



晨禎營造股份有限公司

True-Dreams Construction CO., LTD.



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推薦單位：合作金庫銀行股份有限公司

營業項目：廠辦新建工程、飯店新建工程、住宅新建工程

產品名稱：營造工程



廠辦案-怡聚發條
Plant And Office – I CHU



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Recommended by :
Taiwan Cooperative Bank

Business Items :
Factories, Hotels, Residences

Main Products :
Construction Works



住宅案-麗晨卓爾
Residential – Cho Erh Live True



廠辦案-高偉精密科技
Plant And Office – ARDEN



住宅案-麗晨朵也
Residential – Garden & Forest Live True



晨禎營造一直對於建築與營造有著更高的願景，期望能提升營造業的品質和形象，創造市場的良性競爭，並致力於善待人才，提供充滿願景和成就感的工作環境，讓大家一起樂在工作，共同打造理想中的建築作品，讓更多人能享受到高品質的廠辦空間與住宅生活。

經營理念與企業管理

晨禎營造於2011年晉升為甲級營造廠，近年也陸續獲得許多獎項肯定，尤以2013年的別墅作品接連獲得國家卓越建設獎、國家建築金質獎全國首獎等肯定，去年更代表臺灣拿下「2014全球卓越建設獎－低層住宅類」銀獎的榮耀。我們深信「企業文化」與「人才」是企業成功的關鍵因素，「企業文化」攸關企業是否走在正確且正直的道路上，而「人才」攸關企業發展的深度與廣度。「讓利」及「分享」是建立優良企業文化及留住人才的重要方法，我們主動讓利給客戶(品質、價格、服務、保固)，實行全員入股，讓全體員工分享獲利與豐厚的獎金及福利，創造客戶、公司、員工三贏的良性循環。



辦公室 Office

企業文化－讀書、運動、作公益

晨禎擁有優秀的專業經營團隊，每年穩健擴大經營規模，升遷管道十分暢通，我們重視每一位員工，除了提供良好工作環境，也提供學習及成長的空間，希望每位員工皆能與公司一起不斷成長，且與各大專院校簽訂產學合作，致力於校園與企業雙方的接軌，對於人才培育不遺餘力，並於公司內部提倡「讀書、運動、作公益」三項核心文化，規劃各類社團活動，同時實行工程獎金、各年節禮金、股利分紅、三大家庭日、健康檢查、國外員工旅遊等各項福利制度，讓每位員工都能擁有穩定的工作環境跟積極向上的動力。我們成立「社會服務社」，運用工程專業協助有需求的弱勢機構進行修繕或新建工程，改善受協助單位的空間安全及生活品質，目前已陸續協助十方育幼院三年度修繕工程、瑪喜樂生命教育園區改善工程。今年度將協助親愛國小、花東新村等單位，盼能為社會盡一己之力。

創新技術 創見價值

營造業是講究高度專業技術的行業，晨



會議討論 Conference



作業情形 Work Situation

禎營造除了致力於將基本的工程管理、工程技術做到最好之外，更專注於引進新技術、新人才，並投入大量專業人才進行工程技術的研發，以提升工程品質、創造營造價值。有別於一般營造廠，我們擁有專業的總經理室及規劃部，總經理室成員由各有專精的技師群和建築師組成，總經理室協同規劃部整合作業、研發工法（鋼網牆、預鑄等工法），與工程圖面檢討、分析及設計，並進而提出價值工程以達到提升工程安全、品質和節省造價等目標。更前瞻性導入BIM（Building Information Modeling）技術，視覺化鋼筋檢料、外觀計畫、空間檢討、機電管路檢討及不同工種界面整合等。

誠真踏實 精鑄所託

晨禎一路走來誠真踏實，從軟、硬體兩方面的努力，達成其精鑄顧客所託的企業經營目標。晨禎營造運用「技術研發創新」的企業核心能力，打造優異的工程工藝；以「團隊整合創新」整合工程技術與工程管理，導入SOP標準工程管理系统，結合專業人才，提供給客戶最卓越的工程品質；將「服務協同創新」注入企業的DNA之中，提出43項創新的客戶服務項目，導入SOP標準客服管理系统，提供給客戶最滿意的感動式服務。未來目標盼走向工程技術的領導者、創新服務的實踐者、永續成長的企業體。 ■



自行車環島 Bicycling Round Taiwan



公益活動 Charity Event



True Dreams continues to expect a higher vision for the architect and construction industry. We expect to improve the quality and image of the construction industry and to create positive competition in the market. As we are kind to our employees and provide nice work environment with career development, we happily work together to create dream architectures. We hope more consumers are able to enjoy our high-quality office spaces as well as residences.

The Management Philosophy and Business Management

True Dreams became a Grade A construction company in 2011. We also received many awards in recent years. The 2013's Villa Construction Works won the Golden Award of the National Excellence Construction and the National Golden Award For Architecture – National First Prize. Last year we represented Taiwan and won the Silver Metal in the “2014 FIABCI WORLD PRIX D’EXCELLENCE AWARDS - Residential (Low Rise) Category” competition (see Figure 1). We are deeply convinced that corporate culture and talents are key factors to business success. Corporate Culture guides a company down the right track with integrity, and talent is closely related to business development in terms of depth and breadth. Profit-sharing (‘rangli’ in Mandarin) and sharing are important ways to establish a good corporate culture and retain talented employees. We take the initiative to share profit with customers (such as better quality, reasonable price, better service, and warranty) and with employees



2014 全球卓越獎－低層住宅類銀獎
2014 FIABCI WORLD PRIX D'EXCELLENCE AWARDS -
Residential (Low Rise) Category

via the implementation of employee stock options. Therefore all employees share the profits with generous bonuses and benefits. We create a virtuous circle among customers, the company, and employees in a win-win situation.

Corporate Culture - Reading, Sports, and Community Service

True-Dreams has a great professional management team and expands steadily every year with many promotion opportunities, and we value all employees very much. In addition to providing a good work environment, we expect each employee to constantly learn and grow with the company. We collaborate with various schools to bridge the integration of campus and enterprise, and foster new talents. We promote three core corporate cultures: reading, sports, and community service. We plan various community activities (e.g. Reading Council, Badminton Club, Hiking Club, Aerobics Club, and Community Service Club). We have also implemented the project bonus, holiday gifts, dividend bonus, three family days, health checks, overseas travel and some other employee welfare, so each employee has a safe and stable work environment with strong and positive motivations.

We set up the Community Service to help vulnerable non-profit organizations to renovate or construct their buildings with our engineering specialties and improve the security and quality of life for them. We have assisted Shi-Fan Orphanage in renovating for three years and Joye Meredith Life Education Park's improvement projects. Figure 2 is a photo taken after the press conference for the completion of the Joye Meredith Life Education Park's improvement projects. Figure 3 is taken when signing the memorandum for free renovating the Shi-Fan Orphanage. This year we helped Chin-Ai Elementary School, the Hwa-Tung Village, etc., and hope to contribute to the communities more.

Innovative Technology and Value Creation

The construction industry focuses on highly specialized technology. True-Dreams is devoted to



瑪喜樂生命園區修繕工程竣工記者會
Improvement projects at Joye Meredith



十方育幼院認養工程簽約儀式
Renovations at Shi-Fan Orphanage

enhance our engineering management and engineering technology. In addition, we are committed to introducing new technologies, new talented employees, and tremendous professionals in engineering research and development to improve project quality and create construction value.

Unlike other construction companies, we set up professional General Manager's Office and Planning Department. The General Manager's Office consists of professional engineers and architects. The General Manager's Office coordinated with the Planning Department to integrate operations, engineering methods (such as Metal Lath Wall, Precast), drawing reviews, analysis and design, and thus proposes value engineering to ensure safety, quality and cost-effectiveness. Furthermore, we implemented the BIM (Building Information Modeling) technique to visualize steel reinforcing bars, facades, spaces, electromechanical pipelines and other different types of interfaces.

Sincere and Truthful to Refine Your Trust

True-Dreams has been sincere and truthful to our customers all the time. We devote ourselves in both hardware and software to fulfill our business goal and meet customer needs.

True-Dreams adopts "technology-research-innovation" as the enterprise's core competence to create state-of-the-art engineering. At the same time, our team integrate "team- integration-innovation" into the engineering technology and management, introduce SOP (standard operating process) as

our engineering management system, and organize professionals to provide customers with the most outstanding quality. We imports the "service-collaboration-innovation" concept into the company. We propose 43 brand-new

service items for customers, and the SOP system guides all of our operation and management. All our members take part in fulfilling the customer service system, and providing the most satisfactory and touching service.

Our goal is expected to be the leader of engineering technology, the practioner of innovative service, and the company of persistent growth.



綜合評語 Commentary

經營團隊均具有專業背景，經營模式透明，員工向心力高。注重營建品質，導入多項SOP作業，在工程控管等方面都呈現一定的水準，且獲得多項施工品質獎。透過產學合作模式提供實習機會，且善用公司營造專長，協助弱勢團體修繕工程以回饋社會。未來隨著中部科學園區建置廠房的需求增加，成長潛力可期。

Each member of the management team is a specialist in his/her own field. The open and transparent operating model attracts high employee loyalty. Insisting on construction quality and implementing a wide variety of SOPs, Truedreams demonstrates a solid standard in project control and has thus won numerous awards for construction quality. Through industry-academic cooperation, Truedreams provides learning opportunities for students and exerts its construction expertise to help disadvantaged groups to repair their homes to repay society. In the future, Truedreams' potential is foreseeable as the factory construction demand rises in the Central Taiwan Science Park.