

誠都汽機車椅墊行

誠都汽機車椅墊

透過 e 化行銷海外



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企業名稱：
誠都汽機車椅墊行

成立時間：
民國91年

行業別：
製造業

縣市別：
高雄市

員工人數：
3人

資本額：
NT\$200,000

主要營業項目：
汽機車椅墊製造與買賣

網址：
<http://www.fsweb.com.tw/14248502>

e 化成功工具：
網站建置

輔導開運團：
高雄市資訊軟體協會

企業感言：
小公司也能行銷國外，令人興奮不已

誠 都汽機車椅墊公司負責人吳秉樺，國中肄業後，因緣際會投入汽機車裝潢業，他從學徒做起，退伍後仍繼續在這個領域努力，並觀察客戶的需求。於是他自己開始研發設計更方便迅速安裝的產品，甚至不需要專業師傅施工也能獨自完工的產品；同時生產一些體貼的人性化產品，如DIY隔熱、止滑座墊套等，初期在南部坊間試賣，客戶需求量也大增，誠都汽機車椅墊公司便順理成章誕生。

求新求變 用過都說好

吳秉樺憑著10多年經驗累積，加上創新求變的個性，他致力於創造更體貼機車騎士的人性化產品，也創立了誠都。鑑於一般機車座墊套的更換均需專業技師來施工，且耗時費工，便著手開發DIY式的機車座墊套，提供客戶更便利的商品；至今產品已邁入第三代，頗受好評。

創業初期，吳秉樺以人工開發市場，單靠口碑相傳，經營得很辛苦，業績一直無法提升。有一次他在客戶那邊施工時，看到客戶在做網路拍賣，也建議吳秉樺可以往網路行銷來做嘗試，點燃他做 e 化的想法。

初期倚靠免費網拍與免費部落格宣傳

吳秉樺自己對於電腦不熟悉，一開始他請年輕的學生幫忙，在奇摩拍賣與無名小站（www.wretch.cc）上試著建立自己的部落格（blog），讓自己除了店面之外，多一個可以曝光的機會。由於學生是主要的機車使用者，年輕人習慣先上網路找資料，當網路上找得到誠都汽機車椅墊行後，也開始為吳秉樺多帶進一些業績。

有一次吳秉樺遇到了硬體設備的問題，他請高雄軟協開運團來檢查，也在資訊廠商的建議下，吳秉樺認識到經濟部中

e-Business Helps Chengdu Tap Overseas Markets

Company Profile

Company Name:

Chengdu Company, Ltd

Established:

2002

Business Category:

Manufacturing

Location:

Kaohsiung City

Employees:

3

Capitalization:

NT\$ 200,000

Major Business Items:

Manufacturing and sale of auto and motorcycle seat cushions

Website:

<http://www.fsweb.com.tw/14248502>

e-Business Instrument:

website installation plat

Assisting Team:

Kaohsiung Information Service Association

Corporate Comment:

It is very exciting for a small company to be able to sell its products abroad

Wu Ping-hua, owner of Chengdu Co., Ltd., suspended his junior-high education to become an apprentice in the auto and motorcycle decoration business and entered the field following his discharge from compulsory military service. Based on his observation of clients' needs, he began to develop products that could be installed easily, even by consumers themselves, as well as other customer-friendly products, such as anti-slip seat cushions. Good market reception of these products gave birth to Chengdu Co., Ltd.

Innovation Wins Customer Favor

Based on his over 10 years of experience and striving for innovation, Wu Ping-hua is dedicated to the development of customer-friendly products for motorcyclists, such as motorcycle seat cushions and covers, which can be installed by customers themselves without the need for technicians, and which have evolved into third-generation products.

Initially, Wu Ping-hua relied on mouth-to-mouth promotion to develop the market for his products, making it difficult for him to boost revenue. At the recommendation of a client, who was engaged in online auctions, he started to consider online marketing seriously.

Initial Reliance on Free Online Auctions and Blogs

Due to his unfamiliarity with computers, he hired a stu-



個人化機車椅墊，獨家專利技術別人學不來。

小企業處縮減產業數位落差計畫，並建議他可以透過開運團的輔導，架構出屬於自己的電子商務網站。畢竟無名小站只能有宣傳功能，而奇摩拍賣又缺乏個人化的服務。在與開運團溝通3個月左右，吳秉樺開始正式e化誠都汽機車椅墊行，建立自己的虛擬店面。

e化省去許多固定成本 經濟效益高

吳秉樺說，他本身國中肄業，英文又看不懂，電腦打開通通都是英文，初期在學的時候真的很痛苦；甚至到現在，打字也是靠一指神功，還在不斷練習中。偶爾他遇到一些小問題，他就自己摸索，或一直閱讀一些說明書，搞了老半天還是沒有解決，他就會打電話到資訊廠商詢問，沒想到不用30秒工程師就幫他解決了。畢竟電腦對他來說是一個新東西，但為了生存一定要堅持下去，因為公司必須另闢新的業務市場。雖然硬著頭皮學，但開運團隊良好的服務，是他強大的後盾。

基本網站的後台管理，吳秉樺大約學一星期，就可以簡單上手，讓他很有成就感。而且他發現在網路做生意，一天大約投資2-3小時來接單，



回答網友的疑問就可以，相對傳統店面減少很多水電開支，算起來反而能得到比店面更大的利益；剛開始網站生意不好，卻學習到很多電腦相關的經驗，對他的未來也很有幫助。他指出，透過網路做生意，不只省去店面房租水電，還可以到處連結網址加入搜尋引擎來增加曝光率，主動性比固定的店面好很多，不像傳統店面被動地等客人來，潛力十足。

網站帶來日本訂單 令人興奮

經由高雄軟協開運團輔導逐漸進入網路世界的誠都汽機車椅墊行，不但擺脫必須依賴傳統市場的限制，業績也逐漸上揚，更因此獲得日本客戶的訂單，吳秉樺對於小公司居然能行銷國外，感

dent to help him auction his products online and establish his blog. Since many students are motorcyclists and Internet surfers, Wu Ping-hua started to receive some extra business from online customers.

When Wu Ping-hua encountered a hardware problem and an engineer from Kaohsiung Information service Association checked his equipment, he was advised to ask for the help of the assisting team of the "Bridging the Digital Divide of the SME Project," sponsored by the Ministry of Economic Affairs, to build his own e-commerce website. Following three months of communication with the assisting team, Wu Ping-hua started to embark on setting up a virtual outlet for Chengdu.

e-Business Leads to Savings on Overhead

Due to his limited educational background, Wu Ping-hua doesn't read English, making it very difficult for him to learn to use a computer. However, he understood that computer knowledge would be critical for his company to expand its market, and essential for its survival. Fortunately, he was able to rely on the experience of the assisting team.



Wu Ping-hua just spent one week learning how to use the back-office management system of a basic website, which greatly boosted his confidence. He also discovered that to do business online, he only has to spend two to three hours a day replying to inquiries from Internet surfers, without any need of overhead, greatly boosting his profit margin. Despite

having sluggish online business initially, he learned much computer knowledge, which will be very helpful for his company's future development. He notes that online business can lead to high exposure via website links and search engine promotion, far superior to traditional outlets, which can only wait passively for the patronage of customers to develop.

Website Lands Exciting Japanese Order

Assistance from the Kaohsiung City Information Service Industry Association has helped Chengdu Co., Ltd. step into cyberspace, enabling it to shed its reliance on the traditional marketplace, boost its revenue gradually, and move its operation into the black. Landing of a Japanese order showed that



到興奮不已，公司也開始轉虧為盈。

吳秉樺說，全台灣椅墊行大概只有我們在做網站，當年有一位台南的貿易商要找外銷日本的椅墊，就因為網路找到我們。如果我沒有網站，這筆生意就做不成了！目前這個貿易行每個月會固定下單，一次下單就為500到900台的機車椅墊生意，對誠都公司而言是一劑強心針。吳秉樺感慨道，過去傳統大月的時候，一天賣30-50個就很了不起，一般正常平均一天10-30個左右，這筆因為網路而來的大生意，的確讓他感受到網路無遠弗屆的威力，目前也會有一些中北部的零售客戶是從網路下訂單的。

e化協助生產作業管理

運用資訊管理幫助生意後，吳秉樺有計劃慢慢退居供應商的角色，減少傳統椅墊行店面零售生意的比重。開運團目前提供的系統，幫助他在網

站上有完善詳細的產品介紹及購物管理系統，消費者可以在網站上，根據自己的喜好揀選椅墊的材質與顏色等等；而後端營運部分，庫存管理、請款單、訂貨單、運貨單等，則透過應收應付帳款管理系統處理，減少人工成本與時間。

隨著環境的改變，誠都汽機車椅墊從過去的平面廣告，到現在的e化、口碑行銷，讓吳秉樺在價格競爭激烈的市場裡，也找出屬於自己的藍海。

頭家經營 小秘笈

網路是虛擬空間，現代趨勢漸漸將傳統產業導向電腦e化，很多原本不在經營版圖內的客戶，莫名其妙出現，潛在市場無限擴大，也更容易管理老客戶，讓回流率提高。吳秉樺認為，傳統生意的客戶群是固定的，也侷限在店面附近，宣傳力量有限；但網路上只有一個人張貼文章說我的



even a small company like Chengdu can sell its products abroad via the online channel, making Wu very excited.

Wu Ping-hua said that Chengdu is perhaps the only auto and motorcycle seat cushion shop in Taiwan that is engaged in online business. A trader in Tainan located Chengdu online for buying auto and motorcycle seat-cushions for export to Japan. Now, the trading firm is plac-

ing orders for 500 to 900 cushions a month, giving a strong boost to the company, which used to sell only 30–50 cushions a day during its peak season and 10–30 during the rest of the year. The big jump in business has allowed Wu to feel deep appreciation for the far-reaching power of the Internet. Now some individual customers in central and northern Taiwan are able to place orders online.

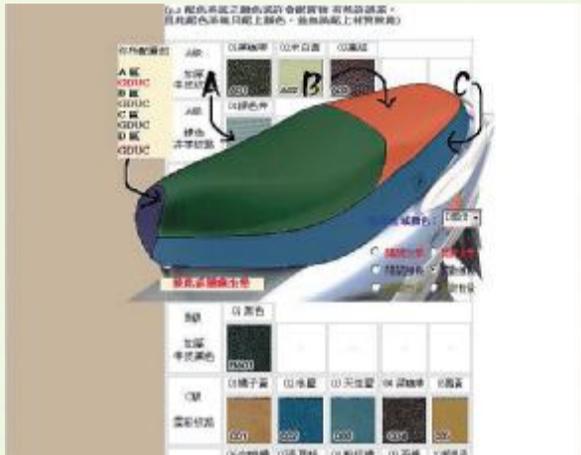
e-Business Facilitates Production Management

In the wake of the inauguration of his website, Wu Ping-hua has gradually shifted his operation to the role of a supplier, reducing the revenue share of retail business at his store. The system provided by the assisting team enables him to offer complete product descriptions and set up a complete purchasing management system at his website where consumers can choose products with their favorite materials and colors. Logistical work, such as inventory management, orders, invoices, and product-delivery documents are processed via the accounts receivable and accounts payable system, greatly reducing manpower costs and time.

Along with changes in the environment, Chengdu Co., Ltd. has shifted from print advertisements to e-Business, enabling Wu Ping-hua to find its own blue sea amid the acute price competition in the market.

Business Tips

With the e-Business trend among traditional industries, many clients would pop up unexpectedly, showing the infinite potential of the online market. e-Business also makes management of existing clients easier, boosting the number of repeat customers. Wu Ping-hua notes that customer groups for traditional stores are fixed and are limited to the neighboring area. However, when one person posts a



產品好，全世界至少有1,000人在看！效果真的很驚人。他也正在計劃走幕後路線，調整實體店面與虛擬店面的比率，提高虛擬店面占其事業版圖的7成，實體店面占3成。

開運團 輔導心得

分析誠都汽機車椅墊行的電子商務需求，歸納出他們缺乏e化的管理方式來幫助老闆提升公司的運作效率，並減少人力成本，擴大業務範圍。經過高雄軟協開運團輔導後，目前誠都公司有一套詳細的產品介紹及購物管理系統的網站；對於庫存管理，配合請款單、訂貨單、運貨單等部份，也應用系統幫老闆處理。因為小公司只有3個人，一些行政上的事務盡量以e化來建檔，能幫助老闆更有效掌握公司營運，減少資金與產品的囤積，也讓宣傳訊息能快速傳遞，大大降低過去人工開發客戶的成本，電子商務也幫助老闆開發到更廣大的市場。

favorable comment about his products online, at least 1,000 persons around the world can see it. He plans to further boost the business share of his virtual store to 70% , while reducing that of physical store to 30%.

Comment of the Assisting Team

It is clear that e-Business can help Chengdu boost its operational efficiency, reduce its manpower, and expand its business scope.

Due to the help of the assisting team of the Kaohsiung City Information Service Industry Association, Chengdu now has a website boasting detailed product descriptions, and a purchasing management system. The system also helps the boss handle invoices, orders, and delivery documents. With only three employees, the company also uses e-Business to handle administrative affairs, allowing the boss to get a better grasp of the company's operations, reduce inventory, and disseminate messages rapidly, greatly lowering costs for soliciting customers and facilitating market development.