

# 泰源成衣廠

Tai-Yuan Garments (Pty) Ltd.



負責人 陳秀銀女士  
Owner : Ms. Chen, Hsiu-Ying

負責人 Owner : 陳秀銀 Chen, Hsiu-Ying

地址 Address : Site 4A Thetsane Industrial Area, Maseru Lesotho

電話 Tel : +266-2232-5246

傳真 Fax : +266-2226-7749

推薦單位 Recommended by :

世界台灣商會聯合總會

World Taiwanese Chambers of Commerce

營業項目 Business Items :

針織類成衣生產

Garments manufacturing of knit wears

產品名稱 Main Products :

POLO衫、運動休閒上衣及褲類、女套裝、夾克、T恤、保暖衣

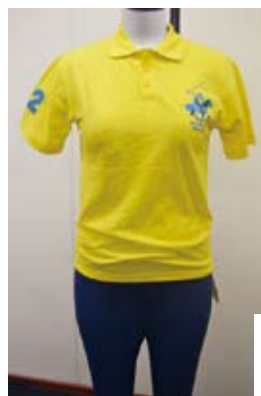
POLO, Active wear Tops and Pants, Ladies suits, Jacket, T-Shirt, Warm wear



大門 Main Entrance



孤兒院發送  
Orphanage Supporting with Food and Basic Supply



產品 Products



負責人陳秀銀女士出生在新北市的三重，由於家境貧窮十五歲進入針織成衣廠當操作員，白天做車縫工，晚上上課學習服裝設計，學成之後即自行開設成衣廠。

二十一歲時於台北縣三重自行創業，本以為從此日子平順，可事與願違，因不懂輪美紡織品配額市場行情，導致在買配額時嚴重虧損，必須承擔所有債務，當時結束成衣廠時三十二歲則遠離家園，來到萬里之外的陌生地方，非洲賴索托王國，1992年擔任一家成衣廠總廠長四年，1996年才再度自行創業。

在今年的一月份，隨著新設工廠的啓用，總員工人數已從創業初期的二百多人成長到三千五百人，成為一座年產量一百萬打的針織成衣廠。

#### 誠信服務，順應風俗

泰源成衣廠為賴索托針織成衣領先企業，長久以來在業界建立穩定的基礎及良好的信譽。陳女士努力擴展長期且穩定的客戶關係，為客戶提供高品質的產品及客戶服務。並以誠信的服務態度，成為顧客和協力廠商的忠實伙伴。

陳女士為順應當地風俗及文化，由賴索托人擔任中階管理人員，以期達成人和的目標，因此才能從一個二百多人的工廠，迅速地擴展到擁有三千多名員工的大廠，在賴索托創造了大量的就業機會，並獲得賴索托政府評比為優良廠商。

在陳女士無數的成衣製作經驗下，舉凡睡衣、裙子、洋裝、背心、Polo衫、夾克、長短褲、運動套裝等等針織服飾，樣樣皆能滿足許多國際知名品牌客戶的需求。公司為確保員工才能之發展能跟上產業技術的快速進步，提供

員工在職教育訓練，藉由工作與訓練使員工在品質及技術層次不斷提升，期待員工與企業業績一同成長。

#### 董事長最常鼓勵員工的一句話

「機會與發展永遠是留給願意承擔責任的人」，TAI-YUAN 廠有亮眼的成績歸功於全體同仁一起打拼出來的成果，所以這也是董事長與同仁們共同的事業，董事長希望大家跟她一起努力創造出一家幸福企業。

#### 座右銘－要做就要做到最好

「要做就要做到最好，否則就放棄」，這是與幹部們開會時常提的一句話，成衣業雖然款式變化很大，每一件衣服或褲子都需要工人一針一線縫合，要讓客人能滿意與接受併持續下單，品管非常重要，常聽朋友說紡織業已是夕陽工業，但我認為沒有所謂的夕陽工業，只有夕陽管理，團隊的經營若每個成員都能努力付出，企業才能達到良好績效。

#### 泰源成功的三原則

廠房占地三公頃，產品以針織成衣為主，產品百分之百外銷美國，由台灣、大陸與香港接單，客戶為美國GAP、KOHLS、COSTCO、WAL-MART 與 KOMAR等知名賣場，原料、配件則從台灣、中國及越南進口。

陳女士創業的關鍵成功因素，在於始終堅持產品高品質、價格合理且交貨迅速三個原則，因而能與客戶維持長期合作之良好關係，致使訂單穩定成長，以誠信與品質為經營導向的企業文化，致使泰源與J&S成衣廠在激烈的國際市場競爭中，脫穎而出。另一方面，公司的資金需求與來源充裕，企業獨資，未進行任何銀行融資，因此能隨時掌握資金動態，充分



並審慎利用資本市場上金融避險工具，將風險與交易成本降至最低。財務結構健全，獲利穩定，風險控管嚴謹，有效改善公司財務結構及降低營運風險，零負債，零貸款。

持續不斷地加強財務專業及風險控管能力，逐年為擴大營運規模所需之財務作穩健之規劃及準備。公司才能由初期投資的十七萬美元，到目前年營業額三千五百萬美元，是非洲賴索托成衣業界公認之楷模。

### 熱心公益，回饋社會

陳女士擔任多年賴索托台灣商會副會長，並為現任世界台灣商會聯合總會顧問，除大力投入僑界及各項社會公益工作，支持僑界各項

活動，熱心公益樂善好施，協助新進台商，並積極參與僑社活動，在賴索托對各個華人社團之支援更是不遺餘力，享譽僑界，深受當地僑民敬重。

除僑社活動外，陳女士也熱心公益，積極參與當地各項公益活動，盡其心力。對興建學校、資助孤兒院，不遺餘力，十幾年來，與當地賴索托人民建立深厚友誼。

在非洲投資設廠十八年，產品品質廣受肯定，公司不斷開發新客戶，代理更多的世界名牌，企業務實經營的宗旨，促其成為賴索托台商在非洲投資守法守分的模範。 ■

Miss Chen Hsiu-Ying, the owner of the company, was born in Taipei County, she did not come from a wealthy family, so at the age of fifteen she started to work in the knitted garment factory as a sewing lady, she worked during the day, and studied fashion design in the night.

At the age of 21 she started her own garment factory, but few years later due to the lack of knowledge on the US import quota status the business came into great debt and was forced to close down in 1992, she then left Taiwan to a very distanced African country Lesotho to work as a factory manager, then in 1996 she started her own garment factory again in Leosotho.

Until January 2014, the labor force increased from the initial 200 workers to 3500 workers, and its full output capacity is now 12 million units per year.

### Management policy and skill training

Tai-Yuan Garment as one of the major garments factory in Lesotho has a very high reputation in the industry, with the many effort Miss Chen put in factory it leads to a long and stable relation with buyers, providing our best service and quality to our buyers. The factory hires local workers for mid-level management, it helps to minimize the rate of error due to miscommunication and also create a better

working harmony, this is also one of the reason which the factory could start from a 200 employee work force to a 3500 employee factory, it created plenty of job opportunity and Government recognition.

With Miss Chen's experienced knowledge in this industry, the factory can make tackle all kinds of difficult style demanding by the market. This ensures the factory to always be the first in line for new season orders.

The factory also provides enhanced skill training programs for employees to improve their relating skill in order to increase productivity and quality, this way both the factory and employee itself can grow together in a long term

### Motivation to the employees

Miss Chen always told to her employee that the opportunity is only for the people whom is willing to take responsibility, and that the reason Tai-Yuan has such great result is due to the hard work and effort that all the employees put in the factory, so Tai-Yuan is OUR factory and OUR business. Therefore, she hopes everyone could work with her to create a factory of their own.

### Director's Motto

Miss Chen's motto is: "If you want to do





車縫部 Sewing Department

it, then do your best, otherwise don't do it at all". This is what she often tell her employee, Garment business is very complicated, to make one garment there is many steps and procedures, and to live up to buyers expectations, ever step is important, and quality control is very crucial. She often heard friends saying textile business is a sunset business, but she thinks that there is only sunset Management, and not sunset business. For a business to grow well, all her employees need to work together as a team.

### Three key reasons to success

Factory is specialized in knit wear, 100% export to the US, order taken from Taiwan, China and Hong Kong, Main buyer are GAP, KHOLS, COSTCO, WAL-MART and KOMAR, material and accessories are purchased from Taiwan, China, and Vietnam.

Three key reasons for factory become successful in business are Quality, Price, and Delivery on time. These reasons make Tai-Yuan can out stand our competitors and maintain a reliable and long growing relationship our buyers. Besidees, the factory has a healthy and independent financial background with no liability, thus enabling us to monitor and manage the exchange rate in time so to decrease our risk on the unstable currency environment, and also seeking for good timing to increase capacity.

### Involve with social service and contribute to the community

Miss Chen was also elected Vice President in Lesotho Division for the World Taiwanese Chambers of Commerce (WTCC), and is currently one of the consultant for the WTCC, apart from taking part in most of the charity events in the Overseas Taiwanese community, she also put many effort to the help the local institution in rebuilding, donations and

community service. Throughout the years she has earn great trust and reputation by the local people, and build up a very deep and strong relationship with them. All the effort which has been put in the factory for the past 18 years, our production and quality has been recognized highly by our buyers, and Tai-Yuan will keep on exploring new buyers, and hopefully a factory for others to look up to in future.

## 綜合評語 Commentary

- 引進電子整合製造系統，提升競爭力，並創造當地就業機會具極大貢獻，獲當地政府評為優良廠商。企業致力於員工生產技能之提升，提供獎勵激勵生產效率，且雇用當地員工達三千餘人，對當地之經濟發展及社會有重大貢獻。
- 負責人積極參與僑界及各項社會公益工作，現任僑社職務，社會貢獻方面，免費提供員工就醫，落實公益照顧當地貧苦孩童，及支持僑界活動不遺餘力。
- By introducing the electronic Integrated Manufacturing System (IMS) to increase competitiveness, it has contributed significantly to the local employment opportunities. The company has been awarded as an Exemplary Manufacturer by the local government. The corporation also strives to advance the employee's manufacturing techniques, providing incentives to encourage manufacturing efficiency. Moreover, it also hires over 3,000 local employees, providing significant contributions to the local economic development and society.
- The company representative actively participates in various overseas Taiwanese and social philanthropy work. Under the current overseas Taiwanese organization capacity, she provides employees with free medical treatment, takes care of underprivileged local children through charity and enthusiastically supports overseas Taiwanese activities.