

4.亞細亞氣密隔音窗股份有限公司

4.1 亞細亞氣密隔音窗股份有限公司簡介

亞細亞-最高品質氣密窗的代名詞

表 3-1 亞細亞氣密隔音窗股份有限公司簡介

公司名稱	亞細亞氣密隔音窗股份有限公司
公司品牌	ASIA
創立時間	民國 69 年
公司人數	約 50 人
經營理念	尊重生命、安全第一、專業服務
公司產業特質	1. 以客戶使用的角度來設計產品 2. 透過專業一對一的專案經理，完成每個業主心目中的夢想堡壘
具有隱形冠軍的資格	目標市場 目前公司只有經營國內市場，隨著全球建築業和住宅市場的不斷擴大，公司有機會將其高品質產品和服務模式擴展至國際市場。透過更多的市場推廣和廣告活動，提高公司在國際市場的知名度，與客戶建立長期合作關係。 產品品質 研發部門不斷追求創新，透過自家研發設計及專利技術，持續開發新產品及改善現有產品，使公司能夠提供高品質的鋁門窗，滿足建築高標準的需求。
未來展望	將氣密窗再升級，強化氣密、水密跟抗風壓的能力，並導入自動化提升產能。

4.2 中文產業故事短篇

亞細亞公司自成立以來，一直都以客製化鋁門窗解決方案而聞名，主要為中高階市場提供一系列高品質的產品和服務。在售後服務方面，亞細亞的表現尤為引人注目。公司的工務團隊能夠快速處理客戶提出的問題，並提供保固期，這使客戶對其產品的品質和耐用性感到放心，並建立了極高的客戶忠誠度。

(1) 領導與經營策略

亞細亞的經營策略建立在客製化和研發的基礎上，致力於提供量身訂做的產品。這不僅能吸引新客戶，還維持了現有客戶的忠誠度。公司的領導團隊強調研發和設計的重要性，持續追求新的概念，以滿足客戶需求，進而提高競爭力。

售後服務在亞細亞的經營策略中扮演關鍵角色，公司的工務團隊能夠迅速解決客戶問題，並提供保固期，這不僅能增加客戶滿意度，還可有助於提高客戶忠誠度。儘管亞細亞在客戶滿意度和產品特性方面表現優異，但公司也意識到需要改進內部管理和內稽，導入自動化和智慧系統，提高整體運營效率。

(2) 關鍵技術或服務模式

亞細亞以其獨特的關鍵技術和服務模式為核心競爭優勢，不僅滿足客戶需求，還符合客戶對高品質和設計的要求，使公司脫穎而出。公司主要的服務市場為中高階市場，特別是豪華住宅、透天建設和換屋市場。公司合作的對象廣泛，無論是大型建設公司或是中小型建設商，以及需要更換舊窗戶的住家，都是亞細亞的目標客戶。

(3) 研發創新

亞細亞投入大量資源於產品設計和研發，研發團隊的創新精神和專注於客戶需求，使得公司能夠不斷提供新的解決方案。在研發過程中，公司深入了解客戶需求，並透過創新設計提高產品品質和客戶滿意度。例如，公司所設計的鋁門窗具有簡單維護的特點，這樣的創新設計概念，不僅提高了產品的品質，還提高了客戶的滿意度。

(4) 品牌

亞細亞的品牌以高品質、客製化和設計為特點，不僅滿足客戶需求，還創造了獨特風格。客戶選擇亞細亞，不僅僅是購買一個窗戶而已，更是購買經過研發設計後的解決方案，深受客戶信任。亞細亞藉由關鍵技術、服務模式和研發創新，在中高階市場建立了強大的品牌，成為臺灣中部鋁門窗行業的領導者。

(5) 顧客與市場

亞細亞專注於中高階市場，為客戶提供客製化窗戶的最佳解決方案，從大型建設公司到中小型建商都是其客戶群。公司努力將顧客需求具體化成為產品，此種客戶導向型服務使亞細亞贏得客戶的信任，並在市場中形成區隔，與客戶建立長期的合作關係。因此，無論是在大型建設或是個人住宅改造的施作中，隨處都可見到亞細亞的產品。

(6) 產業挑戰與發展策略

在產業發展挑戰方面，亞細亞面臨著交期控制不易和品牌知名度較低的問題。公司目前正積極強化組織內部管理與顧客管理，導入自動化和智慧系統，以改進生產效率及管控交期。同時，亞細亞也透過廣告和宣傳提升品牌知名度，吸引更多客戶，擴大市場占有率。

(7) 小結

亞細亞是一家在臺灣中部鋁門窗行業中獨具特色的企業，公司以客戶導向的服務模式、產品品質和設計為特點，成功地在中高階市場豎立了自己的品牌。公司並以客製化為核心，滿足客戶需求，不斷提供創新的解決方案。

然而，亞細亞也面臨一些產業挑戰，包括交期控制和品牌知名度等問題。不過，公司已積極採取行動，除計畫改進內部管理、提高生產效率外，並透過廣告和宣傳來提高其品牌知名度。這些發展策略使亞細亞能夠直接面對市場挑戰，並讓公司的業務持續成長。

亞細亞的成功故事彰顯了客戶導向服務、產品創新和品牌經營是企業在競爭激烈的市場中脫穎而出的關鍵。公司的經驗也顯示，現在的成功不代表永遠的成功，必須不斷地改進缺失和進行研發創新，以確保在市場上的競爭優勢。

4.3 英文產業故事

Asiatic - synonymous with the highest quality of airtight windows

Table 3-4 Introduction to Asiatic Insulated Aluminum Window Co., Ltd.

Company Name	Asiatic Insulated Aluminum Window Co., Ltd.
Company Brand	ASIA
Incorporation Date	Incorporated in 1980
Number of Employees	Around 50 people
Business Philosophy	Respect for Life, Safety First, Professional Service
Company Attributes	<ol style="list-style-type: none"> 1. Designing products from the perspective of the users 2. Through a dedicated one-on-one project manager, the fortress of every homeowner's dream will be achieved.
Qualifying as a Hidden Champion	<p>Target Market</p> <p>At present, the company operates solely in the domestic market. With the continuous expansion of the global construction and residential markets, the company has the opportunity to expand its high-quality products and service model to the international market. Through increased marketing and advertising efforts, the company aims to enhance its international market presence and establish long-term partnerships with customers.</p> <p>Product Quality</p> <p>The research and development division relentlessly pursues innovation through in-house R&D design and patented technology, continuously developing new products and enhancing existing ones. This enables the company to offer high-quality aluminum doors and windows that meet the demands of high construction standards.</p>
Future Prospects	Upgrading our airtight windows to enhance their capabilities in airtightness, watertightness, and resistance to wind pressure, while also implementing automation to increase production capacity.

Since its establishment, Asiatic Company has been renowned for providing customized aluminum door and window solutions, primarily catering to the mid to high-

end market with a range of high-quality products and services. Notably, Asiatic excels in post-sales service. The company's service team can promptly address customer issues and provide warranties, instilling confidence in the quality and durability of their products and fostering high customer loyalty.

(1) Leadership and Business Strategies

Asiatic's business strategies are built on customization and research and development, with a dedication to providing tailor-made products. This not only attracts new customers but also maintains the loyalty of existing ones. The company's leadership team emphasizes the importance of research and development and design, continually pursuing new concepts to meet customer demands and enhance competitiveness.

Post-sales service plays a crucial role in Asiatic's business strategies. The company's service team can swiftly resolve customer issues and provide warranties, which not only enhances customer satisfaction but also contributes to improving customer loyalty. Although Asiatic excels in customer satisfaction and product features, the company is also aware of the need for internal management and auditing improvements. They are implementing automation and smart systems to enhance overall operational efficiency.

(2) Key Technologies or Service Models

Asiatic leverages its unique key technology and service model as a core competitive advantage, not only meeting customer needs but also aligning with their requirements for high quality and design. This sets the company apart. The primary service market for the company is in the mid to high-end sector, particularly in the luxury housing, townhouse construction, and replacement housing markets. Asiatic collaborates with a wide range of partners, including large construction companies, small to medium-sized builders, and homeowners looking to replace old windows, all of whom are Asiatic's target customers.

(3) Research and Innovation

Asiatic invests significant resources in product design and research and development. The innovative spirit of the R&D team and their focus on customer needs enable the company to continually provide new solutions. During the R&D process, the company gains in-depth insights into customer requirements and enhances product quality and customer satisfaction through innovative designs. For example, the aluminum doors and windows designed by the company feature easy maintenance, and this innovative design concept not only improves product quality but also enhances customer satisfaction.

(4) Brand

Asiatic's brand is ASIA, characterized by high quality, customization, and design, not only meeting customer needs but also creating a unique style. When customers choose Asiatic, they are not just purchasing a window; they are acquiring a solution developed through research and design, which garners deep trust from customers. Through key technology, service models, and research and development innovation, Asiatic has established a strong brand in the mid to high-end market, becoming a leader in the aluminum door and window industry in central Taiwan.

(5) Customers and Market

Asiatic focuses on the mid to high-end market, providing customers with tailored window solutions. Its clientele ranges from large construction companies to small to medium-sized builders. The company strives to translate customer needs into tangible products, and this customer-centric approach has earned the trust of customers, differentiating Asiatic in the market and leading to long-term partnerships with clients. As a result, you can find Asiatic's products in various construction projects, whether they are large-scale constructions or individual residential renovations.

(6) Industry Challenges and Development Strategies

In terms of industry development challenges, Asiatic faces difficulties in controlling delivery schedules and having lower brand recognition. The company is currently actively strengthening internal organizational and customer management, implementing automation and smart systems to improve production efficiency and delivery control. Additionally, Asiatic is enhancing brand awareness through advertising and promotion to attract more customers and expand market share.

(7) Conclusion

Asiatic is a unique player in the aluminum door and window industry in central Taiwan. The company is characterized by a customer-oriented service model, product quality, and design, successfully establishing its brand in the mid to high-end market. With customization at its core, Asiatic caters to customer needs and continually provides innovative solutions.

However, Asiatic also faces some industry challenges, including issues related to delivery schedule control and brand recognition. Nevertheless, the company has taken proactive steps to improve internal management, enhance production efficiency, and boost its brand awareness through advertising and promotion. These development strategies enable Asiatic to confront market challenges directly and sustain the growth

of its business.

The success story of Asiatic highlights that customer-oriented service, product innovation, and brand management are key factors for businesses to stand out in a highly competitive market. The company's experience also shows that current success doesn't guarantee long-term success. Continuous improvement, addressing shortcomings, and engaging in research and innovation are essential to maintain a competitive edge in the market.