplines and warmth. From top to bottom, Cosda takes every matter with diligence and down to earth in order to implement the idea of sustainable management.

