



SHINKOMI
型鋼力 專業工具

正晴百貨股份有限公司

KING-LIGHT DEPT. CO., LTD



正晴百貨成立於1990年，客群包括傳統五金行、農機行、水電材料、機械五金、賣場通路，主要業務是獨家代理美國 Milwaukee Power Tool 美沃奇電動工具、臺灣 Talon 達龍電動工具、海內外貿易自有品牌 SHIN KOMI 型鋼力專業工具、Johnswell 強威、NARi 耐力、Kuma Power等品牌工具。銷售品項包含：電動工具、庭園工具、高壓清洗機、發電機、抽水機、噴霧機、手工具、收納箱、無線LED燈具等。

對客戶的承諾

自創立以來，正晴百貨以專業為最高準則，以市場為經營導向，以服務為工作理念，朝全方位工具提供者為發展目標。一貫重視品牌價值、創新思維、服務第一的管理方針，不斷追求卓越，銳意進取。創造高效率、健康的工作環境給員工，對社會做好環保，增加每位員工對環保的

重視與執行，並盡力做好節能減碳，同時也創造公司可被辨識的信賴感，以社會責任為經營原則，提升競爭力。公司定期提供員工海內外的新產品專業知識教育訓練，塑造人盡其才的優良工作環境，並將持續重視產品的售後服務與對用戶的承諾。

行銷策略與創新思維

鑑於網路市場的蓬勃發展，正晴百貨也同時發展傳統經銷與網路市場的產品行銷策略。訓練專業業務人員在傳統市場維持公司專業形象，讓更多潛在經銷商認識與信任正晴百貨，更致力運用服務優勢來吸引更多的經銷商回訪。經營網路的行銷則是更多元化，從多媒體/廣告、公司網站、Google買廣告與分析Google提供的資料、社群網站經營利用大數據資料分析來精準鎖定市場發展前景，以擬定公司未來營運方針。



董事長 楊寬敏 先生
Chairman : Mr. Kuan Min, Yang

每年第三季開始，即確定下一年整體經營方向、營運策略及年度行動計畫，同時也研擬公司未來三年的整體經營策略與業績目標。每個部門都必須與時俱進。現代社會網路資訊透明，變化迅速，無論在倉儲部、業務部、財務部、採購部、人資部都需要訂定行動方針，提高與特定同行的競爭力，所以做法與思維都得走在同行前面，並且運用現代科技提高各部門的工作效率，釐清目標和優先要務，讓大家把心力集中在銷售業績目標上，例如從早期專攻單一大盤商，一路轉型到直接銷售給全臺灣各五金行。

經營管理制度

正晴百貨成立時資本額僅600萬元，期間經過多次增資至現在5,800萬元。至今近30年來的穩健經營，已建立極高的良好信譽，在借助中小企業信保基金、金融機構的授信額度擔保及融資信貸協助下，讓公司在擴展營運的同時能有充裕的資金可以調度運轉。因有健全的財務制度，供應商能提供60~90天的供貨期，再加上公司幾十年穩紮穩打的經營經驗所以能將應收帳款呆帳風險管控在低於0.1%以下。

經營者建議

楊寬敏董事長常說「感到有困難就是不夠用心，感到有麻煩就是方法不對」。這是要求每位員工最基本應有的職業道德。他說「快樂工作是一天、難過工作也是一天，讓我們正晴公司、全體員工與經銷商一起打拼，創造三贏的幸福日子！」

負責人：楊寬敏

地址：328桃園市觀音區忠愛路二段198之176號

電話：03-4982158

傳真：03-4988169

推薦單位：臺灣中小企業銀行中壢分行

營業項目：代理/銷售專業電動工具、庭園工具、動力工具

產品名稱：起子機、震動電鑽、免出力鎚鑽、軍刀鋸、砂輪機、液壓剪電纜線機、帶鋸機、無線LED燈、工具箱、捲尺、割草機、引擎鏈鋸、抽水機、籬笆剪、鼓風機、噴霧機、高壓清洗機、發電機

Owner : Kuan Min, Yang

Address : No.198-176, Sec. 2, Zhong Ai Rd. Guanyin Dist. Taoyuan City 328, Taiwan, R.O.C.

Tel : +886-3-4982158

Fax : +886-3-4988169

Recommended by : Taiwan Business Bank Chungli Branch

Business Items : Sole Distributor and reseller of power tools, garden tools, power equipment

Products : impact driver, hammer drill, SDS rotary hammer, sawzall, grinder, hydraulic cable cutter, bandsaw, cordless LED light, carrying case, tape measure, lawn mower, engined chain saw, water pump, hedge trimmer, blowers, mist sprayers, high pressure washer, generators



海外教育訓練 Oversea Training



會議討論情景 Internal Meeting

King Light Dept. Co., LTD (the “King Light”) founded in June 1990, has been growing fast in selling power tools, garden tools, high pressure washers, generators, water pumps, mist duster, hand tools, storage system, accessories and cordless LED lights. Main sales channel included traditional hardware store, agricultural machinery, plumbing and electrical, mechanical hardware, and modern channel. Sole distributor of Milwaukee™ power tools, Talon® power tools, along with house brand SHIN KOMI® professional tools, Johnswell® power tools, NARi® garden tools, and Kuma Power® DIY tools.



各縣市旗艦店 Heavy Duty Centers & Red Zones



行動店面展示 Mobile Store

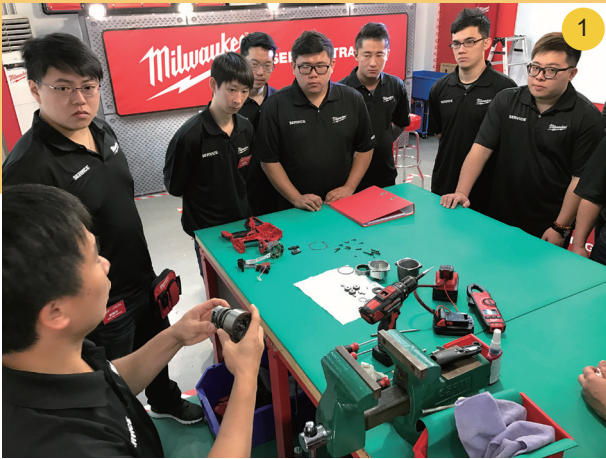
Commitment to Clients

As of today, the company has been supplying high quality tools and services to both dealers and users. Extremely determined brand strategy, innovative products, creative solutions and extraordinary service. Dedicated to build a quality work environment for all employees. Always advocate environmentally friendly protection for the society and a system at workplace for recycling. All employees must take place with responsibility and knowledge to protect environment. King Light also provides staff training and development on a regular, long-term basis. The company is committed to comply with national safety, environment and quality standards at all time.

Marketing Strategy and Creative Thinking

As the internet becomes an ever-growing presence in our lives, King Light also develops marketing strategies for traditional channels and online markets. Train professional salesmen to maintain the company's professional image in the traditional market, let more potential dealers get to know and trust King Light. The company believes that a digital marketing strategy is essential to take advantage of the growing opportunities. Analysis of data provided by Google and social network are very useful information to target specific business purpose.

Starting in the third quarter of each year, the company would start planning next year's action plan with goals, a timetable for each task, a SWOT analysis and established objectives a description of who will do what and a follow-up process.



And set sales target for the next three years. The rapid information and product technology changes have proposed a new challenge to the company, every business unit must keep up with the times. Each business unit head is ensuring that each team is meeting goals that contribute to the overall success.

For instance, King Light only focus on wholesale dealers in the early stage, and now direct sales to over 90% of hardware stores in Taiwan. To avoid risk of putting all eggs in one basket.

Management

King Light was established with a startup capital only 6 million NTD, now capital increased to 58 million NTD after nearly 30 years. The company has earned a strong reputation for its proven service, reliability, integrity and robust products. With the assistance of the SME Credit Fund, line of credit guarantee by financial institutions and credit



- 1.海外教育訓練 Oversea Training
- 2.贊助花蓮縣緊急救難協會軍刀鋸
Sponsor Hua Lian Emergency Rescue Association
- 3.辦公室商品展示區 Products Showroom

financing, King Light was able to have enough funds to expand its operations. Because of the sound financial system, suppliers are willing to offer Letter of Credit from 60 or 90 days. The bad debt rate is as low as 0.1% due to excellent financial management.

Advice From Owner

General Manager Mr. Kuan-Min, Yang likes to say, "When the going gets tough, the tough get going." This is a good work ethics that every employee should have. He encourages everyone to have positive thinking, "Living with happiness, sadness also passes in a day. Why don't you spend a day with a smile?" In conclusion, King Light will continue to lead all employees and dealers work together to create a win-win situation.



參加台北國際建築展
Participate in International Architecture Fair



新產品發佈會 New Product Launch Activities



產品 Products

具備專業品牌形象，擁有技術精良維修團隊，佈建2,000餘家綿密經銷網，口碑良好。公司除代理品牌外也擁有自有品牌，依功能分眾銷售，業績穩健成長。另也協助重點縣市經銷商建立13家旗艦店，持續紮根King light，強化品牌形象，國外合作方面因專業產品品質出眾，獲得供應商美國重視與信賴。內部組織穩健，接班團隊積極投入，務實前瞻，潛力雄厚。

Known for its professional image and highly skilled repair and maintenance team, the company has set up over 2,000 close-knit network of distributors, with a good reputation. In addition to the representative brand, the company also has its own brand, with segment marketing by function and robust growth in business performance. In addition, the company has assisted the distributors from the counties and cities in establishing 13 flagships, continuing to cultivate King light and strengthen the brand image. In terms of overseas collaboration, due the quality excellence of professional products, the company is trusted and valued by suppliers from the United States. With a steady internal organization, the succession team is actively involved, pragmatic, and forward-looking, with great potential.