鋐昇實業股份有限公司

- 負責人：黃文彬
- 網址：www.patta.com
- 地址：80247高雄市苓雅區三多四路110號15樓
- 電話：07-3362278

企業沿革

1999年 公司成立，引進日本技術，拓展產品種類。

2009年 成立上海新崴廠

2015年 取得CE認證、英國勞氏驗船協會認證(LR認證)、印尼BKI 認證

2016年 導入SAP系統
啟用ASRS自動倉儲系統

2017年 取得ISO 14000：2015 / ISO 9001：2015 認證
導入EIP系統
黃文彬董事長擔任東協論壇主講人
高雄燕巢廠興建計畫展開

2018年 取得 IATF 16949：2016 證書
越南廠興建計畫展開
榮獲第5屆鄧白氏中小企業菁英獎

2019年 成立高雄楠梓廠
榮獲第16屆國家品牌玉山獎
黃文彬董事長榮獲第42屆創業楷模獎

主要產品

螺絲系列：鑽尾螺絲、自攻螺絲
拉釘系列：拉釘、拉帽
締結系列：壁虎、水泥螺栓、螺帽、螺栓
工具系列：氣動工具、電動工具、手工具
五金配件：鑽頭、起子頭、水泥鑽頭、砂輪片、捲尺、水泥鋼釘
焊接系列：焊條、包藥焊線
門窗系列：閉門器、地鉸鍊

企業簡介

鋐昇實業股份有限公司成立於1999年，以自有品牌PATTA將泛五金產品行銷全球。致力於技術與品質提升，導入國際級品質系統，通過IATF 16949、ISO 9001、ISO 14001等國際評鑑認證。高產品品質、一貫化的高標生產流程與服務，PATTA已邁向專業生產製造與銷售一體化的多元公司。

國際競爭力

一、 品牌經營

(一) 自創辦以來，以自有品牌PATTA打入各國零售市場。
在台灣許多同業競爭者主要是以代工、B2B為主，PATTA 是極少數以自有品牌，進入終端市場行銷之品牌。

(二) 品牌知名度高，為領導品牌。
PATTA 以自有品牌行銷全球，並且獲得當地目標市場的喜愛，在中南美洲、非洲、中東、亞洲等區域擁有高市佔率，是市場上的領導品牌。

(三) 品牌延伸
以單一品牌產品橫向發展到八大系列，拓展產品線滿足顧客「一站式購足」的需求。

King Point Enterprise Co., Ltd.

- Owner：Wen-Pin, Huang
- Website：www.patta.com
- Address：15F No.110, San Duo 4th Rd, Kaohsiung, Taiwan
- Tel：+886-7-3362278

Products and Solutions

Screw Series: Self Drilling Screws, Self-Tapping Screws, Collated Screws
Blind Rivet Series: Blind Rivets, Blind Rivet Nuts
Fixings & Anchors: Anchors, PACON Concrete Screw Anchors, Bolts, Nuts
Tools: Power Tools, Air Tools, Hand Tools.
Accessories: Bits, Sockets, Drill Bits, Cutting Wheels, Grinding Wheels, Power Tape Measures, Concrete Nails
Welding Series: Welding Rods, Flux Cored Wires
Door & windows: Door Closer, Floor Spring

History

1999 Establishment of PATTA / Acquired Japanese Technology / Expand Scope of Products

2009 Establishment of Shanghai Xinwei Plant

2015 Acquired the EU CE Certificate
Acquired the Certificate approval of Welding Consumable for Ship Construction
Acquired the Biro Klasifikasi Indonesia Sertifikat persetujuan Kawat Las Certificate of Approval for welding Consumables

2016 Import SAP System
Establishment ASRS Automated Warehouse System

2017 Acquired the ISO 14000: 2015 & ISO 9001: 2015 Certificate
Import EIP System
President Wen-Pin, Huang assigned as the main speaker for the ASEAN forum
Yanchao Plant Under Construction

2018 Acquired the IATF 16949：2016 Certificate
Vietnam Plant Under Construction
Acquired the 2018 The 5th D&B Top 1000 Elite SME Award Certificate

2019 Establishment of Kaohsiung Nanzi Plant
The National Brand Yushan Award
Acquired the Model of Entrepreneurs Award 2019

Introduction

King Point Enterprise Co., Ltd. was established in 1999, and dedicated to sell its pan-hardware products worldwide with its own brand PATTA. Committed to technology and quality improvement, the company has introduced an international quality system and gained the international evaluation certifications such as IATF 16949, ISO 9001 and ISO 14001. With high product quality and consistent high-standard production processes and services, PATTA has evolved to a multi-disciplinary company with high standard manufacturing and integrating sales.

Export Competitiveness

I. Brand Management

i. Since the brand's establishment, the company has entered the national retail market with its own brand PATTA. Many of the competitors in Taiwan are mainly OEMs and B2Bs. PATTA is a brand that has rarely entered its

二、 全球佈局

透過與全球各地的當地代理商進行合作，共同執行當地品牌行銷、實體通路的佈建。提供當地代理商技術支援、宣傳海報、店舖規劃設計的輔導與資源協助等。

三、 佈局完善的全球運籌系統與通路實力

(一) 專屬的發貨倉庫之設立

在主要國際市場與各國代理商合作建構運籌系統，如印尼、阿根廷、阿拉伯聯合大公國，設有專屬的發貨倉庫，象徵PATTA產品受到許多當地市場肯定。

(二) 中國自動倉儲中心之設立

建立自動倉儲中心有效控管倉儲，縮減交貨期間，更迅速對其顧客需求進行回應，貼近市場。

(三) 建立越南物流運籌中心向外拓銷至全世界。

考量越南具的區位優勢對外享有許多關稅優惠，在2018年啟動越南佈建物流運籌中心計畫。

(四) 專屬的物流配送車之設計

與代理商共同設計專屬PATTA的物流配送車，在當地建構PATTA的物流配送系統，藉由PATTA貨車行駛在大街小巷，有提升品牌知名度之廣告作用。

營運管理

一、 企業策略

遵循內稽內控制度， 落實責任會計制度，各事業體如同獨立公司、自負盈虧，績效連動獎金制度。

二、 顧客關係管理

以大數據分析顧客採購模式，業務可透過購買週期模式主動了解客戶需求，改變傳統被動接受客戶訂單的互動模式並提供專屬網路銷售服務平台。

三、 財務管理

全面導入ERP，健全財務績效；利用 Bloomberg 掌握匯率趨勢。

四、 人力資源管理

PATTA視『員工為公司最重要之資產』，並致力於人力資源之經營，提供各職務所需之職能訓練，提升人力素質及企業競爭力，達到永續經營。

社會責任

一、 根留臺灣

以台灣為事業主體，並將營運中心設立於台灣，以「PATTA TAIWAN」打響知名度。

二、 綠色環保之作為

要求包材供應商使用回收再生紙漿來製作包裝盒。

三、 員工福利及權益

重視員工在廠房中的安全作業規範，建立兩性平等工作環境，成立職工福利委員會為員工服務各項福利權益。

四、 社會公益

秉持回饋社會之精神，支持高雄市立圖書總館「百萬藏書計畫」，長期關懷弱勢團體，與國立高雄科技大學簽訂產學合作。

綜合評語

一、 從事螺絲、拉釘及其他五金製品製造，以自有品牌「PATTA」外銷印度、沙烏地阿拉伯、卡達、印尼、法國、義大利等市場。

二、 市場定位與產品策略清楚，有效掌握市場利基，並重視研發及建立客服團隊，因應市場需求變化，具國際競爭優勢。

三、 營造友善職場、重視兩性平等工作環境、員工職涯發展等，積極投入社會公益，捐助社會公益與弱勢團體，參加各項公益活動回饋社會，重視隨手作環保、工作安全衛生及消費者權益。

end-market with high recognition.

ii. The brand has a high reputation and is a leading brand in the field.
PATTA is marketed by its own brand and has won the favor of the target market. It has a high market share in Central and South America, Africa, the Middle East and Asia, and known as bellwether in the market.

iii. Brand extension
The company has developed the brand into a series of hardware in a horizontal direction and expanded its product line to meet the needs of customers for "one-stop shopping".

II. Global Layout

i. Through the cooperation with local agents around the world, we will jointly implement local brand marketing and the brick and mortar stores. Provide local agent technical support, promotional posters, counseling and resource assistance for store planning and design.

III. Layout of the global operation system and channel strength

i. Establishment of a dedicated shipping warehouse.
In the major international markets, we cooperate with agents from various countries to build operational planning systems, such as Indonesia, Argentina, and the United Arab Emirates. With a dedicated delivery warehouse in these countries, it is also symbolized that PATTA products are recognized by many local markets.

ii. Establishment of China's automatic storage center.
Establish an automatic storage center to control warehousing effectively, reduce the delivery lead time, and quick respond to customer for knowing the need of the market.

iii. Establishment of the Vietnam Logistics Operations Center – expand to the world
Considering the location advantage and the privilege for enjoying many tariff concessions of Vietnam, Patta launched the Vietnam Logistics Operations Center Project in 2018.

iv. Exclusive logistics distribution design
Exclusive logistics distribution vehicles co-designed by Patta and the agents for construct the PATTA logistics distribution system in the local area. With the PATTA vehicles in the streets, it will enhance the brand recognition due to its advertising strategy.

Operation Management

I. Corporate Strategy

Following the internal audit control system, the implementation of the accountability accounting system, each department work as an independent unit with awareness of self-financing and performance, which connects to the bonus system.

II. CRM Management

Based on the analysis of the customer procurement model, sales can understand customer needs through the purchase cycle model actively and be able to provide a dedicated online sales service platform instead of accepting customer orders passively.

III. Finance Management

Fully import ERP System to improve the whole financial system and use Bloomberg system to grasp the exchange rate.

IV. Human Resource Management

PATTA sees employees as the most important assets of the company and is committed to the management of human resources, providing vocational training required for each position, improving skill quality and corporate competitiveness, and achieving sustainable operation.

Social Responsibility

I. Rooted in Taiwan

Set the operational center in Taiwan as the mainstay, establish "PATTA TAIWAN" to seize the popularity.

II. Green culture

Requires packaging suppliers to use recycled pulp to make boxes.

III. Employee benefits and rights

Focus on the safe operation practices of employees in the factory, establish a gender equality working environment, and set up a staff welfare committee to serve employees with various welfare rights.

IV. Corporate social responsibility

In the spirit of giving back to the society, we support the Kaohsiung Library's "Millions of Books Project", long-term care for vulnerable groups, and initiate the industry-academia collaboration with the National Kaohsiung University of Science and Technology.