



# 鈴鹿塗料有限公司

Suzukacoat(M)sdn bhd.



[www.suzuka.com.my](http://www.suzuka.com.my)

## 除了品質 還要有品味

作為美觀建築塗料的製造商，Suzukacoat重視產品品質也以美化居住空間提昇品味價值為目標，同時透過團隊追求卓越發展。

## 環境保護與企業發展兼顧

經過20年的努力SUZUKA鈴鹿塗料已經成為市場上知名的品牌通過質量第一、持續改進與客戶全面滿意的ISO9001質量政策與致力保護和改善Suzukacoat營運各個領域的環境，遵守法規的要求以及相關對環境保護的原則，並通過ISO 14001的高效、精簡和一致的程序，確保管理的持續改進以提高環境績效。

## 小樹苗的茁壯及分支成長

Suzukacoat在馬來西亞成立於1997年，應運東南亞建築市場的蓬勃發展，專精於建築高級塗料的生產。Suzukacoat由初期的500平方米廠房12名員工發展到現在20,000平方米的廠房與200位員工，並於2017年於泰國設立規模更大新工廠。

Suzukacoat的產品施作在許多著名的建築物包括馬來西亞的首相府、行政部、財政部、皇宮、國家回教堂，還有各大五星級飯店、高級辦公大樓等。

## 蛻變才有更多的機會

在2008年Suzukacoat在行銷模式上做了很大的轉變也就是由工程路線再加上零售通路。由於不同消費市場的關係在Suzukacoat的營運、研發與行銷模式也做了很大的調整。

Suzukacoat從技術生產導向走向市場導向，由佔有市場變成創造市場。而具體的作法就是網路上的行銷與產品的開發。

## 追求利潤要懂得分享

Suzukacoat與客戶的關係以達到雙贏的目標。為客戶提供好的產品能獲利的產品Suzukacoat才能長久的獲利。董事會力行利潤共享。Suzukacoat的盈利要同時滿足公司、股東及員工等三方，才能長久發展更上層樓。

## 群策群力 集體領導

人力資源的運作以種族、性別、年齡等平權發展，由於客戶消費群遍及各種階層並考慮穩定性、創意性、理性與感性之平衡再加上接棒梯次的考量，Suzukacoat各部門主管除了各司其職之外也參與重大決策，群策群力集體領導。

## 取之社會 用之社會

企業的經營雖以營利為目的，但追求利益的同時必須兼顧人文及社會責任。除了環境的保護之外公司內部職場倫理和對同仁之照顧、對Suzukacoat客戶出自內心服務以及對社會公益的付出，都是Suzukacoat注重的目標。所以Suzukacoat由上而下多次集合大家的力量，對尼泊爾外籍勞工家鄉地震、馬來西亞檳城水災的賑災，以及對於馬來西亞貧困學生的獎助學金捐助等不遺餘力。

負責人魏早增先生除了企業經營之外，對於台灣商會的活動也積極參與，擔任兩屆的吉隆坡會長，在公益的部分如台灣花蓮地震的賑災、馬來西亞希望基金的捐贈及馬來西亞新冠肺炎醫療物資捐贈等，負責統籌台商會員的力量有所成效。

## 機會是給有準備的人

身在海外二次創業當然比在國內更是辛苦主要是在法規的部分必須更加的注重。初期由於沒有地緣的



1樓辦公室 1St Floor Office

關係以及當地的人脈所以台商的朋友給予的協助相當受用。初期在用人的部分也會有比較多的挫折但是只要以人為本，善意互動最終還是可以找到適用而且可信任之人。現在Suzukacoat重要的幹部幾乎都是本地的人包括友族的同胞。

“機會是給有準備的人”這一句話不但對個人對Suzukacoat也是一樣的。董事長經常對Suzukacoat的員工這麼說在產品的開發以及行銷的模式上必須要跟的上時代的腳步隨時為下一次的戰鬥做好準備。

## 終身學習 廣結善緣

做人就必須要終身學習不管是工作、興趣或者娛樂，都要抱持相同的態度，活到老學到老。對上要學習對下也要學習。你的貴人有可能是你的父母親、你的老師、你的上司、你的朋友，也有可能是你的下屬甚至是你的孩子。



總裁 魏早增 先生 Chairman : Mr. Tsao-Tseng, Wei  
行銷總監 魏翊琪 女士 Marketing Director : Ms. Pauline, Wei

負責人：魏早增

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推薦單位：駐馬來西亞經濟文化辦事處洪大使慧  
珠、住馬來西亞經濟文化辦事處僑務組  
林渭德組長、馬來西亞台灣商會聯合總  
會林永昌總會長、台灣KPMG會計師事  
務所會計師葉建郎

營業項目：建築塗料製造與銷售

產品名稱：複層紋膜與砂壁狀建築塗料

Owner : Wei-Tsao, Tseng

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Recommended by : Economic and Cultural  
Office in Malaysia、World Taiwanese Chambers  
of Commerce in Malaysia、KPMG Taiwan

Business Items : Architectural coating  
manufacturing and sales

Products : Architectural texture coating





包裝機器 Packing Machine

### Adding style & taste into quality

Suzukacoat (M) sdn bhd amongst the company's main products are high-end architectural coatings and veneers. In addition to the functionality and aestheticism of the products, the aim of the company is to design and manufacture trending and relevant products to enhance the interiors and exteriors of buildings and spaces.

### Corporate development with environmental protection

In pursuing excellence and prioritizing teamwork across the last 20 years, we have established ourselves as a well-known brand in multiple markets. Through the ISO 9001 quality policy, we uphold and embody the motto, "Quality first, continuous improvement, and full customer satisfaction". Furthermore, we are committed to protecting and improving the environment in all aspects of the company's operations. Not only do we comply with environmental protection regulations, but we also meet the ISO 14001 standard. We have streamlined SOP's to not only ensure quality and consistency, but we also strive to be on the leading forefront of environmental management and architectural innovation.

### Growing The Company

Suzukacoat Malaysia was established in 1997 as a part of the Suzuka Group (Malaysia, Thailand, Taiwan). Building on the booming construction market in Southeast Asia, we specialize in the production of advanced architectural coatings and



1. 研發部門 - R\_D Department
2. 主管合照 - HOD

paints for both interiors and exteriors. The company has grown from an initial 500 square meter factory with 12 people to the current 20,000 square meter factory with 200 people. In 2017, we also built another production facilities in Thailand. Some of the company's notable projects include the Prime Minister's Office, the Ministry of Administration, the Ministry of Finance, the Royal Palace, the National Mosque, Marriott Hotel, KPMG office building, and many more.

### Transformation Brings Opportunity

In 2008, we made some drastic and expansive changes in our business model due to demand and changes in consumer behavior. We shifted from a project-oriented distribution channel to also incorporate the retail distribution channel. In doing so, our R&D, product offerings, and operations models have also been greatly adjusted.

### Sharing Your Margins

To achieve a win-win situation with our customers, we not only provide our customers with a product offering with high demand but also with fair profit margins. We also adopt the profit sharing model – the company's profits are to benefit the three parties - the company, its shareholders, and also its employees.

### Collective Leadership with Innovation

Malaysia is a multi-racial country, to achieve what the market demands, our Head of Departments must achieve the perfect balance between design and function. Though we are committed to enhancing the outlooks of buildings and spaces, our product development process must not only take into account the aesthetic factor and trendiness of the product, but also its functionality, ease of application, protection to the walls, and relationship to the environment.

### Corporate Social Responsibilities

Although the operation of a corporation is for profit, it must take into account corporate social responsibilities. In addition to the protection of the environment, the company also prioritizes internal workplace ethics, care of its staff, service and treatment of its customers, and contribution to social welfare. James Wei, our Managing Director, has organized and led multiple donation initiatives for various causes, such as the earthquake in Nepal, our foreign workers' hometowns, the flood relief in Penang, Malaysia, and the provision of scholarships for the underprivileged students in Malaysia. In the public welfare front, he has played a pivotal role in leading the disaster relief for the Taiwan Hualien earthquake, the coronavirus pandemic in Malaysia via donating supplies to the Malaysian Hope Fund, and others. He is responsible for coordinating the capabilities of Taiwanese business members in Malaysia to not only fundraise, but to acquire items in need during desperate times.

### Opportunities are for those who are prepared

There is no denying how hard it is to start a business in a foreign country. As a foreigner,



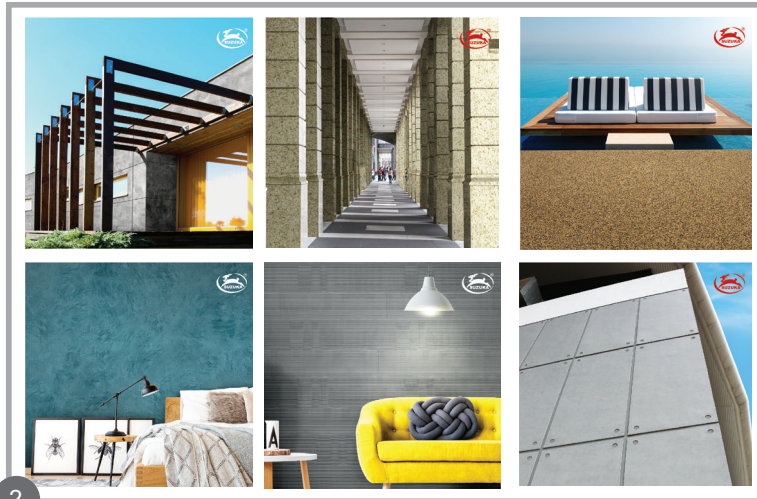
1.週年晚會 2019 Annual Dinner  
2.研發部門- R\_D Department

one of the most critical rules is to always follow the local guidelines and regulations. In the early days, there were no connections or local contacts, so I am very thankful for my friends from the Taiwanese Chamber of Commerce who have provided us with immeasurable assistance and advice. A major challenge was bridging the cultural difference in the hiring of staff – but by adapting to the local culture, the company was able to build a strong team of committed and trustworthy people. The company now mainly comprises of diverse Malaysians. This applies not only to individuals, but also to companies. I often tell my colleagues that in product development and marketing strategies, we must keep up with the pace of the times and be ready for the next challenge at any time.

### Never Stop Learning

As a person, one must never stop learning and growing – whether it is for work or hobbies, one must always approach with an open attitude. There is always something you can learn from everyone across all walks of life. You will find knowledge not only from your parents, your teacher, your boss, or your friend, but also from your staff or even your children.





1. 2019 CNY 大團拜 Chinese New Year's Party
2. 產品 Products
3. 週年晚會 2019 Annual Dinner
4. 週年晚會 2017 Annual Dinner

## 綜合評語 Commentary

鈴鹿塗料建立創新求變的品牌形象，銷售通路扁平化，以數位行銷策略強化品牌形象，得以在當地市場享有領先地位。企業致力於公益及台商會活動，積極協助海內外學子，聲援台灣參與世衛等活動，其貢獻值得肯定。

Suzukacoat creates a brand image of innovation through constant changes, dealers distribution channels, and improves brand image through digital marketing to earn leadership in the local market. Apart from dedicatedly promoting social welfare and activities of the Taiwan Chamber of Commerce, it also actively provides assistance for domestic and overseas students, supports Taiwan's participation in the WHO and other international events, with contributions deserving recognition.