



馬紹爾群島福爾摩莎集團

Marshall Islands Formosa Group



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Owner Lin, Hsueh-Ming

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中華民國駐馬紹爾群島共和國大使館

Embassy of the Republic of China (Taiwan), Republic of the Marshall Islands

營業項目 Business Items：

零售及批發

Main Products: Retail and wholesale business.

產品名稱 Main Products：

生鮮及日常用品超市、餐飲、建材五金、加油站

Fresh food and living appliance supermarket, dining restaurant, building material and hardware, and gas station.



Formosa 建材五金店
Formosa Hardware Store



Formosa Uliga 超市店面
Formosa Supermarket



Formosa 加油站
Formosa Gas Station



Formosa 主店
Formosa Shopping Center

負責人林學銘先生最初在台北及台南從事人造花加工、幼稚園與製鞋，因緣際會來到馬紹爾群島，視察過當地環境進而鼓起了異地重新創業的勇氣，帶著妻子和一雙兒女舉家定居馬紹爾群島，經多年努力成功創立馬紹爾群島福爾摩莎集團，經營生鮮及生活用品超市、餐飲、建材五金、加油站，為當地最龐大多角化經營企業，以行銷臺灣品牌及創造消費者福利為經營宗旨，是公認之馬紹爾零售業龍頭。

獨資創業 砸下重金 擴展版圖

自2001年成立第一家Formosa Shopping Center以來，秉持腳踏實地之精神，審慎評估馬紹爾當地市場需求，逐步建立消費者信心及品牌商譽，初期以進口美國貨品為大宗，在營業額穩定後，巧妙結合馬紹爾民生需求與臺灣產品之供應和企業經營模式，進口來自臺灣優質商品如飲料、食品等，期能將臺灣的品牌引進馬紹爾，策略性行銷臺灣品牌產品。2005年10月，福爾摩莎集團斥資300萬美金取得當地最大零售通路經營權，積極擴張事業版圖，同時創造當地就業機會，促進經濟成長，共創出臺馬兩國雙贏局面。

築夢踏實 推廣MIT產品

儘管目前經營之零售業已有相當之規模，福爾摩莎集團本著開疆拓土的企業基因，力求創新和突破。2007年，正式跨足營造建材產業，成立建材五金通路Formosa Hardware，並開設Formosa Shopping Center第四家分店。嘗試開創營建業之發想，來自於對當地居民生活的敏銳觀察，發現馬紹爾對建材的強烈需求，通路發展亦完全切中市場，一開始就取得極大

的成功。2008年12月，福爾摩莎集團更引進臺灣的自創品牌KLG炸雞店，並邀請KLG創始人親赴馬紹爾進行技術指導，先進的管理流程和台式美食風味再度征服當地人的味蕾，一舉打響臺灣美食的名號，再為福爾摩莎集團的經營寫下另一個里程碑。縱觀福爾摩莎集團於馬紹爾群島的經營和發展，善用市場機會和在地資源開闢疆土的企業文化，實為臺灣精神的最佳展現。

提升消費福利 重視教育訓練

福爾摩莎集團經營理念始終以消費者福利為導向，2005年取得原為美商經營之生鮮超市經營權後，即著手調降產品價格，以嘉惠當地消費者，刺激購買力和經濟成長。綜觀企業內部，從進貨、盤點、結帳等零售作業流程，到人事層面如員工教育訓練、健康保險等，皆有完善的制度進行系統化的管理。因此本公司成為當地人嚮往工作之企業，也是馬紹爾當地名聲響亮的臺灣品牌。

飲水思源 官商民受惠

福爾摩莎集團內除兩位台籍幹部外，採大量聘用當地員工，比例高達98%，除了大幅改善馬紹爾當地就業情形，穩定的收益也增加馬國政府稅收，使官商民三方皆受惠，於經貿外交之貢獻，自是不在話下。集團亦積極襄助及參與僑界各項活動，舉凡捐款贊助、餐宴飲食、僑胞生活急難等，皆大力伸出援手。本著飲水思源，回饋社會的精神，不論是臺灣同鄉或馬紹爾人民，都是促成本企業成功之動力，強烈的社會責任感及使命感，是本集團始終強調的企業核心價值。

明日之星 精緻農業

而在未來，本集團的經營目標仍是繼續用心經營服務馬國，擬引進臺灣網式精緻農場，

使缺乏生鮮蔬菜的馬紹爾，也能品嚐到來自臺灣的美味，並促進當地經濟繁榮，同時綠化環境，進一步深化臺灣和馬紹爾的外交情誼。■

In 1997 Mr. Samuel Hsueh-Ming Lin had operated several businesses in Taipei and Tainan of his own, businesses such as artificial flowers manufacturing, kindergarten and leather shoes factory. An opportunity appeared when Mr. Lin's cousin Mr. Chien introduced him about Marshall Islands (hereinafter referred to as RMI). After a short visit with Mr. Chien to the RMI, Mr. Lin felt strong ambition in starting his own business in RMI. After the return of his visit he brought his wife and two of his children to RMI. After many years of hard-work he finally succeeded in established Formosa Group. Formosa Group is presently running the business of fresh food, living appliance, dining restaurant, building material, hardware and gas station, covering almost all daily life need of residents in Republic of the Marshall Islands. Formosa Group is the biggest multi-faceted business group in RMI, which is dedicated to promote Taiwanese brand and consumer benefit, and is recognized as the leader of retail business in the area.

Sole-proprietorship entrepreneur with huge ambition.

Since the first Formosa Shopping Center was founded in 2001, adhering to the spirit of firm endeavor and stable progress, with careful evaluation of RMI market, Formosa Group has been establishing consumer's confidence and its reputation step by step. At first, products imported from America dominated. After the business revenue became stable, Formosa Group strategically combined RMI livelihood requirements and Taiwanese product supply and enterprise mode. With the hope to introduce Taiwanese brand to RMI, Taiwanese products of good quality such as beverages and food were imported and marketed under proper strategy. In October 2005, Formosa Group spent three million US

dollars to take over the management of the biggest retail channel in RMI. Being ambitious in expand its business scale, creating working opportunities simultaneously, sparking economic growth, Formosa Group made both Taiwan and RMI success.

Promoting made in Taiwan products to Marshall Islands.

Although the retail business was already quite successful, Formosa Group strived to innovate and make breakthrough on the basis of its aggressive nature. In 2007, Formosa Group started its building material business and founded Formosa Hardware as hardware retail channel. Meanwhile, the fourth Formosa Shopping Center opened. The idea of running the business of building material and hardware originated from the sensitive observation of people's living in RMI, and the strong need of building material was discovered. Therefore, the development of this retail business catered to market very well. In December 2008, Formosa Group introduced KLG to RMI, which is a Taiwanese brand of fried chicken and fast food. The founder of KLG was invited to RMI to teach the required techniques and skills. The advanced management procedure and awesome taste of Taiwanese food conquered again, making Taiwanese food famous, and thus set another landmark of Formosa Group. In sum, taking advantages of the market opportunities and local resources, and the ambitious and aggressive enterprise culture, all contributed to the successful operation and development of Formosa Group. This is the best manifestation of Taiwanese spirit.

Improving consumer benefit and providing employee training to local community.

Formosa Group always operate the business with ideas that are consumers' benefit-oriented. When taking over the management of a supermarket



員工在主店合照 Employees photo in front main store

which was once owned by American businessman in 2005, Formosa Groups began its own business by reducing the price of products in order to benefit local consumers and stimulate consumption and economic growth. Concerning the business process, from every stage of retail chain such as importing and replenishing products, checking stocks, and balancing accounts, to personnel aspect like staff training and health insurance, Formosa Groups has comprehensive system to manage orderly. Consequently, it is a very popular company which attracts many Marshallese to apply for a job, and it is also a renowned Taiwanese brand in RMI.

Benefiting and Caring for the community.

Besides two Taiwanese employees, Formosa Group hires a large amount of local staff. The proportion reaches 98%, and this greatly improves the employment situation in RMI. In addition, the stable income contributes to RMI government's tax revenue. Its business benefits three sides of the government, the businessman, and the people in RMI. Without doubt, Formosa Group has contributed a lot to economic diplomacy. Moreover, it assisted and participated in activities of overseas Taiwanese circle very actively. For example, money donation, banquet food preparing and providing, and emergency need of Taiwanese expatriates, Formosa Group always gives help earnestly without hesitation. Based on the spirit of thinking everything's origin and giving positive feedback to society, both Taiwanese expatriates in RMI and Marshallese are motive force of Formosa Group's success. The strong sense of responsibility and mission are core values emphasized by Formosa Group forever.

Introducing Taiwan agriculture to local community

In the future, the objective of Formosa Group business still centers on serving RMI, and plan to introduce Taiwanese reticular agriculture farm so as to let Marshallese enjoy Taiwanese vegetable taste since here lacks fresh vegetables. Hopefully, the business can make local economy prosper and environment greener, meanwhile, deepens the friendship between Taiwan and RMI.

- 企業透過在台灣、馬紹爾國家據點間的協調整合，結合當地有利條件，將產能與產品適當調配，並進口台灣生產之優良產品以平價銷售，促進中馬兩國貿易，對台灣優質產品之外銷有相當貢獻。
- 透過成立馬紹爾同鄉聯誼會，熱心投入僑務工作、並積極參與當地公益活動，對促進當地就業機會，回饋社會，貢獻良多，具有強烈的社會責任感及使命感，實為台灣中小企業國際化的成功案例。
- By coordinating and integrating locations between Taiwan and the Marshall Islands and combining with local favorable conditions, the Formosa Group has appropriately adjusted capacity and products. The group also imported quality products from Taiwan and sold them at a low price to promote trade between Taiwan and the Marshall Islands to successfully promote the export of quality Taiwan products.
- By establishing the Taiwan Compatriot Association in the Marshall Islands, the owner devotes his time to compatriot affairs and is actively involved in local charitable activities. The owner also makes substantial contributions in creating local job opportunities and paying back to local society, which expresses a strong sense of social responsibility and sense of mission. Therefore, the Formosa Group is a case of success for SME internationalization.