



W*LD INDUSTRIES D E P FURNITURE

八方實業有限公司

WILD INDUSTRIES SDN. BHD.



赴一趟冒險之旅

秉持著一股熱忱與夢想，自2005年始，創辦人汪道溶先生開始這趟旅途。一路走來，八方實業開闢了一條獨特的途徑，尋找一種用多元化元素，將不同材料和設計風格混搭，融合成一種現代與經典傢俱的跨文化概念；夢想逐漸變成了現實。

在集團旗下骨幹公司的支援下，八方實業很快就成為馬來西亞當地知名的傢俱製造與出口商。從事多元化組合傢俱產品開發的同時，經由設計找到了一條平衡的橋樑。八方實業秉持著創新與傳統之間的平衡，不斷尋求靈感，致力於產品設計與開發。創意、個性化和生活化的產品定位，是八方實業追求的目標。每一件傢俱作品都是想要與人們建立美好關係的溫暖故事，八方實業將依循這個理念來完善每個人的生活。

有品牌，贏未來

品牌，就是做真實的自己。過去幾年，八方實業積極拓展業務，並非一味地只專注於銷售業績的成長。品牌運作是營銷策略的重要幕後推手，因此開始運用品牌的定位作為營銷的出發點，從中建立企業的無形資產。

八方實業的定位在於《創新與傳統之間的跨界融合》，是傢俱的作家、也是創造故事的人，運用不同材質來創作，用傢俱寫出動人的故事。藉由ArtSpace創意工坊定期舉辦木工手作班，讓有興趣傢俱設計與製作的人士有機會親身體驗日常生活中簡單且實用的傢俱製作過程與樂趣，並藉此讓大家對於傢俱製造有更深層認識及啟發人們對於保育森林與愛護大自然的意識。

八方實業相信，透過建立品牌資產將更能夠掌握公司未來發展的步伐與明確的動向。



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營業項目：傢俱製造及出口商

產品名稱：自然木語

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Business Items : Furniture Manufacturing & Export
Products : Natural Signature

創“心”經營

常會聽到人們不時在提倡創新，八方實業常反問自己何謂創新？是一種理念？是定時推出新產品？還是只是一味的隨波逐流？

創新對八方實業來說，是從現況中不斷的改進，每一次的改進，都以價值為前提，而“心”所指的，不單是做得更多，而是做到最好。無論是產品開發或是營銷和管理，八方實業從日常中帶給各位“心”的生活。

花若盛開，蝴蝶自來

沒有華麗的宣言，也沒有振奮人心的口號。創業艱難，沿途滿布荊棘，跌宕起伏，每道障礙都是成長的契機。若是不願意接受失敗的沮喪，就奮力跨越，感受茁壯的喜悅。

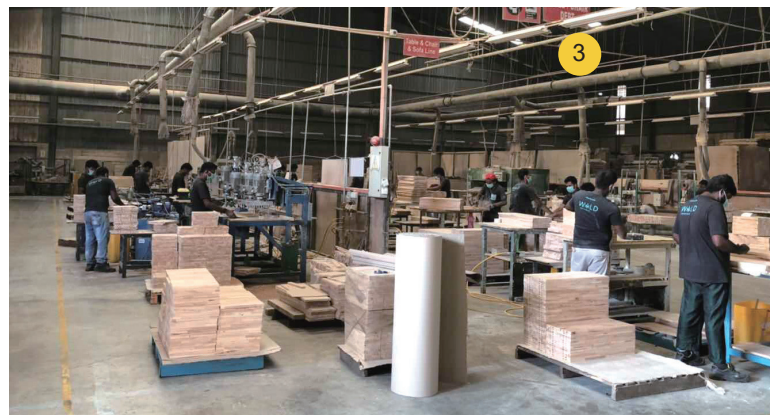
明人不做暗事，汪董事長常反向思考，員工對公司的期望，八方實業能否做到？改善員工的生活品質？給了員工發揮的舞台？許了員工一個持續發展的未來？八方實業始終相信員工會有自己的期望。

當每個人都能夠完善且奉獻自我，並且做得更多，未來的路將會越走越寬廣。汪董事長非常喜歡《人若精彩；天自安排》這句話，生命的美麗是來自不斷挑戰風風雨雨的苦難；而從創造價值予他人當中，也看到了八方實業存在的價值。

努力工作，盡情玩樂

Work Hard, Play Hard，工作的時候全力以赴；玩樂的時候盡情享受，這是八方實業的企業文化之一。公司內部設有一間提供員工休憩的地方 – Deep Café，免費提供員工每日的膳食餐點，同時也提供一個舒適的環境 – 激發靈感的泉源，許多出色的產品設計概念都是從這裡腦力激盪後萌芽。

除了飲食之外，內部設有一間卡拉OK廂房讓大家在用餐之後可以一展歌喉，將工作暫時拋諸腦後，待大腦重置之後能夠應付下半場的工作挑戰。



取之社會，用之社會

對於履行企業社會責任，八方實業向來不餘遺力熱心參與社區服務或社會公益活動。每年都會拜訪孤兒院、老人院或殘疾人士中心，希望透過連串活動能夠為社會貢獻一份綿力帶來一絲溫暖。

2017年，八方實業進一步體現企業社會責任，成立了ArtSpace創意工坊，其宗旨乃鼓勵人們通過創意，建立人與人之間的緊密聯繫；將家人、朋友和社區維繫在一起。ArtSpace創意工坊透過木工手做和創意活動，教育大眾對於大自然的尊重與讚頌。

由於所處地理位置，馬來西亞傢俱製造重鎮—麻坡，ArtSpace創意工坊也背負一項重大的使命：希望藉由創意的木工活動來活化當地傢俱業的發展方向，營造獨特的傢俱業文化。

A Grand Adventure

Along with a dream in mind and a twinkle in their eyes, our founders embarked on an adventure since 2005. Never looking back, they found a way along their journey to meld diversified elements with cross-culture appeals; turning their dream, Deep Furniture, into a reality.

With the support from Wild industries, our backbone company, we soon became a Malaysian-Taiwanese based manufacturer and exporter. While being actively engaged in numerous products from multiple lines, we stay true to our commitment to unite tradition and modernity. Looking at our dedication to design, it is a no wonder we are constantly searching for inspirations.

- 1.研發部門 R&D
- 2.產品展示廳 Showroom
- 3.生產線 Production Line

We believe this eclectic mix of creativity, passion, and dedication, is the best way to express our excellence. We will always be very driven by this mantra to foster and make perfect everyone's everyday life. And it's only fitting that each of our one-of-a-kind piece carries a heart-warming tale of the relationship we want to create with the people.

Branding - A Pass to Brighter Future

Branding means being one's true self. Over the past few years, in the meantime of expanding market, we have been upholding branding as our marketing strategy instead of just focusing on sales growth. Therefore, with defining brand positioning as our starting point, we have been gradually creating our intangible assets. We believe we could grasp the market trends more accurately through building our brand.

The positioning of company lies in the "new cross-border integration between innovation and tradition". We are the writers of wood and the one who create stories. We are good at using



生產線 Production Line



訓練-精益化管理程序 Lean Management

any kind of wood in creation of moving stories for furniture. We regularly organize woodworking classes in ArtSpace workshop that give those who are interested in furniture design and production opportunities to experience the simple and practical furniture making process and fun in daily life. We also let the participants have a deeper understanding in furniture manufacturing and increase people's awareness of forest conservation and the protection of nature.

An Innovative and Heartfelt Business

We often hear the advocacy of innovation from time to time. However, we often ask ourselves what is innovation? Is it an ideal? Does it mean launching new products regularly? Or is it just a mainstream to follow?

To us, innovation means constant improvement in the current situation, and that every improvement is based on the assumption to create certain values for people and things. Whether it's product development or marketing and management, we simply want to improve everyone's

Butterflies will Come when Flowers are in Efflorescence

We have no pompous words and motivational slogans. Entrepreneurship is difficult and is full of thorns and ups and downs. However, we believe every obstacle is an opportunity for growth. If you don't want to be frustrated by failure, you will strive to overcome it and feel the joy of growth.

There's a saying goes "a righteous man does nothing underhand". Referring to this, I often ask myself, do we live up to the expectations of the employees for the company? Did we improve

the quality of the employees' lives? Did we provide the employees a stage to give full play to their strengths? Have we kept the promise to ensure the employees a sustainable future? We always believe that employees have their own expectations.

When everyone can improve themselves, dedicate themselves, achieve more and achieve their best, the future will be brighter. I really like the saying "good things will come to those who deserve" as The beauty of life comes from the constant challenge of the ups and downs; and from creating values to others, we also see the values of our existence.

Work Hard, Play Hard

Work hard, play hard is our culture. In our company building we have Deep café for the employees to rest and in which we provide complimentary daily meals. Besides, it is also the origin of inspirations where many excellent product design ideas have been produced after brainstorming here.

Not only do we provide meals, we also have a karaoke room for the employees to sing after meal. They can temporarily leave their work behind and refresh their mind to get ready for the work in the afternoon.

Taken from Society, Give Back to Society

We have always been enthusiastic in joining community services and community charity campaigns to fulfill corporate social responsibility (CSR). We hope to contribute and bring some warmth to the society through a series of activities by visiting orphanage, nursing home and disabled rehabilitation center every year.



In 2017, we further implemented CSR with the establishment of ArtSpace, a workshop that aims to kindle people's imaginations, bring family and friends closer while paying tribute to the woodwork artistry. Through woodworking classes and related activities, ArtSpace advocates the respect for nature.

As located in Muar, the "Furniture City of Malaysia", ArtSpace is burdened with important purpose – enhance the development of the local furniture industry and preserve the culture of the industry through the activities.



1.2.3.4. 產品 Product



綜合評語
Commentary

為專業傢俱生產工廠，管理制度優良且經營穩定成長。建立自有品牌，將品牌價值推進國際市場。在企業經營成長之餘，除了促進臺馬交流外，也協助當地社團、弱勢團體及藝術工作者，並提供臺灣大學生實習機會，重視企業責任，值得肯定。

WILD is a furniture factory with an excellent management system and steady business growth. It distributes products worldwide under its own brand. Outside of business operations, apart from promoting Taiwanese-Malaysian exchange and funding local groups, vulnerable groups and artists, WILD offers internship opportunities for university students in Taiwan to further demonstrate its corporate social responsibility, which is worthy of recognition.