

1.德大機械股份有限公司

1.1 德大機械股份有限公司簡介

德大機械-以獨特的經營方式重新定義工具機刀庫工藝的成功模式

表 3-1 德大機械股份有限公司簡介

公司名稱	德大機械股份有限公司
公司品牌	deta、dezhou、dera、deson、detron、dechun、dejo、SPiNDER、Quantar 等
創立時間	民國 83 年
公司人數	約 150 人(外加外勞約 20-30 人)
經營理念	為機械創造價值，成為世界級的機械專業廠
公司產業特質	1. 臺灣最大自動換刀系統製造廠 2. 綜合加工機、自動換刀系統設計、製造
隱形冠軍特質	目標市場 在國際的工具機領域中深入了解客戶需求、市場趨勢和競爭對手，建立強大的領導地位。公司並能提供高度專業化的產品和服務，在國際市場上贏得客戶信任。 產品品質 「30 年的腳踏實地，誠實認真做就好了」是公司長期以來一貫的品質承諾，無論是國際客戶或行業內的合作夥伴，都能夠信賴公司所提供的高品質工具機刀庫工藝。公司強調實際表現勝於口頭宣傳，這種誠實的態度更能獲得客戶的信任。
未來展望	保持在工具機刀庫工藝領域的領先地位，並持續創新、滿足客戶需求，應對產業挑戰。

1.2 中文產業故事短篇

30 年來的踏實工作和誠實經營，使德大機械在工具機的刀庫工藝領域被譽為 NO.1。公司以品質、價格、交貨期、服務和供應關係為核心，堅持快速回應客戶需求、建立互信關係、處理問題，並與供應商維持良好的合作關係。

(1) 領導與經營策略

德大機械的成功除奠基於卓越的工業技術，同時也來自於公司領導階層的獨特理念和堅定執行。首先，品質是公司的核心價值觀，這種誠實和透明的態度贏得了客戶的信任，也建立了長期的供應關係。

其次，德大機械注重快速回應客戶需求，以極高的效率確保客戶能夠及時得到解決方案，展現了公司對客戶的尊重和關心。最後，德大機械重視與供應商的合作，確保公司與客戶建立直接、暢通的對話，以迅速解決問題，維護長期合作關係。

(2) 關鍵技術或服務模式

德大機械的成功不僅來自於領先的技術，更來自於其獨特的服務模式。與其他公司不同的是，德大機械並不將重心放在品牌推廣上，而是著重於實際品質、價格、交貨期、服務和供應關係的經營。

公司堅持對品質的要求，投入大量的時間和資源來確保其產品品質，因而在行業裡建立了良好的聲譽。同時，公司注重價格競爭力，提供具有吸引力的產品價格，確保客戶滿意。在交貨期方面，公司以出色的交貨紀錄，確保客戶可以準時地收到他們所需的產品，因而贏得客戶的信任。

德大機械以建立完善的客戶服務和供應關係著稱。公司不僅回應客戶需求的速度驚人，還以設立直接、暢通的對話方式來處理問題，建立起與客戶間的信任和合作。

(3) 研發創新

德大機械的成功來自於公司對研發創新的努力不懈。公司不僅致力於技術創新，在工具機的刀庫工藝領域持續尋求新的技術和方法，以保持產品在行業的領先地位。同時，公司與供應商和客戶密切合作，共同探討新技術和創新的可能性，以更全面地了解市場需求，確保產品能夠滿足客戶的期望。除此之外，公司亦不斷努力提高生產效率、降低成本，確保產品在市場上保持競爭力。

(4) 品牌

雖然德大機械相對較少進行品牌推廣，但公司在秉持誠實、踏實的原則，以

及對產品品質、價格競爭力、交貨準時和客戶服務的高度要求下，使其在工業領域擁有卓越的口碑。公司堅信品牌不是只有在廣告上的宣傳，而是建立在實際的產品品質、價格、交貨期和服務之上。這種經營策略使得德大機械在市場中獲得了客戶的信任、建立可靠的夥伴關係，客戶選擇德大機械的產品是因為他們知道這是一個可靠的選擇。

(5) 顧客與市場

德大機械在臺灣工業領域具有重要地位，與客戶和市場建立了深厚的供應關係。公司透過直接銷售和服務，親自拜訪客戶，介紹產品並提供樣品，以面對面的互動建立起深厚的信任。

公司的快速反應時間和高效率的溝通方式提高了客戶滿意度，客戶的口碑也成為了最有力的宣傳。公司深入了解臺灣供應鏈的運作方式，根據不同客戶的需求提供合適的產品，使得客戶知道選擇德大機械就能夠獲得高品質、具價格競爭力且準時交貨的刀庫工藝產品。

(6) 產業挑戰與發展策略

雖然德大機械在工具機刀庫工藝領域取得了卓越的成就，但同樣也面臨著產業競爭激烈和技術變化快速的挑戰。公司需要持續尋找更多合適的人才，以保持競爭優勢。同時，公司也需要不斷更新和創新，以確保產品保有領先地位。在保持核心價值觀的同時，公司需要找到平衡，以因應市場變化和競爭壓力。

(7) 小結

德大機械是臺灣工業領域的成功典範，公司透過卓越的技術和品質、獨特的經營模式和對客戶的用心，贏得了客戶的信任和忠誠。面對產業競爭激烈和技術變化快速等挑戰，德大機械不僅堅守其核心價值觀，還不斷投入研發和創新，以確保公司的產品保有競爭力。公司的成功證明了在工業市場中，品質、信譽和客戶關係是最重要的；這些因素共同塑造了一個強大的隱形品牌，使公司在競爭激烈的市場中脫穎而出，並獲得成功。

1.3 英文產業故事

Deta International - a successful model that redefines machine tool changer technology with a unique business approach

Table 3-1 Introduction of Deta International Co., Ltd.

Company Name	Deta International Co., Ltd.
Company Brand	Deta, dezhou, dera, deson, detron, dechun, dejo, SPiNDER, Quantar
Incorporation Date	Incorporated in 1994
Number of Employees	Around 150 people (plus around 20-30 foreign workers)
Business Philosophy	Create value for machinery, become a world-class professional machinery factory
Company Attributes	<ol style="list-style-type: none"> 1. Taiwan's largest manufacturer of automatic tool changers 2. Design and manufacture of integrated processing machines and automatic tool changers
Qualifying as a Hidden Champion	<p>Target market Become a leader by deeply understanding customer needs, market trends and competitors in the machine tool industry. The company can provide highly specialized products and services and win the trust of customers in the international market.</p> <p>Product quality 30 years of being down-to-earth, just work hard and be honest - has always been the company's approach to produce high quality products. Whether it's the international customers or the partners in the industry, they can trust the company's superior technology on manufacturing the machine tool changers. The company emphasizes actual performance rather than verbal promotion. This honest attitude easily earns the trust of its customers.</p>
Future Prospects	Maintain its leading position in the field of machine tool changer technology, and continue to innovate, meet customer needs, and respond to industry challenges.

For 30 years of solid work and honest management, Deta International has been

acclaimed as the NO. 1 in the field of machine tool changer technology. The company's core values are quality, price, delivery schedule, service, and supplier relationships. It is committed to promptly responding to customer needs, building trust, addressing issues, and maintaining good partnership with our suppliers.

(1) Leadership and Business strategies

The success of Deta International is not only built on outstanding industrial technology but also on the unique vision and unwavering execution of the company's leadership. Firstly, quality is the core value of the company, and this honest and transparent approach has earned the trust of customers and established long-term supply relationships.

Furthermore, Deta International places a strong emphasis on promptly responding to customer needs, ensuring that solutions are provided with utmost efficiency. This demonstrates the company's respect and care for its customers. Lastly, Deta International values its collaboration with suppliers, ensuring that the company and customers establish direct and open channels of communication to swiftly address issues and maintain long-term partnership.

(2) Key technologies or Service models

The success of Deta International stems not only from its cutting-edge technology but also from its unique service model. Unlike other companies, Deta International doesn't prioritize brand promotion. Instead, it focuses on the actual management of quality, pricing, delivery schedules, service, and supply relationships.

The company upholds strict quality requirements and invests a significant amount of time and resources to ensure the quality of its products, thereby establishing a strong reputation within the industry. Simultaneously, the company places emphasis on price competitiveness, offering attractive product prices to ensure customer satisfaction. Regarding delivery schedules, the company's outstanding track record ensures that customers receive the products they need on time, thus earning their trust.

Deta International is renowned for establishing excellent customer service and supply relationships. The company not only responds to customer needs with astonishing speed but also handles issues by establishing direct and open lines of communication, thus building trust and partnership with customers.

(3) Research and Innovation

The success of Deta International is a result of the company's relentless commitment to research and innovation. The company not only focuses on technological innovation but also continually seeks new techniques and methods in the field of machine tool

changer technology to maintain its product's leading position in the industry. Additionally, the company collaborates closely with suppliers and customers to explore the possibilities of new technologies and innovations, gaining a more comprehensive understanding of market demands to ensure that products meet customer expectations. Furthermore, the company continually strives to enhance production efficiency and reduce costs, ensuring the competitiveness of its products in the market.

(4) Brand

While Deta International engages in relatively limited brand promotion, the company has built an excellent reputation in the industrial sector by adhering to principles of honesty and diligence. With a strong emphasis on product quality, competitive pricing, on-time delivery, and high customer service standards, the company believes that a brand is not merely built through advertising but on the foundation of actual product quality, pricing, delivery schedules, and service. This business strategy has earned Deta International the trust of customers, enabling them to establish reliable partnerships. Customers choose Deta International products because they know it's a trustworthy choice.

(5) Customers and Market

Deta International holds a significant position in the industrial sector in Taiwan, establishing deep supply relationships with customers and the market. Through direct sales and service, the company personally visits customers, introduces products, and provides samples, building a strong trust through face-to-face interactions.

The company's quick response and efficient communication methods have increased customer satisfaction, with customer word-of-mouth becoming the most powerful form of promotion. The company deeply understands how the supply chain operates in Taiwan and provides suitable products based on the diverse needs of different customers. This allows customers to know that choosing Deta International means they can get high-quality, competitively priced machine tool changers delivered on time.

(6) Industry Challenges and Development Strategies

While Deta International has achieved excellence in the field of machine tool changer technology, it also faces the challenges of intense industry competition and rapid technological changes. The company needs to continually seek more suitable talent to maintain a competitive edge. Additionally, the company must continuously update and innovate to ensure its products maintain a leading position. While upholding its core values, the company needs to find a balance to adapt to market changes and

competitive pressures.

(7) Conclusion

Deta International is a shining example of success in the Taiwanese industrial sector. The company has earned the trust and loyalty of its customers through outstanding technology and quality, a unique business model, and a genuine commitment to its customers. Faced with challenges such as intense industry competition and rapid technological changes, Deta International not only adheres to its core values but also continually invests in research and innovation to ensure the competitiveness of its products. The company's success demonstrates that in the industrial market, quality, reputation, and customer relationships are paramount. These factors collectively shape a strong invisible brand, enabling the company to stand out and achieve success in a fiercely competitive market.