

14.日信鑄造有限公司

14.1 日信鑄造有限公司簡介

日信鑄造-專注目標市場，成為小型鑄件生產的翹楚

表 3-1 日信鑄造有限公司簡介

公司名稱	日信鑄造有限公司
公司品牌	以日信為製造品牌
創立時間	民國 65 年
公司人數	約 12 人
經營理念	認真努力、全力以赴、愛護員工
公司產業特質	1. 專營 FC200 鑄鐵的小型鑄件 2. 以長期客戶的業務為主，配合客戶需求進行生產
具有隱形冠軍的資格	目標市場 專注於金屬鑄造領域，以內銷市場為主，目標對象為小型鑄件代工協力廠商，並在行業中擁有良好的口碑。客戶多為長期客戶，約占營業額的 60%。提供客製化生產，與客戶間保持長期穩定的業務關係。 產品品質 以品質控制及自動化生產確保產品能滿足最高的品質標準。儘管市場競爭激烈，價格壓力逐漸增加，但公司堅持維持產品的最高品質。
未來展望	傳承經驗、永續經營。

14.2 中文產業故事短篇

日信鑄造成立於 1976 年，以生產小型馬達起家，如今為專業的金屬鑄造廠，並以其高品質 FC200 鑄鐵的小型鑄件而聞名。身為行業裡的領導業者，日信鑄造以不斷努力及對員工的關懷，持續在競爭激烈的市場中保持競爭優勢。

(1) 領導與經營策略

日信鑄造的創辦人是一位歷經 40 多年風雨歷程的企業家，其堅信「認真打拚」的精神，認為每天都應該充滿活力地經營企業；而員工也應保持認真的工作態度和努力不懈的衝勁。這種拼勁不僅鞏固了公司在行業裡的地位，也維持了長期客戶的忠誠。此外，公司視員工為家人、並提供生活協助，建立互信和長期的雇主-員工關係。不僅提高了員工對公司的忠誠度，還建立一種溫暖的組織文化對於公司的未來，領導者期盼能將公司交棒給下一代永續經營，並能夠保持公司的精神和價值觀。。

(2) 關鍵技術或服務模式

日信鑄造創立初期主要生產小型馬達，後來轉向機械鑄件的開發生產。此舉不但拓展了公司的海外業務，品質也受到國際間的肯定。這些年所累積的關鍵技術和服務經驗都成了公司成功的重要基礎。

公司擁有高度專業的鑄造技術，涵蓋從選料、模具製作、鑄造到後續加工的整個流程。技術是維持高品質的關鍵，這種對品質的承諾也是公司在業界享有盛譽的原因之一。除此之外，公司還提供客製化的解決方案，以滿足客戶所需。

(3) 研發創新

日信鑄造展現了卓越的研發創新能力，經營團隊也一直積極尋求新的技術和方法，以提高金屬鑄造的生產效率和品質。因此，公司的生產方式已由早期的手工製作提升為機械化生產，再進階到自動化製造模式。這種對技術的創新使公司能夠應對競爭激烈的市場，確保生產能具有最佳效能和較低成本，同時保有價格競爭力。

(4) 品牌

品牌知名度是日信鑄造的一個關鍵資產。由於公司數十年來的努力，使其品牌「日信」在金屬鑄造領域擁有一定的知名度和良好的聲譽。這種品牌知名度有助於公司獲得既有客戶的介紹和信任，並透過口碑行銷來開發潛在客戶。日信鑄造的品牌形象建立在優質的產品和服務之上，這也反映出公司對待品牌聲譽的嚴謹態度。

(5) 顧客與市場

日信鑄造主要生產小型鑄件，專營 FC200 鑄鐵，近年來的銷售以內銷市場為主。其中，長期客戶約占公司營業額的 6 成，是公司主要的目標市場。無論長短期客戶，公司皆能根據客戶需求製造不同的鑄件，藉此維持長期客戶的忠誠度與拓展潛在客戶。

日信鑄造在市場上的競爭優勢除了設計能力、鑄造能力、客製化生產與良好的客戶關係外，價格也是一個主要的因素。為提供客戶公道的價格，成本優化能力就成了公司保持競爭力的重點。

(6) 產業挑戰與發展策略

面對外在環境的挑戰，日信鑄造採取了一系列的發展策略。首先，公司以合理的價格提供客戶優良的產品。面對價格競爭，公司在保有基本的利潤下，提供客戶合理的報價，維持雙方的長期合作關係。

此外，公司致力於技術創新和生產效率的提升。面對缺工及師傅老化問題，除了增聘外籍勞工，公司也以機械化、自動化生產方式應對，藉此提高產能並滿足市場需求。日信鑄造建議政府能簡化變更地目的流程，讓公司能更專注於解決產業所面臨的問題。

(7) 小結

日信鑄造是一家擁有 40 多年歷史的金屬鑄造公司，以客戶滿意為首要目標，並以高品質的產品和靈活的服務模式取得客戶的信任。公司同時也持續深入技術的研發，使其能在競爭激烈的市場中脫穎而出，並保持穩定的業務。

在這個競爭激烈的商業環境中，許多企業主要都以追求快速發展和利潤最大化為首要目標。然而，日信鑄造的故事反映了經營一家企業並不僅有追求利潤，還包括建立長期的客戶關係和關懷員工；公司以堅守經營理念及建立品牌形象的方式來因應業務挑戰，保持長久穩健的發展。

14.3 英文產業故事

Ryh Shinn Foundry - focused market strategy, leading the way in small casting production

Table 3-14 Introduction to Ryh Shinn Foundry Co., Ltd.

Company Name	Ryh Shinn Foundry Co., Ltd.
Company Brand	Employing Ryh Shinn as a manufacturing brand
Incorporation Date	Incorporated in 1976
Number of Employees	Around 12 people
Business Philosophy	Strive Diligently, Give Maximum Effort, Prioritize Employee Well-being
Company Attributes	<ol style="list-style-type: none"> 1. Specializing in small castings of FC200 cast iron 2. Focus on business with long-term customers and produce in line with customer needs
Qualifying as a Hidden Champion	<p>Target Market Specializing in metal casting and concentrating on the domestic market, our primary focus is on small casting OEM partnerships, garnering a commendable reputation in the industry. A majority of our clientele comprises long-term customers, constituting approximately 60% of our turnover. We excel in tailored production solutions, ensuring the sustenance of enduring and stable business relationships with our valued customers.</p> <p>Product Quality Stringent quality control and automated production processes guarantee that our products consistently meet the highest quality standards. In the face of intense market competition and mounting price pressures, our company steadfastly adheres to upholding the utmost quality in its products.</p>
Future Prospects	Preserving Heritage, Operating Sustainably

Established in 1976 with a humble beginning in small motor production, Ryh Shinn Foundry has evolved into a distinguished metal foundry renowned for its high-quality FC200 cast iron small castings. As an industry leader, the foundry perseveres in the fiercely competitive market, upholding its competitive edge through continuous efforts and a steadfast commitment to the well-being of its employees.

(1) Leadership and Business Strategies

Ryh Shinn Foundry's founder, an entrepreneur with over 40 years of seasoned experience, staunchly upholds the ethos of "hard work." He believes in infusing the company with daily vigor, advocating for a dedicated work ethic and unwavering commitment from employees. This diligence not only cements the company's standing in the industry but also fosters enduring loyalty from long-term customers. Embracing employees as integral family members, the company extends living assistance, nurturing mutual trust and fostering lasting employer-employee relationships. This approach not only enhances employees' dedication but also shapes a nurturing organizational culture. Looking towards the future, leaders aspire to transition the company to the next generation, ensuring its sustainable operations while preserving the company's enduring spirit and values.

(2) Key Technologies or Service Models

In its initial stages, Ryh Shinn Foundry primarily focused on the production of small motors before transitioning to the development and manufacturing of mechanical castings. This strategic shift not only broadened the company's overseas business reach but also earned international recognition for its quality. The pivotal technologies and extensive service experience accumulated over the years have proven to be a crucial foundation for the company's enduring success.

The company boasts highly professional casting technology, encompassing the entire process from material selection and mold making to casting and subsequent processing. Technology plays a pivotal role in upholding high-quality standards, and the steadfast commitment to quality is a key factor contributing to the company's esteemed reputation in the industry. Moreover, the company distinguishes itself by offering customized solutions to cater to the specific needs of its customers.

(3) Research and Innovation

Ryh Shinn Foundry showcases exemplary capabilities in research and development (R&D) and innovation, with the management team proactively pursuing new technologies and methods to enhance the efficiency and quality of metal casting production. This dedication has led to the evolution of the company's production methods, transitioning from manual production to mechanized processes and, subsequently, adopting an automated manufacturing mode. Such technological innovations enable Ryh Shinn Foundry to adeptly navigate a highly competitive market, ensuring production with optimal efficiency and lower costs, all while maintaining price competitiveness.

(4) Brand

Brand awareness stands as a pivotal asset for Ryh Shinn Foundry. With decades of dedicated effort, the "Ryh Shinn" brand has garnered considerable popularity and a commendable reputation in the field of metal casting. This brand recognition plays a vital role in securing referrals and trust from existing customers, fostering the development of potential customers through word-of-mouth marketing. Rooted in high-quality products and services, the brand image of Ryh Shinn Foundry mirrors the company's unwavering commitment to maintaining a stringent and reputable stance in the industry.

(5) Customers and Market

Ryh Shinn Foundry specializes in the production of small castings, with a focus on FC200 cast iron. In recent years, the majority of its sales have been concentrated in the domestic market, where long-term customers constitute approximately 60% of the company's turnover, representing a core target market. Whether dealing with long-term or short-term customers, the company adeptly manufactures diverse castings tailored to specific customer requirements. This approach not only ensures the loyalty of long-term customers but also facilitates the expansion of potential customer relationships.

Beyond its design capabilities, casting expertise, customized production, and strong customer relations, Ryh Shinn Foundry's competitive edge in the market is also founded on pricing. The company places a significant emphasis on cost optimization capabilities to ensure the provision of fair prices to customers, thereby maintaining a competitive position in the market. This commitment to cost-effectiveness contributes to Ryh Shinn Foundry's overall competitiveness and its ability to meet customer expectations.

(6) Industry Challenges and Development Strategies

Confronting external challenges, Ryh Shinn Foundry has implemented a series of development strategies. Foremost among them is the commitment to delivering excellent products at reasonable prices. Amidst price competition, the company provides customers with fair quotations, ensuring a balance between competitive pricing and maintaining essential profits. This approach aims to foster long-term cooperative relations between the company and its customers.

Moreover, the company is dedicated to technological innovation and enhancing production efficiency. Confronting challenges posed by a shortage of labor and aging masters, the company has addressed these issues by not only increasing the recruitment of foreign workers but also implementing mechanized and automated production methods. This strategic shift aims to boost production capacity and align with market

demand. Ryh Shinn Foundry recommends that the government streamline the process for changing land use, enabling companies to concentrate more on resolving industry-specific challenges.

(7) Conclusion

Ryh Shinn Foundry, boasting over 40 years of history, is a prominent metal casting company that prioritizes customer satisfaction as its primary goal. The company has garnered customer trust through the delivery of high-quality products and flexible service models. Furthermore, Ryh Shinn Foundry consistently engages in extensive research and development, enabling it to distinguish itself in the fiercely competitive market and sustain a stable business presence.

In an intensely competitive business environment where many companies prioritize rapid development and profit maximization, Ryh Shinn Foundry stands out by demonstrating that running a business involves more than just pursuing profits. The company places equal importance on establishing long-term customer relationships and caring for its employees. Confronting business challenges, Ryh Shinn Foundry remains committed to its business vision, strategically building its brand image. This approach ensures not only sustained long-term and stable development but also reflects the company's dedication to holistic success beyond immediate financial gains.