

20.和勇科技有限公司

20.1 和勇科技有限公司簡介

和勇科技-專注技術，開拓手工模具業新未來

表 3-1 和勇科技有限公司簡介

公司名稱	和勇科技有限公司
公司品牌	以和勇 HU 為製造品牌
創立時間	民國 95 年
公司人數	約 12 人
經營理念	共利共生，技術、品質、客戶滿意
公司產業特質	1. 主要經營手工模具製造及加工、金屬刀具 2. 屬於高技術密集產業，需具備先進的製造技術和技巧，並可依據客戶需求提供客製化模具
具有隱形冠軍的資格	目標市場 客戶來自不同的機械領域。這種多樣性使公司能夠減少市場風險，保持訂單量的穩定。由於公司能提供客製化的解決方案，與客戶皆能保持長久的合作關係。 產品品質 公司注重高品質和高效率的服務，以先進的設備提升產品品質與加速生產過程，減少客戶等待時間。公司並根據客戶的具體要求和規格進行生產，確保客戶得到完全符合其需求的產品。
未來展望	景氣能恢復正常，讓公司的生產能更為穩定。

20.2 中文產業故事短篇

和勇科技成立於 2006 年，是一家位於中部的金屬模具廠，在手工管配件模具及其特殊金屬加工領域有豐富的經驗和專業知識。和勇科技不以廣告行銷來提升公司知名度，而是專注於實際的生產和技術能力，以卓越的實力來為客戶提供服務。

(1) 領導與經營策略

和勇科技是一家從事手工模具與加工業務的公司，公司重視整體技術實力的累積，而非行銷推廣，並努力與客戶達成「共利共生」的關係，強調雙方在業務上互相扶持、各取所需。公司更透過在價格、品質、效率等方面的優勢，確保客戶不會輕易尋求替代的供應商。這顯示和勇科技的經營策略在於提供高品質的產品和服務，並與客戶建立長期合作關係。

(2) 關鍵技術或服務模式

和勇科技的關鍵技術之一是二次加工技術。公司擁有專業的師傅，在模具開發的技術上優於同業；再加上公司可以進行各種特殊金屬的加工，在市場上相對罕見，建立起進入門檻。和勇科技的另一個競爭優勢在於能滿足客戶對品質、材質、加工技術及交期的要求。由於公司擁有許多先進設備，也能提供純粹的金屬加工服務，還為客戶研擬包括設計和生產流程最佳化在內的綜合性的服務模式。

(3) 研發創新

公司首先投資於先進的生產設備。透過不斷升級機械設施，確保公司能夠提升生產的效率和精密度，並提供更多樣化的產品。其次，公司致力於研究新的材料。公司密切注意行業的最新發展趨勢，研究新的材料應用以因應市場變化。最後，公司專注於提升技術。基於師傅豐富的經驗和知識，以及先進的設備，公司能夠以較同業少的製程，透過更具效率及品質的方式提供客戶產品。

(4) 品牌

和勇科技專注於技術的研發，而不在於品牌的推廣或數位行銷；然而，憑藉著準時交付高品質產品，公司的品牌仍在行業中建立起可靠的形象。公司以其專業知識和技術能力成為客戶信任的選擇，並透過持續的研發創新維持品牌價值。這樣的品牌信譽讓公司與客戶不需任何契約，也能保持長遠的合作關係，在景氣不佳時，更能顯現出其可貴。

(5) 顧客與市場

和勇科技的業務以提供客製化的手工模具為主，並以 B2B 的方式與國內企業客戶往來。公司一直以來都注重建立強大的客戶關係，以對大客戶的銷售為主，

約占 80%；大客戶通常會要求公司不得與他的競爭對手合作，在生產上的配合度高，相對地，公司營業額也容易受到大客戶業績起伏的影響。此外，和勇科技的報價方式，僅估算加工費用，並不提供包括材料在內的整體價格，以確保價格的透明度和客戶信任。

(6) 產業挑戰與發展策略

臺灣的金屬加工行業面臨了許多競爭和壓力，包括售價、資金與人力等。首先，當景氣不佳的時候，企業為爭取微薄的利潤，經常採用價格競爭作為手段。此時，和勇科技就必須以彈性的人員調度來因應。此外，由於行業裡的企業屬於中小型企業，籌資相較於大公司較為困難。最後，公司的生產仰賴師傅的技術，但產業裡的人才缺乏。對此，也積極尋求量產技術的提升，以降低對人力的依賴。

和勇科技對於政府的協助持開放態度，並認為政府可以在特定工廠和土地變更方面給予更多的支持，以及提供公司在申請貸款上能有更優惠的利率，以促進公司的發展。和勇科技並認為政府所提供的管理顧問和研發支援對企業而言是有幫助的。

(7) 小結

和勇科技在手工模具製造及特殊金屬加工領域裡取得成功，即使面臨著行業競爭的壓力，但公司仍以實力和專業，專注於客戶服務及生產。公司以關鍵技術、多元化的服務模式，以及研發創新使其在市場上脫穎而出。客戶對公司的品質、效率及服務也充滿信心，雙方並維持著長期穩定的業務合作。面對環境的變化，和勇科技以其優秀的技術，為臺灣手工模具業或金屬加工業帶來了獨特的價值。

20.3 英文產業故事

HU Technology - focusing on technology, pioneering a new future in the handcrafted mold industry

Table 3-20 Introduction to HU Technology Co., Ltd.

Company Name	HU Technology Co., Ltd.
Company Brand	Employing HU as its manufacturing brand
Incorporation Date	Incorporated in 2006
Number of Employees	Around 12 people
Business Philosophy	Mutual Benefit & Symbiosis, Technology, Quality, Customer Satisfaction
Company Attributes	<ol style="list-style-type: none"> 1. Primarily involved in the manufacturing and processing of manual molds and metal cutting tools 2. Operating within a high-tech-intensive industry, our expertise demands advanced manufacturing technology and skills, allowing us to tailor molds according to the specific requirements of our customers.
Qualifying as a Hidden Champion	<p>Target Market Customers originate from various mechanical fields, providing the company with a diversified customer base that helps mitigate market risks and maintain stable order volumes. The ability to offer customized solutions further facilitates the establishment of enduring, long-term cooperative relationships with customers</p> <p>Product Quality The company prioritizes delivering high-quality and efficient services by employing advanced equipment to enhance product quality and expedite the production process, thereby reducing customer waiting times. Additionally, the company adheres to the specific requirements and specifications of customers, ensuring the delivery of products that precisely align with their needs</p>
Future Prospects	The normalization of the economy contributes to the increased stability of the company's production processes.

Established in 2006, HU Technology is a metal mold factory situated in central Taiwan. Boasting extensive experience and expertise in the realm of handmade pipe fitting molds and specialized metal processing, the company stands out for its commitment to practical production and technical capabilities. Unlike relying on advertising, HU Technology prioritizes showcasing its exceptional strength through tangible services to cater to the needs of its customers.

(1) Leadership and Business Strategies

HU Technology specializes in handmade molds and processing services. Rather than relying on marketing promotion, the company places a significant emphasis on accumulating overall technical strength. HU Technology is committed to fostering a "mutually beneficial and symbiotic" relationship with its customers, emphasizing mutual support and shared gains in business. Leveraging advantages in pricing, quality, and efficiency, the company ensures that customers are less inclined to seek alternative suppliers. This underscores HU Technology's strategic focus on delivering high-quality products and services, aiming to establish enduring, long-term cooperative relationships with its customers.

(2) Key Technologies or Service Models

One of the key technologies of HU Technology is secondary processing technology. The company boasts a team of professional masters excelling in mold development technology, surpassing industry peers. Additionally, HU Technology possesses the capability to process various special metals, a rarity in the market, creating a formidable barrier to entry. Another competitive edge lies in the company's adeptness at meeting diverse customer requirements for quality, materials, processing technology, and delivery time. The extensive array of advanced equipment enables HU Technology not only to provide pure metal processing services but also to develop a comprehensive service model for customers. This model encompasses design and production process optimization, offering clients a holistic and tailored approach to meet their specific needs.

(3) Research and Innovation

The company initiated its investments by acquiring advanced production equipment. Through ongoing upgrades to machinery and facilities, we guarantee enhanced efficiency and precision in production, enabling the provision of a broader range of diversified products. Secondly, a key focus is placed on researching new materials. The company closely monitors industry trends, dedicating efforts to studying and applying new materials to adapt to market changes. Lastly, the company emphasizes

technological advancements. Leveraging the extensive experience and knowledge of its masters, coupled with advanced equipment, the company efficiently delivers high-quality products with fewer manufacturing processes compared to its counterparts.

(4) Brand

HU Technology prioritizes technology research and development over brand promotion or digital marketing. Nevertheless, by consistently delivering high-quality products punctually, the company has organically established a reliable image in the industry. HU Technology has become the preferred choice for customers, earning trust through its professional knowledge and technical capabilities. The company sustains its brand value through continuous innovation in research and development. This positive brand reputation enables HU Technology to cultivate long-term cooperative relationships with customers, even in the absence of formal contracts, and demonstrates its value even in challenging times.

(5) Customers and Market

HU Technology specializes in offering customized handmade molds and engages with domestic corporate customers in a B2B manner. The company places a strong emphasis on cultivating robust customer relationships, with a primary focus on serving large customers, constituting approximately 80% of its sales. Collaboration with these major clients often involves exclusivity agreements, and the production partnership is notably high. Consequently, the company's turnover is sensitive to fluctuations in the performance of these key customers. Notably, HU Technology employs a quotation method that estimates processing costs without including materials in the overall price. This approach ensures price transparency, fostering customer trust in the quoting process.

(6) Industry Challenges and Development Strategies

The metal processing industry in Taiwan grapples with numerous challenges, including intense competition and pressures related to selling prices, capital, and manpower. During economic downturns, companies often resort to price competition to secure marginal profits. In such times, HU Technology adopts flexible personnel scheduling to effectively navigate these challenges. Moreover, being predominantly composed of small and medium-sized enterprises, companies in the industry face difficulties in raising funds compared to larger counterparts. This financial constraint poses additional challenges for HU Technology. Furthermore, the production at HU Technology heavily relies on the skills of its masters. However, the industry faces a shortage of talent. To address this issue, the company actively seeks to enhance mass

production technology, aiming to reduce dependence on manpower and improve overall efficiency.

HU Technology welcomes government assistance and envisions increased support for specific factories and land changes. The company suggests that more favorable interest rates on loans could be provided to facilitate its growth. Additionally, HU Technology recognizes the value of management consultants and research and development (R&D) support offered by the government, considering these services as beneficial for enterprise development.

(7) Conclusion

HU Technology has achieved notable success in manual mold manufacturing and special metal processing. Despite industry competition, the company remains committed to customer service and exhibits strength and professionalism in its production processes. Setting itself apart in the market, HU Technology is distinguished by its key technologies, diversified service models, and a focus on research and development (R&D) innovation. Customers express confidence in the company's quality, efficiency, and services, fostering long-term and stable business cooperation. In the face of environmental changes, HU Technology has brought unique value to Taiwan's hand mold and metal processing industry through its excellent technology.