

## Interview with Fu Kai's Manager Bruce Chen

by Konnor Lee, Fastener World

Fu Kai Enterprise Co., Ltd. founded in 1981 has been dedicated to the production of customized fasteners for over 30 years. Its manufacturing plant in Daliao (Kaohsiung) and the warehouse in Fengshan are both certified to ISO 9001:2008 and its products are also certified by EQA (European Quality Assurance) and ANAB ISO 17025. With a consolidated presence in Taiwan, as well as expanded product lines specifically for Europe and the Middle East, Fu Kai can provide customers with the highest quality of customized fasteners, weld screws, Torx screws, carriage screws, rivets, as well as various screws, nuts, and fastening hardware. In this issue we are very pleased to have Fu Kai's manager Bruce Chen joining us to share his experience and viewpoint of business succession.



### A Layman with a Medical Background. Bruce Chen: Continuous Learning Keeps Me Growing in the Fastener Industry

Manager Bruce Chen majored in the Dept. of Optometry in the university and studied business management in a graduate school. When he was at the age of 30, he had never thought of taking over the company of his father and had never thought of starting his career in the fastener industry until 4 years ago. Chen said, "There are many senior employees who have been working for the company for 20-30 years. The only thing I can do is to keep learning from them."

As a saying goes, "Great oaks from little acorns grow." When Chen just started his career in the fastener industry, he began from learning how to manage onsite processes step by step and he even drove the truck by himself to ship products to customers. Chen said, "I never print my position onto business cards. This way customers will treat me like their friend and will try their best to offer me valuable suggestions. This also helps remind me of always being humble in order to gain more market share in the fastener industry." Aiming at becoming a sustainable business, Chen doesn't consider himself the boss of the employees, but a good mentor and friend of them.

### Breaking the Rule to Create a Brand New Fu Kai

Many years ago, Chen's father and uncles went down south from Taipei to create their business. They, with many years of experience in relevant techniques, managed the company, customers data, and techniques by "paper works." Chen foresaw the trend of digitalization and Big Data, so when he just took over the company, he soon started to import all data into computers and proposed paperless works. He introduced the ERP system and established SOP for the manufacturing lines with his expertise in computer science. Chen said, "I'm very thankful for my father's trust in me and his saying yes to let me try and do what I think is the best for the company. As a result, more than 500 customers and 7,000 items of product data Fu Kai has accumulated for 3 decades could be finally processed into digitalized data in computers. Through the ERP system, the efficiency of every aspect can be greatly enhanced and unnecessary waste can be prevented."

In early times 95% of Fu Kai's customers were from the domestic market, meaning the overseas market only shared 5% of its total business. Then during the financial crisis in 2008 and the factory relocations of many Taiwanese companies to other countries, the market share of Fu Kai, which almost focused on OEM fastener orders at that time, also showed great decline. Chen does not want to confine his products to certain applications only and is eager to break the traditional rules, so he not only places ads in the media, but also brings his team to exhibit in int'l fasteners and hardware shows for increasing the exposure of the company. Chen said firmly, "The long term support from domestic customers is the biggest drive for Fu Kai. I truly wish that Fu Kai can become a Taiwan-headquartered company expanding business across the world, gradually reaching the balance between domestic and overseas sales and increasing the reputation of Fu Kai in the global stage." Although the overseas sale of Fu Kai has been just started, it already has product lines for Europe and the Middle East. It is also expected that it will further expand to the N. America and other emerging countries.



## Quality First. Well-Experienced in Fastener Customization

With over 30 years of company history, Fu Kai has earned good reputation in customizing fasteners for various industries (e.g., furniture, electronics, sheet metals, automotive components, etc.) and has had a wide range of customer base. Chen said confidently, "We have the ability to create non-standard fasteners as per customer's request and are able to offer any fastening solutions. This is what Fu Kai is proud of and is the most valuable success supported by years of experience of the 1st generation."

At the end of the interview, Chen also expressed the expectation to himself and other 2nd generation of the fastener industry. He added, "In my opinion, the 2nd generation must make efforts to learn more professional technology and knowledge and try to find the core value of a company, and finally create his/her own value. Be involved in every task you want to complete. We are only human and may make mistakes sometimes, so try to be a listener to your employees and this is how a company can be sustainable." Under the leadership of Manager Chen, Fu Kai offering high quality, customization service, and superior solutions will definitely create its own bright future soon again. ■



### *Squat Lower to Jump Higher*

# *Interview with Marketing Manager Ching-Yuan Wu of Ta Ya Tebolon*

**Be True to Your Heart and Ask Others Like Asking Yourself**

by Konnor Lee, Fastener World

As a saying goes, "The waves behind drive on those ahead." This saying, which is also related to business succession (either from within the family or through hiring a professional manager from the outside), has become a major issue that many SMEs in Taiwan are concerned about. It is estimated that up to 80% of Taiwanese fastener companies are going to hand over the management to the 2nd generation. However, due to different education/experiences, background, personal values, and even dispositions of the 2 generations, the succession will more or less generate inevitable disputes between the two generations. How could these two generations work together to reach a win-win result and how could the management be peacefully handed over will be two major questions the current fastener industry has to answer. In the "Business Successors" column of Fastener World Magazine (July issue), we are very pleased to have Ta Ya Tebolon's manager Ching-Yuan Wu sharing his perspective on understanding yourself and learning to be well-tempered.

Ta Ya Tebolon founded in 1998 has been dedicated to rust-proof surface treatment for hardware, bicycle components, and automotive fasteners of Taiwanese fastener industry. Its processing capability includes automotive screws & nuts, construction screws, and wood screws. The company also cooperates with world leading chemical solutions provider, MacDermid, to ensure excellent rust-proof coating quality of products and satisfy customers' demand for finishing electroplating and coating in Taiwan. In 2000, considering alkaline Zn-Ni alloy plating being just introduced to Taiwanese fastener industry at that time, Ta Ya Tebolon then invested capital and resources in establishing surface treatment & electroplating factories. Thus far, it has had 5 automated production lines for alkaline Zn-Ni alloy plating as well as capabilities for Cr3 passivation and Magni rust-proof coating treatment. Its factory scale, manufacturing technology, product quality, and internal inspection have been certified by many car manufacturers and int'l quality standards. How could Mr. Wu, who was then considered not ready to take over the management, lead the company to achieve such a successful result within no more than 2 decades? Lets find out.