

18.東翔重機企業有限公司

18.1 東翔重機企業有限公司簡介

東翔重機-以數位行銷為利器，開拓建設機械市場的新格局

表 3-1 東翔重機企業有限公司簡介

公司名稱	東翔重機企業有限公司
公司品牌	以東翔代理國外品牌銷售並提供售後服務
創立時間	民國 92 年
公司人數	約 38 人(與翔臻重機合計)
經營理念	專業、安全、服務
公司產業特質	1. 專營國外全新及中古建設機械進出口買賣，產品包括挖土機、鏟裝機、堆高機、壓路機、零件等 2. 公司部門包括外匯車部門、工地車部門、零件部門、解體部門、維修部門、業務部門，以及代理部門
具有隱形冠軍的資格	目標市場 進口代理 HYUNDAI、TAKEUCHI、SAKAI、SUMITOMO 等品牌的建設機械，銷售予國內客戶，如砂石挖土、鋼鐵業者，並提供完整的售後服務。幾乎所有業務皆為進口代理建設機械，出口中古建設機械則僅約占 1~2%。 產品品質 在維修方面已有二十餘年技術及經驗，提供顧客安全、有品質的商品，深受顧客的信賴。此外，也提供完整的售後服務管道供客戶諮詢，讓客戶安心。
未來展望	成為顧客心中建設機械的第一品牌。

18.2 中文產業故事短篇

東翔重機成立於 2003 年，專業進口代理日韓多個知名品牌的建設機械，並提供完善的售後服務。公司以其數十年的維修經驗，在市場中建立了良好的聲譽。在競爭激烈的市場中，東翔重機採用數位行銷策略來提高其品牌知名度，並擁有一群忠實的客戶。

(1) 領導與經營策略

東翔重機的領導者擁有豐富的經驗與知識，數十年來讓公司知名度不斷攀升，並將注重客戶需求做為公司的宗旨。公司的企業價值觀包括建立幸福企業、與員工共同成長，以及具有社會責任感。領導者視員工為最重要的無形資本，將員工視為家人，投資員工的學習，提升公司整體技術的傳承與實力。

東翔重機認為能讓客戶感到滿意、開心的交易是最重要的；因而，公司以誠信及互惠的原則，提供客戶安全、安心且價格合理的產品。公司也不斷投入社會公益，未來並希望成為客戶心中的首選品牌。

(2) 關鍵技術或服務模式

東翔重機的經營團隊擁有多年的維修經驗與專業知識，這使得公司有能力的提供客戶售後服務。公司的客服部門與客戶保持密切聯繫，隨時為客戶解答疑問並提供支援，並讓客戶知道他們的需求是公司最關心的事情。

東翔重機在臺灣中部及南部皆有設立據點，以便就近提供客戶服務。此外，公司引進結合先進技術的挖土機，具備監控系統的功能，讓公司可以遠端監控機械的運作情況，依照數據提供更好的支援和維護。這種關鍵技術使公司提高客戶運作效率和減少停工時間，確保客戶的滿意度。

(3) 研發創新

東翔重機以提供快速維修和即時回應的售後服務而聞名，公司積極投入關鍵技術研發，而此處所指的技术就是師傅的經驗和維修技術。除了引進機械，公司還派遣有經驗的師傅到當地接受培訓，學習最新的知識和技能。因此，當客戶的建設機械需要微調或維修時，公司便能立即派遣師傅前去處理，讓客戶營運所受的干擾降到降低。此外，公司在行業中率先採用短影音作為行銷方式，呈現建設機械的優勢和公司所提供的服務，吸引了大量潛在客戶的關注。

(4) 品牌

東翔重機主要進口代理日韓知名品牌產品，這些品牌在市場上原本就具有很高的知名度和聲譽。不過，東翔重機是以提供優秀的售後服務，保持客戶對「東翔」品牌的忠誠度。公司提供全新及中古的建設機械買賣，強調無論新車或舊車

都提供保固及維修服務，讓客戶購買的非常安心。公司的維修部門設備及零件齊全，也讓客戶可以獲得更快、更全面的維修服務。另外，公司還透過參賽、公益活動及數位行銷經營品牌形象、提高品牌知名度。

(5) 顧客與市場

東翔重機的客戶來自砂石挖土業、鋼鐵業等，客戶依其個別需求，購買合適的建設機械，公司再提供售後服務。公司的服務特點之一為快速，客戶只要一有問題，公司將立刻派人前往檢視及維修，讓客戶能感到公司的用心。此外，公司也會定期會與客戶互動，主動關心客戶需求。公司同時透過參展、掃街拜訪客戶與參加工會活動等，拓展潛在市場。東翔重機除了採用官網與短影音直接行銷外，也透過 LINE 官方帳號平台與客戶互動。公司一直將顧客置於核心地位，提供的服務在市場上也備受讚譽。

(6) 產業挑戰與發展策略

我國使用建設機械的場域非常多，但都是仰賴使用國外品牌的機械。東翔重機認為臺灣的機械產業實力雄厚，許多企業更是各領域的佼佼者，建議政府可採取試行的方式，推動自製建設機械，並嘗試將其外銷到全球市場。此外，政府應提供建設機械行業的輔導和補助，讓行業除了代理外，能有更多業務發展的機會。

(7) 小結

東翔重機在建設機械市場中獲得許多顧客的關注與推崇，其關鍵成功因素來自於提供全方位的客戶服務。公司透過引進高品質的產品，並提供專業的售後服務，滿足客戶需求；更以對客戶的承諾，以及對品質和創新的堅持，在行業中取得了成功。公司首創以短影音的數位行銷方式提升品牌知名度，並帶來更多的機會。未來除了持續引進新設備與提升人員能力外，將繼續擴大其業務範圍，成為行業裡成功的典範。

18.3 英文產業故事

Dong Shyang Heavy Machine - leveraging digital marketing to pioneer a new era in the construction machinery market

Table 3-18 Introduction to Dong Shyang Heavy Machine Co., Ltd.

Company Name	Dong Shyang Heavy Machine Co., Ltd.
Company Brand	Dong Shyang acts as an distributor for global brands, offering after-sales services
Incorporation Date	Incorporated in 2003
Number of Employees	Around 38 people (including the Shan Jen Heavy Machinery team)
Business Philosophy	Expertise, Safety, Service
Company Attributes	<ol style="list-style-type: none"> 1. Specializes in the import and export of new and used foreign construction machinery. Products include excavators, shovel loaders, forklifts, road rollers, parts, etc. 2. Company departments include imported vehicle department, construction site vehicle department, parts department, disassembly department, maintenance department, business department, and agency department
Qualifying as a Hidden Champion	<p>Target Market</p> <p>We serve as an import agent for construction machinery brands such as HYUNDAI, TAKEUCHI, SAKAI, SUMITOMO, and others. Our primary clientele includes domestic customers engaged in activities such as sand and gravel excavation and the steel industry. We offer comprehensive after-sales services. The majority of our business involves importing construction machinery, with exports of second-hand construction machinery accounting for only about 1-2% of our operations</p> <p>Product Quality</p> <p>With over two decades of technical expertise and maintenance experience, we deliver safe and high-quality products, earning deep trust from our customers. Additionally, we offer a comprehensive after-sales service channel for customer consultations, providing peace of</p>

	mind to our valued clients.
Future Prospects	Establishing itself as the premier brand in the minds of customers for construction machinery

Established in 2003, Dong Shyang Heavy Machine specializes in the import and agency representation of renowned construction machinery brands from Japan and South Korea. The company is distinguished by its comprehensive after-sales services and has earned a solid reputation in the market through decades of maintenance experience. In the face of a highly competitive market, Dong Shyang Heavy Machine strategically employs digital marketing strategies to enhance brand awareness and cultivate a loyal customer base.

(1) Leadership and Business Strategies

The leadership at Dong Shyang Heavy Machine brings decades of rich experience and knowledge, contributing to the company's enduring reputation. Their unwavering focus on customer needs is at the core of the company's mission. Dong Shyang Heavy Machine's corporate values prioritize building a joyful workplace, fostering employee growth, and upholding social responsibility. Leaders consider employees as invaluable intangible capital, treating them like family members by investing in their learning and bolstering the company's overall technological prowess.

Dong Shyang Heavy Machine places paramount importance on customer satisfaction and happiness, viewing transactions that fulfill these criteria as the most significant. Grounded in principles of integrity and reciprocity, the company provides customers with safe, secure, and reasonably priced products. Additionally, Dong Shyang Heavy Machine actively invests in social welfare initiatives, aspiring to become the preferred brand in the minds of customers in the future.

(2) Key Technologies or Service Models

Dong Shyang Heavy Machine boasts a seasoned management team with extensive maintenance experience and professional expertise, positioning the company as a reliable provider of exceptional customer after-sales services. Our dedicated customer service department maintains proactive communication with clients, readily addressing inquiries and offering comprehensive support, reinforcing our commitment to prioritizing their needs.

To enhance accessibility, Dong Shyang Heavy Machine has strategically established service bases in both central and southern Taiwan. It also has introduced excavators with integrated advanced technology and monitoring system functionality.

This technology enables real-time remote monitoring of machine operations, empowering the company to deliver unparalleled support and maintenance based on precise data analysis. By leveraging this critical technology, we significantly contribute to enhancing customer operational efficiency and minimizing downtime, thereby guaranteeing utmost satisfaction among our valued clientele.

(3) Research and Innovation

Dong Shyang Heavy Machine has garnered a stellar reputation for its swift maintenance services and prompt after-sales support. The company actively invests in cutting-edge technologies, with a particular focus on the expertise and maintenance proficiency of its seasoned technicians. In a unique approach, besides introducing top-notch machinery, the company goes the extra mile by deploying experienced masters for on-site training. This initiative ensures that our technicians are well-versed in the latest knowledge and skills, empowering them to provide immediate assistance when customers require fine-tuning or maintenance for their construction machinery. This proactive approach minimizes disruptions to our customers' operations. Furthermore, Dong Shyang Heavy Machine has been an industry trailblazer by adopting short videos as a marketing tool, showcasing the distinct advantages of our construction machinery and the exceptional services we offer. This innovative approach has been successfully attracting a large number of potential customers.

(4) Brand

Dong Shyan Heavy Machine primarily serves as an importer and agent for renowned Japanese and Korean brands, leveraging the high visibility and strong reputation these products command in the market. Despite this, Dong Shyang Heavy Machine distinguishes itself by delivering exceptional after-sales service to foster customer loyalty specifically to the "Dong Shyang" brand. The company offers a comprehensive range of new and used construction machinery for sale, highlighting that both categories come with warranties and repair services. This commitment provides customers with assurance and peace of mind throughout their purchase experience. Our maintenance department is well-equipped with a full inventory of tools and parts, ensuring swift and thorough maintenance services for our customers.

Moreover, the company actively manages its brand image and elevates brand awareness through diverse initiatives, including competitions, charity activities, and digital marketing.

(5) Customers and Market

Dong Shyang Heavy Machine caters to a diverse clientele hailing from industries

such as sand and gravel excavation, as well as the steel sector. Recognizing the unique needs of each customer, the company assists them in acquiring tailored construction machinery, followed by after-sales services. A standout feature of the company's service lies in its swiftness. Immediate responsiveness is a hallmark, with the company promptly dispatching personnel for inspection and repairs as soon as a customer encounters an issue. This proactive approach not only resolves concerns efficiently but also underscores the company's dedication to customer care, fostering a strong sense of support. In an effort to expand its reach, the company actively participates in exhibitions, conducts on-site visits to customers, and engages in trade union activities. Utilizing diverse channels, including the official website, short videos, and the LINE official account platform, Dong Shyang Heavy Machine ensures direct and interactive marketing with its customers. At the core of Dong Shyang Heavy Machine's ethos is an unwavering focus on customers. The market's high praise for the company's services is a testament to its commitment to delivering not just machinery but a comprehensive and customer-centric experience.

(6) Industry Challenges and Development Strategies

Various sectors in our country heavily depend on construction machinery, primarily sourced from foreign brands. Dong Shyang Heavy Machine asserts the strength of Taiwan's machinery industry, with many companies leading in diverse fields. The suggestion is for the government to take a trial approach in promoting domestically manufactured construction machinery for global export. Additionally, Dong Shyang recommends government guidance and subsidies to facilitate business development in the construction machinery industry beyond the conventional agency model.

(7) Conclusion

Dong Shyang Heavy Machine has earned recognition in the construction machinery market by prioritizing comprehensive customer services. Its success is attributed to the combination of offering high-quality products and providing professional after-sales support. The company stands out through its unwavering commitment to customer satisfaction, dedication to quality, and a focus on innovation. Pioneering the use of short videos in digital marketing has further elevated its brand awareness, creating new opportunities. Moving forward, Dong Shyang Heavy Machine remains dedicated to introducing advanced equipment, enhancing personnel capabilities, and expanding its business scope. With a commitment to continuous improvement and innovation, the company aims to set a successful industry benchmark in the future.