

## 11.源潤豐鑄造股份有限公司

### 11.1 源潤豐鑄造股份有限公司簡介

#### 源潤豐-追求精益求精的鑄造界傳奇

表 3-1 源潤豐鑄造股份有限公司簡介

公司名稱	源潤豐鑄造股份有限公司
公司品牌	以源潤豐 YJF 為製造品牌
創立時間	民國 63 年
公司人數	約 150 人
經營理念	品質、滿意度、永續發展、客戶至上
公司產業特質	<ol style="list-style-type: none"><li>1. 主要生產工具機用鑄件、產業機械、船舶引擎、大型能源鑄件</li><li>2. 從源頭把關鑄造的每個步驟，以良好的管理系統、整合設計、生產製造、品質管理、綜合服務等，一步步累積鑄件的完美品質</li></ol>
具有隱形冠軍的資格	<p><b>目標市場</b></p> <p>以客戶至上的理念滿足不同國家客戶的需求。積極參與國際性的項目，如基礎建設、能源和環保等，以加強環保管理系統及邁向國際化提升生產技術，成為世界鑄造業的領導品牌。</p> <p><b>產品品質</b></p> <p>建立完整的鑄造流程管理制度與一貫化鑄件與加工服務，提供客戶直接進行可組裝鑄件，並提供給客戶最優良的產品品質與準時的交期。以周全的製程品管完善掌握製程，提供產品品質的保障及完整的量測 (CMM) 報告，確保鑄件的出廠精度符合客戶的需求。</p>
未來展望	成為臺灣鑄造界的龍頭，並紮根臺灣，培養後進人員，放眼世界。

## 11.2 中文產業故事短篇

源潤豐是一家致力於高品質大型鑄件製造的金屬鑄造廠，已有近 50 年的歷史。儘管市場環境不斷變化，公司始終秉持著傳統的高接觸、高溫度的服務模式，深入了解客戶需求，並憑藉卓越的技術和服務，贏得了客戶的信任，成為不可或缺的供應商。

### (1) 領導與經營策略

源潤豐的成功不僅歸功於卓越的技術，還源自於領導團隊，特別是創始人的影響。公司領導者對公司有著清晰的願景，了解如何在激烈的市場中脫穎而出。源潤豐擁有高度專業的團隊，特別是技術部門。技術是公司的核心競爭優勢，因此公司長期與日本的專家合作，引入最新技術，以確保生產過程的效率和品質。

此外，公司的業務人員經驗豐富，可以更容易地了解客戶需求並提供專業建議。這種高度專業的團隊幫助公司維持客戶的忠誠度，並為客戶提供高客製化的解決方案。

儘管源潤豐是一家傳統的製造廠，但公司也特別關心其形象和品牌價值。公司在數位行銷領域用心經營，協助客戶能更理解公司的產品和服務。此外，源潤豐也關注永續發展目標(SDG)和環境、社會與公司治理(ESG)議題，努力減少能源和資源的浪費，肩負起企業應盡的社會責任。

### (2) 關鍵技術或服務模式

源潤豐的主要關鍵技術包括木模的設計、模流分析、模具製作和生產流程控制。在木模的設計階段，憑藉造模跟合模師傅的豐富經驗，避免潛在的鑄造瑕疵發生。後續透過模流分析，讓公司能在模具開發前推測可能發生的問題，提早做修正。

鑄造生產仰賴師傅熟練的技術，而源潤豐的許多員工擁有超過 20 年的資歷，在資深師傅的帶領下，生產流程能更為穩定，避免過多的人為疏失。源潤豐以其關鍵技術和一條龍的服務模式著稱，公司透過工程開發能力、客製化生產、組織文化和高效率的溝通，在市場上建立了穩固的地位。

### (3) 研發創新

源潤豐對研發創新的堅持是公司成功的因素之一。公司的領導者強調技術的重要性，並不斷提升公司的技術水準。公司不斷與日本的專家合作，導入最新技術，以確保生產過程的效率和品質。源潤豐的模具設計投入占公司營業額的 5% 以上，代表著對維持技術領先的企圖心。

此外，源潤豐的組織文化鼓勵員工自主思考及執行專案，並強調對工作的責

任感和彼此之間的協作。源潤豐的業務人員擁有超過 5 年以上的鑄造業經驗，對客戶需求可以更正確地傳達予技術部門，讓公司能提出更符合客戶需求的客製化解決方案。

#### **(4) 品牌**

源潤豐並無經營特定的產品品牌，而以公司名稱的縮寫 YJF 為製造品牌，並在鑄造領域擁有良好的口碑。公司透過網站提供大量的資訊，協助客戶能更了解公司的產品和服務。此外，公司也持續關注 SDGs 和 ESG 議題，盡力降低能源與資源的耗損，不僅展現公司的社會責任感，更有助於提升公司品牌形象。

#### **(5) 顧客與市場**

源潤豐主要客戶為工具機、產業機械和綠能等行業。在競爭激烈的鑄造產業環境中，公司秉持顧客至上的態度；具經驗的業務人員也清楚公司的服務流程和項目，確保客戶能得到最好的解決方案。

源潤豐的目標市場為生產較大型鑄件、製造條件較為嚴格的利基市場，公司重視與客戶的互動，透過數位平台和高接觸的服務模式，讓客戶感受到公司的用心，並成為客戶不可或缺的供應商。

#### **(6) 產業挑戰與發展策略**

源潤豐是臺灣金屬鑄造行業中的佼佼者，但也面臨多項挑戰。首先，國際匯率變動或競爭對手國家的貨幣政策，都影響了鑄造業的競爭力。其次，中國和印度是產業目前國際上的主要競爭對手，原因在於其擁有較低的原材料和人力成本，對產業造成壓力。最後，鑄造的人才培養不易，對於高度仰賴技術的生產流程可能會產生的影響。

源潤豐未來計畫建設新的加工廠，透過內部加工的方式降低運輸成本，同時減少碳排放，為國際競爭累積更多的優勢。在人才方面，源潤豐長期投入培養新工匠如建教合作，來延續老師傅的技能與經驗，以因應技術密集型的生產流程。

#### **(7) 小結**

源潤豐以客戶至上、技術創新、環保意識和與供應鏈夥伴的合作，成功應對產業挑戰。公司將客戶需求視為首要，提供高品質的鑄件。這種以客戶為導向的理念，及提供顧客一條龍便利服務的用心，使公司建立了強大的客戶關係與企業聲譽。

同時，源潤豐專注於技術創新，以因應不斷變化的市場需求，並提供客製化的解決方案。後續，公司也將持續關注環保意識和永續發展等議題，為公司長遠的發展做準備。

### 11.3 英文產業故事

#### **Yuan Jun Fung - the legendary pursuit of excellence in the casting industry**

Table 3-11 Introduction to Yuan Jun Fung Casting Co., Ltd.

<b>Company Name</b>	Yuan Jun Fung Casting Co., Ltd.
<b>Company Brand</b>	Employing the manufacturing brand YJF
<b>Incorporation Date</b>	Incorporated in 1974
<b>Number of Employees</b>	Around 150 people
<b>Business Philosophy</b>	Quality, satisfaction, sustainable development, customer-centric
<b>Company Attributes</b>	<ol style="list-style-type: none"> <li>1. The main production includes castings for machine tools, industrial machinery, ship engines, and large-scale energy castings.</li> <li>2. By overseeing every phase of the casting process from its origin, we accumulate impeccable casting quality through efficient management systems, integrated design, manufacturing production, rigorous quality control, and comprehensive services.</li> </ol>
<b>Qualifying as a Hidden Champion</b>	<p><b>Target Market</b></p> <p>Guided by a customer-centric philosophy, we cater to the diverse needs of customers from various countries. By actively engaging in international projects, including those in infrastructure, energy, and environmental protection, we bolster environmental management systems and elevate production technology towards international standards. Our ultimate goal is to establish ourselves as a leading brand in the global casting industry.</p> <p><b>Product Quality</b></p> <p>By implementing a comprehensive casting process management system and offering consistent casting and processing services, we provide customers with directly assembled castings, ensuring the highest product quality and on-time delivery. Our meticulous process quality control ensures product quality assurance, supported by comprehensive measurement (CMM) reports, validating that the casting's accuracy aligns with customer</p>

	requirements.
<b>Future Prospects</b>	Our aspiration is to emerge as a leader in the Taiwanese casting industry, firmly rooted in Taiwan. We are dedicated to nurturing future talents and expanding our global influence.

Yuan Jun Fung is a metal foundry dedicated to the high-quality manufacturing of large castings, boasting a history spanning nearly 50 years. In the face of a dynamically evolving market environment, the company steadfastly maintains a traditional service model characterized by high engagement and a warm, customer-centric approach. Through a deep understanding of customer needs and leveraging exceptional technology and service, Yuan Jun Fung has garnered the trust of its customers, establishing itself as an indispensable supplier.

### **(1) Leadership and Business Strategies**

Yuan Jun Fung's success is not solely ascribed to its outstanding technology but also to the impactful leadership team, notably the influence of the founder. The company's leaders possess a clear vision, comprehending how to distinguish themselves in a competitive market. Yuan Jun Fung prides itself on a highly skilled team, particularly within the technical department. Technology stands as the core competitive advantage, prompting the company to engage in enduring collaborations with experts from Japan. This collaboration ensures the incorporation of the latest technology, guaranteeing efficiency and quality in the production process.

Furthermore, the company's sales team is highly experienced, facilitating a comprehensive understanding of customer needs and enabling the provision of expert advice. This level of professionalism within the team contributes significantly to maintaining customer loyalty and delivering highly customized solution.

While Yuan Jun Fung operates as a traditional manufacturing factory, the company places a distinct emphasis on its image and brand value. Proactively managing its digital marketing presence, Yuan Jun Fung ensures that customers have a comprehensive understanding of its products and services. Furthermore, the company is dedicated to Sustainable Development Goals (SDG) and Environmental, Social, and Governance (ESG) issues. This commitment involves efforts to minimize energy and resource waste, aligning with corporate social responsibility initiatives.

### **(2) Key Technologies or Service Models**

Yuan Jun Fung's key technologies encompass the design of wooden molds, mold flow analysis, mold manufacturing, and production process control. During the design phase of wooden molds, the extensive experience of the mold-making and fitting experts plays a crucial role in preventing potential casting defects. Subsequently, through mold flow analysis, the company can anticipate potential issues before mold development and implement early corrections.

Casting production at Yuan Jun Fung relies heavily on the skilled techniques of master craftsmen, with many employees boasting over 20 years of experience. The guidance of these experienced masters enhances the stability of the production process, minimizing the occurrence of human errors. Renowned for its key technologies and integrated service model, Yuan Jun Fung has secured a robust market position through its engineering development capabilities, customized production approach, organizational culture, and efficient communication.

### **(3) Research and Innovation**

Yuan Jun Fung's dedication to research and development (R&D) innovation stands out as a significant factor contributing to the company's success. The leadership places a strong emphasis on the pivotal role of technology and consistently elevates the company's technical capabilities. Continuous collaboration with Japanese experts allows Yuan Jun Fung to integrate the latest technologies, ensuring both efficiency and quality in the production process. The substantial investment of over 5% of the company's revenue in mold design reflects a resolute commitment to maintaining technological leadership.

Moreover, Yuan Jun Fung's organizational culture fosters an environment where employees are encouraged to think independently and take ownership of projects. The culture places a strong emphasis on individual responsibility and collaborative teamwork. With business personnel boasting over 5 years of experience in the casting industry, they are adept at effectively communicating customer requirements to the technical department. This seamless communication allows the company to propose customized solutions that align more closely with the specific needs of the customers.

### **(4) Brand**

Yuan Jun Fung does not operate under a specific product brand but utilizes the abbreviation YJF as its manufacturing brand, gaining a favorable reputation in the casting industry. The company provides extensive information through its website, assisting customers in understanding its products and services better. Additionally, the company remains committed to SDGs and ESG issues, making efforts to reduce energy

and resource consumption. This not only demonstrates the company's sense of social responsibility but also contributes to enhancing its brand image.

### **(5) Customers and Market**

Yuan Jun Fung's primary customers come from industries such as machine tools, industrial machinery, and green energy. In the highly competitive casting industry, the company adheres to a customer-centric approach. Experienced business personnel are well-versed in the company's service processes and projects, ensuring that customers receive the best possible solutions.

Yuan Jun Fung's target market is centered around the production of larger castings and niche markets characterized by more rigorous manufacturing conditions. The company places significant emphasis on engaging with customers, employing digital platforms and a high engagement service model to ensure that customers not only witness but experience the company's unwavering dedication. The ultimate goal is to establish Yuan Jun Fung as an indispensable supplier to its customers.

### **(6) Industry Challenges and Development Strategies**

Yuan Jun Fung holds a prominent position in the Taiwanese metal casting industry, yet it grapples with various challenges. Firstly, fluctuations in international exchange rates or the currency policies of competitor countries impact the industry's competitiveness. Secondly, formidable competitors like China and India, with their lower raw material and labor costs, exert pressure on the global casting market. Lastly, talent cultivation in casting proves challenging, especially for production processes heavily reliant on technical expertise.

To address these challenges, Yuan Jun Fung envisions the construction of a new processing plant in the future. This initiative aims to reduce transportation costs through internal processing while minimizing carbon emissions, thereby accumulating advantages for international competition. In terms of talent development, the company maintains a long-term commitment to nurturing new artisans through collaborative programs with educational institutions. This strategic approach ensures the preservation and transfer of skills and experience from seasoned craftsmen, meeting the demands of technology-intensive production processes.

### **(7) Conclusion**

Yuan Jun Fung positions customer-centricity, technological innovation, environmental awareness, and collaboration with supply chain partners at the heart of its approach, effectively navigating industry challenges. The company places

paramount importance on customer needs, ensuring the delivery of high-quality castings. This customer-centric philosophy, coupled with a commitment to delivering comprehensive and convenient services, has empowered the company to cultivate strong customer relationships and establish a reputable corporate image.

Simultaneously, Yuan Jun Fung places a strong emphasis on technological innovation to meet the ever-evolving market demands and offer customized solutions. Additionally, the company remains committed to addressing environmental awareness and sustainable development, positioning itself for long-term growth.