

6.品正機械工業股份有限公司

6.1 品正機械工業股份有限公司簡介

品正機械-堅定創新、客戶至上，凝聚臺灣機械製造的精髓

表 3-1 品正機械工業股份有限公司簡介

公司名稱	品正機械工業股份有限公司
公司品牌	Perfect Jet
創立時間	民國 69 年
公司人數	約 50 人
經營理念	誠信、精進、圓滿
公司產業特質	<ol style="list-style-type: none">1. 從事工具機製造，供應國內外市場，主銷歐美及行銷世界各國2. 掌握關鍵技術之優勢，將陸續開發一系列、高速高精度的微米機械
具有隱形冠軍的資格	<p>目標市場 積極尋求國際機會，建立全球分銷網絡拓展業務，提供客戶客製化解決方案。產品符合國際標準，向全球市場展現其產品的品質與可靠度。</p> <p>產品品質 以卓越的技術創新開發先進的產品，包括自動化系統和高效能機械。實行嚴格的品質管控流程，讓產品從設計階段到生產過程都能達到標準，確保產品的持久耐用。</p>
未來展望	未來希望藉由政府的支援，將特定工廠轉型為合法工廠，並設置工具機工業區以幫助機械行業重新振興。

6.2 中文產業故事短篇

在競爭激烈的機械行業中，品正機械依然秉持著自身價值觀與原則，努力實現企業願景。面對市場波動、經濟挑戰和國際貿易問題的壓力下，以及政治和經濟的不確定性，如中美貿易戰、疫情對全球供應鏈的衝擊等問題，品正機械仍然保持其競爭力，並不斷追求卓越與永續經營。

(1) 領導與經營策略

品正機械的成功與其卓越的領導和經營策略密不可分。公司的領導團隊一直秉持專業和道德原則，以提供高品質的機械設備和服務。創辦人和管理層始終堅定地堅守價值觀，不斷尋找新的機會，以在激烈的市場中脫穎而出。

在經營策略方面，品正機械以多元化和國際化為核心原則。公司的產品線非常多樣，可滿足不同類型客戶的需求，並在全球市場上建立了穩固地位。多元化使品正機械能夠因應市場變化，避免受到特定市場波動的影響。此外，公司積極參與國際市場，尤其是美國市場，這為公司帶來了機會和競爭優勢。

(2) 關鍵技術或服務模式

品正機械一直以來都致力於提供創新的技術和服務，以滿足客戶需求。公司持續投資於尋找新的關鍵技術和服務模式，以在競爭激烈的市場中勝出。品正機械以業務、代理商與參展等多種媒介來進行業務交流，而不僅依賴數位行銷，以確保與客戶保持緊密的聯繫。

品正機械的關鍵技術之一是對生產設備的不斷創新。公司注重生產流程的最佳化，尋求新的技術來提高生產效率和產品品質。公司的結構設計開發能力優於業界，使品正機械能夠提供高品質的機械設備，滿足客戶對性能和可靠性的需求。

(3) 研發創新

品正機械重視研發創新，不僅改進現有產品，還積極尋求新的機會，以擴大產品線的方式滿足市場多樣化的需求。例如，公司引入了智慧化技術，以提高機械設備的自動化程度，並為客戶提供現代化的解決方案，提高生產效率。此外，品正機械透過結構設計改進，提供更具美感、穩定度和耐久性的產品。品正機械的成功不僅源於公司對市場的靈活性，還包括持續追求創新。公司對市場的變化保持開放的態度，積極尋找新的方式來滿足客戶需求。

(4) 品牌

品正機械在國際市場上享有盛譽，這主要歸功於公司提供高品質的產品和以客戶滿意度為中心的價值觀。品牌價值觀不僅呈現在產品的品質上，還表現在對客戶的承諾上。公司的服務團隊提供及時的支援和解決方案，與客戶建立了長期

的合作關係。品牌的可靠度成了品正機械的一個關鍵資產，公司在市場上經營自己的品牌，並採取穩扎穩打的策略讓客戶信任公司的產品、相信品正機械能夠提供完整的解決方案。這種信任使品正機械能夠擴大市占率，吸引更多的客戶。

(5) 顧客與市場

品正機械的客戶範圍廣泛，包括國際市場如美國、德國、義大利、英國、土耳其等，以及國內市場。公司以對市場趨勢的了解和對顧客反饋的敏感性，有效回應每個市場的獨特需求。公司生產各種不同種類的機械設備，從先進的專業機器到低價位的基本設備皆有。這種多元化的產品線使公司能夠在全球市場上具有競爭力，滿足不同類型客戶的需求。

(6) 產業挑戰與發展策略

臺灣的機械產業面臨多重挑戰。首先，激烈的內部競爭使企業之間削價競爭，導致利潤減少。同時，企業還必須在國際市場上與其他國家的公司競爭，甚至是因區域聯盟導致的關稅阻礙，使臺灣的產品在國際上逐漸失去競爭力。此外，我國政府對不同產業的政策不平等，以及參與國際貿易協議的政策不明朗，都使得機械產業所受到的支持力不足。

面對這些產業發展變數，品正機械採取了多項發展策略以應對這些挑戰，包括持續關注研發創新、以標準化的方式進行機械生產、希望政府政策能更多地支援機械產業、強調企業文化的重要性等。

(7) 小結

品正機械的成功源自對顧客需求的關心，研發創新、品牌口碑及明確的發展策略。公司以領先業界的結構設計開發能力，提供為客戶量身打造的產品或解決方案，並得到客戶的信任和忠誠。面對未來的挑戰和機會，品正機械將繼續發揮其優勢，以國際化策略在全球市場上蓬勃發展，以優秀的設計能力不斷地在產業裡成長茁壯。

6.3 英文產業故事

Ping Jeng Machinery - commitment to innovation, customer-oriented, and the embodiment of Taiwan's mechanical manufacturing essence

Table 3-6 Introduction to Ping Jeng Machinery Industry Co., Ltd.

Company Name	Ping Jeng Machinery Industry Co., Ltd.
Company Brand	Perfect Jet
Incorporation Date	Incorporated in 1980
Number of Employees	Around 50 people
Business Philosophy	Integrity, Improvement, Satisfactory
Company Attributes	<ol style="list-style-type: none"> 1. Engaged in the manufacturing of machine tools, supplying both domestic and international markets, with a primary focus on sales in Europe and America, while marketing to countries worldwide 2. Leveraging the advantage of mastering key technologies, the company will progressively develop a series of high-speed, high-precision micron machinery
Qualifying as a Hidden Champion	<p>Target Market Actively seeking international opportunities, establishing a global distribution network to expand its business, and providing customers with customized solutions. Its products meet international standards, showcasing their quality and reliability to the global market.</p> <p>Product Quality Develop advanced products with outstanding technological innovation, including automation systems and high-efficiency machinery. Implement strict quality control so that the products meet the standards from the design stage to the production process to ensure the durability of the products.</p>
Future Prospects	Hope to receive government support to transform specific factories into legitimate ones and establish a machine tool industrial zone to assist in the revival of the machinery industry.

In the highly competitive machinery industry, Ping Jeng Machinery continues to uphold its values and principles, striving to achieve its business vision. Despite the pressures of market fluctuations, economic challenges, international trade issues, and uncertainties in politics and the economy, such as the U.S.-China trade war and the impact of the pandemic on global supply chains, Ping Jeng Machinery remains competitive and continues to pursue excellence and sustainable management.

(1) Leadership and Business Strategies

The success of Ping Jeng Machinery is closely intertwined with its outstanding leadership and business strategies. The company's leadership team has consistently upheld professionalism and ethical principles to provide high-quality machinery equipment and services. The founder and management have steadfastly adhered to their values, continuously seeking new opportunities to stand out in a competitive market.

In terms of its business strategies, Ping Jeng Machinery focuses on diversification and internationalization as core principles. The company's product line is highly diverse, catering to the needs of various types of customers and establishing a strong presence in global markets. Diversification allows Ping Jeng Machinery to adapt to market changes and avoid being overly affected by specific market fluctuations. Additionally, the company actively engages in international markets, especially in the United States, which has brought opportunities and a competitive advantage to the company.

(2) Key technologies or Service models

Ping Jeng Machinery has always been committed to providing innovative technology and services to meet customer needs. The company continues to invest in finding new key technologies and service models to succeed in the highly competitive market. Ping Jeng Machinery engages in business interactions through various means, including agents, exhibitions, and more, rather than relying solely on digital marketing, to ensure close connections with customers.

One of the key technologies at Ping Jeng Machinery is the continuous innovation in production equipment. The company emphasizes the optimization of production processes, seeking new technologies to enhance production efficiency and product quality. Ping Jeng Machinery excels in structural design and development capabilities, allowing the company to provide high-quality machinery equipment that meets customer demands for performance and reliability.

(3) Research and Innovation

Ping Jeng Machinery places a strong emphasis on research and innovation. The

company not only improves existing products but actively seeks new opportunities to expand its product line to meet the diverse needs of the market. For example, the company has introduced smart technology to enhance the automation of machinery equipment, providing customers with modern solutions to increase production efficiency. Additionally, Ping Jeng Machinery improves its products through structural design to offer more aesthetic, stable, and durable options. The success of Ping Jeng Machinery stems not only from the company's flexibility in the market but also from its continuous pursuit of innovation. The company maintains an open attitude toward market changes and actively seeks new ways to meet customer demands.

(4) Brand

Ping Jeng Machinery enjoys a strong reputation in the international market, primarily attributed to the company's provision of high-quality products and a customer-centric value system. The brand's values are not only evident in the quality of its products but also in its commitment to customers. The company's service team offers timely support and solutions, establishing long-term partnerships with customers. The reliability of the brand has become a key asset for ping Jeng Machinery. The company operates its own brand in the market and adopts a steady and trustworthy strategy to gain customer trust in its products and believe in ping Jeng Machinery's ability to provide complete solutions. This trust allows Ping Jeng Machinery to expand its market share and attract more customers.

(5) Customers and Market

Ping Jeng Machinery has a broad customer base that includes international markets such as the United States, Germany, Italy, the United Kingdom, Turkey, as well as the domestic market. The company effectively responds to the unique needs of each market with its understanding of market trends and sensitivity to customer feedback. Ping Jeng Machinery manufactures a wide range of machinery equipment, from advanced specialized machines to basic equipment with lower prices. This diversified product line allows the company to remain competitive in the global market and meet the needs of various types of customers.

(6) Industry Challenges and Development Strategies

The machinery industry in Taiwan faces multiple challenges. First, intense internal competition leads to price-cutting battles among companies, reducing profitability. Simultaneously, companies must compete with others in the international market, and even face tariff barriers resulting from regional alliances, causing Taiwan's products to gradually lose competitiveness on the global stage. Furthermore, unequal government

policies towards different industries and unclear policies regarding participation in international trade agreements contribute to insufficient support for the machinery industry.

Faced with these changes in industry development, Ping Jeng Machinery has adopted several development strategies to address these challenges, including a continued focus on research and innovation, standardized machinery production, a desire for increased government policy support for the machinery industry, and an emphasis on the importance of corporate culture.

(7) Conclusion

The success of Ping Jeng Machinery is rooted in its customer-centric approach, research and innovation, brand reputation, and a clear development strategy. The company, with its leading structural design and development capabilities in the industry, provides tailor-made products or solutions for customers, earning their trust and loyalty. Faced with future challenges and opportunities, Ping Jeng Machinery will continue to leverage its strengths, thriving in the global market through internationalization strategies, and steadily growing in the industry with excellent design capabilities.