

5. 威捷鐵工廠股份有限公司

5.1 威捷鐵工廠股份有限公司簡介

威捷鐵工-提供高度客製化金屬加工解決方案的領航者

表 3-1 威捷鐵工廠股份有限公司簡介

公司名稱	威捷鐵工廠股份有限公司
公司品牌	威捷，WEI JYE
創立時間	民國 78 年
公司人數	約 36 人
經營理念	創造高附加價值的產品，創造高福利，全體員工共享、積極、進取分享
公司產業特質	1. 客製化高精度機械設備零件組加工製造 2. 一貫化的生產流程與卓越的金屬加工中心，讓公司向更高階的市場與技術邁進
具有隱形冠軍的資格	目標市場 具有穩固的客戶關係，客戶對公司的信任和忠誠度高。而且，透過數位行銷和網站建立起全球知名度，積極開拓國際市場。 產品品質 公司二十餘年以來在專業領域設計、製造、生產上堅持不妥協的品質與創新，並以現代化 3D 數位控制設備與技術，帶來前所未有的競爭優勢。此外，不斷提供嶄新的科技解決方案，以更快速、更準確、更穩定、高品質、高精度，為顧客創造最大的價值。
未來展望	持續投資於技術和研發，以確保競爭優勢。積極尋求大型客戶，並透過數位工具拓展新客戶。

5.2 中文產業故事短篇

威捷鐵工成立於 1989 年，主要從事金屬加工業務，特別是高精密度的大型板金組件及建材，並以提供高度客製化服務著稱。公司致力於滿足客戶的獨特需求，這種客製化服務仰賴的是公司在金屬加工技術方面具有出色的專業知識和卓越的精準度。威捷鐵工的發展歷程反映了金屬加工行業的變遷和挑戰，以及為了因應這些挑戰而必須不斷地創新和改進。

(1) 領導與經營策略

威捷鐵工在金屬加工領域擁有豐富的經驗和高端的機器設備，這使得公司能夠提供高度客製化的服務，在生產上形成難以被取代的優勢。公司的經營策略包括尋找需求較高且穩定的客戶，以提高產能利用率。同時，公司也透過數位行銷和網站展示金屬加工專業知識，以吸引新客戶。

與客戶長期關係的建立對於公司的成功至關重要，這意味著公司必須不斷提供卓越的產品，以贏得客戶的信任和依賴。此外，公司計畫將事業傳承給第二代如何將專業知識和客戶關係完整的傳承給下一代未來成功關鍵因素。

(2) 關鍵技術或服務模式

威捷鐵工的服務模式為注重客戶需求的各種細節，並依賴專業的金屬加工技術來滿足這些需求。這種高度客製化的服務模式使公司能夠在金屬加工領域占有一席之地，並與客戶建立長期的夥伴關係。威捷鐵工的另一個競爭優勢是公司的先進機器設備，這些設備的精確性和效能使公司能夠進行高精度的金屬加工，處理大型鈹金業務，並確保交付成品的品質。

(3) 研發創新

威捷鐵工的競爭優勢來自於不斷的研發和創新。公司雖然沒有明確的研發部門，但充分利用 CAD 和 CAM 技術協助設計和創造新的金屬零組件。未來，公司將繼續尋找較大型的客戶，以充分發揮其生產設備的優勢，並透過數位行銷展示其技術實力，吸引新客戶。

(4) 品牌

威捷鐵工在金屬加工行業中建立了長久良好的聲譽。公司透過與客戶長期的夥伴關係來建立品牌價值，提供高精度的金屬加工工藝滿足客戶需求，客戶也以長期業務往來展現對威捷鐵工的信任和滿意度，這是一種無形的品牌價值。威捷鐵工後續也計畫透過網路和數位平台展示其金屬加工專業知識和技術，進一步建立品牌形象，擴大品牌的影響力。

(5) 顧客與市場

威捷鐵工以高精度的金屬加工技術滿足客戶需求。公司擁有先進的機器設備，而這些設備的精確性和效能確保了公司能夠完成高品質的金屬零組件的生產。此外，公司所具有的技术優勢也能展現生產實力，吸引各行各業的客戶。

公司強調與客戶長期關係的建立，這種互信是穩定業務的重要因素。對公司而言，客戶關係管理不僅僅是一項業務策略，更是一種有助於建立公司聲譽和知名度的價值行為。

(6) 產業挑戰與發展策略

有鑑於金屬加工行業面臨全球化和國際貿易變化等挑戰，威捷鐵工不斷地提高技術和服務以滿足客戶需求，擴大市場占有率。此外，成本壓力也是公司的挑戰之一，特別是那些依賴人力的工序。為了保持競爭力，威捷鐵工提高自動化和效率，並專注於投資先進設備和技術。

由於客戶的需求量變化幅度大，小批量的訂單可能會因為高人力成本而影響公司的獲利能力。因此，威捷鐵工長遠的發展策略即在尋找需求量穩定的大型客戶，以確保業務的穩定成長。

(7) 小結

威捷鐵工是一家專業的金屬加工企業，以高度客製化的金屬加工解決方案著稱。公司重視客戶需求的細節，以高精度的金屬加工技術來滿足這些需求，並重視與客戶長期關係的建立。儘管面臨產業挑戰，威捷鐵工透過不斷提高技術、尋找大型客戶、藉由數位行銷來吸引新客戶等，以鞏固其在競爭激烈市場中的競爭優勢，並邁向成功。公司未來將繼續投資於技術和研發，並透過數位行銷擴大客戶來源，提高品牌知名度，為客戶提供高品質的金屬加工服務。

5.3 英文產業故事

Wei Jye Iron - The leader in providing highly customized metal processing solutions

Table 3-5 Introduction to Wei Jye Iron Works Co., Ltd.

Company Name	Wei Jye Iron Works Co., Ltd.
Company Brand	WEI JYE
Incorporated Date	Incorporated in 1989
Number of Employees	Around 36 people
Business Philosophy	Creating high value-added products, generating high benefits, sharing with all employees, being proactive and striving to share
Company Attributes	<ol style="list-style-type: none"> 1. Processing and manufacturing of customized high-precision mechanical equipment parts. 2. A streamlined production process and excellent metal processing center enable the company to advance towards higher-tier markets and technologies
Qualifying as a Hidden Champion	<p>Target Market</p> <p>The company has strong customer relationships with high levels of trust and loyalty. Furthermore, through digital marketing and the establishment of a website, the company has built global recognition and is actively expanding into international markets.</p> <p>Product Quality</p> <p>For over two decades, the company has consistently upheld uncompromising quality and innovation in the professional design, manufacturing, and production field. It has brought unprecedented competitive advantages through modern 3D digital control equipment and technology. Additionally, the company continually provides cutting-edge technological solutions to create maximum value for customers, delivering faster, more accurate, stable, high-quality, and high-precision results.</p>
Future Prospects	Continuing to invest in technology and research and development to ensure a competitive edge. Actively pursuing large clients and expanding new customers through digital tools.

Wei Jye Iron Works, established in 1989, primarily engages in metal processing, especially high-precision large sheet metal components and construction materials, and is known for providing highly customized services. The company is dedicated to meeting the unique needs of its customers, relying on its outstanding expertise and precision in metal processing technology. Wei Jye Iron Works' development history reflects the changes and challenges in the metal processing industry, as well as the constant need for innovation and improvement to address these challenges.

(1) Leadership and Business Strategies

Wei Jye Iron Works has extensive experience and high-end machinery equipment in the field of metal processing, enabling the company to provide highly customized services and establish an irreplaceable advantage in production. The company's business strategy involves seeking high-demand and stable customers to enhance production capacity utilization. Additionally, the company utilizes digital marketing and a website to showcase its expertise in metal processing, attracting new customers.

The establishment of long-term relationships with customers is crucial for the company's success. This means that the company must consistently provide excellent products to earn the trust and reliance of customers. Additionally, the company plans to pass on the business to the second generation and how to successfully transfer professional knowledge and customer relationships to the next generation is a key factor for future success.

(2) Key Technologies or Service Models

Wei Jye Iron Works' service model focuses on various details that cater to customer needs and relies on professional metal processing technology to meet these requirements. This highly customized service model allows the company to establish a presence in the field of metal processing and build long-term partnerships with customers. Another competitive advantage of Wei Jye Iron Works is the company's advanced machinery equipment, whose precision and efficiency enable the company to perform high-precision metal processing, handle large sheet metal tasks, and ensure the quality of delivered products.

(3) Research and Innovation

Wei Jye Iron Works' competitive advantage comes from continuous research and innovation. While the company may not have a dedicated research and development division, it fully utilizes CAD and CAM technologies to assist in designing and creating

new metal components. In the future, the company will continue to seek major customers to fully utilize its production equipment and showcase its technical capabilities through digital marketing to attract new customers.

(4) Brand

Wei Jye Iron Works has established a long-standing and excellent reputation in the metal processing industry. The company has built brand value through long-term partnerships with customers, providing high-precision metal processing techniques to meet their needs. Customers' trust and satisfaction with Wei Jye Iron Works, demonstrated through long-term business relationships, represent an intangible brand value. In the future, Wei Jye Iron Works also plans to showcase its expertise and technology in metal processing through the internet and digital platforms, further enhancing its brand image and expanding its brand's influence.

(5) Customers and Market

Wei Jye Iron Works meets customer demands with high-precision metal processing technology. The company possesses advanced machinery and equipment, and the precision and efficiency of these tools ensure the production of high-quality metal components. Additionally, the company's technological advantages demonstrate its production capabilities and attract customers from various industries.

The company emphasizes the establishment of long-term relationships with customers, and this mutual trust is a crucial factor for stable business operations. For the company, customer relationship management is not only a business strategy but also a value-based behavior that contributes to building the company's reputation and visibility.

(6) Industry Challenges and Development Strategies

In view of the challenges faced by the metalworking industry, such as globalization and changes in international trade, Wei Jye Iron Works continuously improves its technology and services to meet customer demands and expand market share. Additionally, cost pressure is also a challenge for the company, particularly in labor-dependent processes. To maintain competitiveness, Wei Jye Iron Works is enhancing automation and efficiency, with a focus on investing in advanced equipment and technology.

Due to significant fluctuations in customer demand, small-batch orders can potentially affect the company's profitability due to high labor costs. Therefore, Wei Jye Iron Works' long-term development strategy is focused on identifying major customers

with stable demand to ensure the steady growth of the business.

(7) Conclusion

Wei Jye Iron Works is a specialized metal processing company known for its highly customized metal processing solutions. The company places a strong emphasis on meeting customer demands with precision metal processing techniques and building long-term relationships with its clients. Despite facing industry challenges, Wei Jye Iron Works has solidified its competitive edge in a competitive market through continuous technological improvement, seeking major customers, and utilizing digital marketing to attract new clients. In the future, the company will continue to invest in technology and research and development, expand its customer base through digital marketing, enhance brand recognition, and deliver high-quality metal processing services to its customers.