

東逸興業有限公司

開創銀髮族第二春 展現米食新創意



開
運
頭
家
小
檔
案

企業名稱：
東逸興業有限公司

成立時間：
民國94年

行業別：
批發及零售業

縣市別：
桃園縣

員工人數：
4人

資本額：
NT \$ 1,000,000

主要營業項目：
有機米、健康食品、有機蔬菜等零售批發

網址：
<http://www.buyme6968.com.tw>

e化成功工具：
網路開店

輔導開運團：
中華電信(股)數據通信分公司

企業感言：
即使犧牲成本也要讓客戶吃到健康的食品

銷售米糧一向是傳統的產業，隨著21世紀網路採購的普及和方便性，BUYME（買米）養生小棧也籌劃建置一個居家的購米網站，希望能夠為網友提供輕便的收貨方式，打破傳統提背重米的負擔，輕鬆宅配到家。BUYME養生小棧除提供現代人健康直接的米食文化，同時在網站上也與大家進行食譜及養生經驗的交流，這個結合傳統與現代化的購米網站，幕後的經營者其實是位60歲的阿媽喔！

深感國產米具備世界級水準 致力推廣

這位阿媽就是東逸興業公司總經理陳碧玉，她從桃園縣米穀商業同業公會總幹事退休後，決定創業開啓事業第二春，將過去在稻米界所累積的豐富經驗與人脈整合，繼續從事台灣有機米的推廣工作，與志同道合的朋友創造自己的新事業版圖。陳碧玉深感國產米的品質具有世界級的等級，但消費者往往因為與產地距離遠或是資訊不充足的情況下，不知道好東西其實就是國貨，所以她創業的決心和理念，便是延續



養生小棧網站上，提供詳細的客服與產品諮詢

Innovation in Rice Sales Initiates New Career for a Senior Citizen

Company Profile

Company Name:

Buyme Shop

Established:

2005

Business Category:

Wholesale and retail

Location:

Taoyuan County

Employees:

4

Capitalization:

NT\$1,000,000

Major Business Items:

Wholesale and retail sales of organic rice, health foods, and organic vegetables

Website:<http://www.buyme6968.com.tw>**E-Business Instrument:**

On-line shop

Assisting Team:Chunghwa Telecom Co., Ltd.
Data Communications Branch**Corporate Comment:**

Enabling clients to eat health food regardless of costs

In view of the popularity and convenience of on-line shopping, Buyme Shop has created a rice-buying website, aiming to provide clients with a convenient home-delivery service for rice. In addition to the promotion of a healthy rice culture, the website also offers a platform for the exchange of rice recipes and health-care experience. The mastermind behind the website, which combines traditional business with modern technology, is none other than a 60 year old grandmother.

Vigorous Promotion of Taiwanese Rice with World-Class Quality

The grandmother is Chen Pi-yu, general manager of Buyme Shop. Following her retirement from the position of chief executive of the Taoyuan County Rice and Husk Business Association, she decided to initiate a new career, dedicated to the promotion of Taiwanese organic rice, by capitalizing on her abundant experience and extensive personal connections accumulated over the years. Fully aware of the world-class quality of Taiwanese rice, Chen regretted that many local people were innocent of the advantages of indigenous rice due to being far from the production site or having insufficient information. The major idea behind her startup is the appeal of a healthy life, in the hope of making local people proud of Taiwanese rice, so that they can eat the rice with confidence for the benefit of their health.

In addition, Chen Pi-yu wanted to enrich her retired



東逸興業店面光亮，商品陳列清楚

「搭起健康、養生」的訴求做為品牌概念，希望國人能以國產米為驕傲，讓大家吃得安心吃得健康。

初起創業的動機，除了致力推廣好米，陳碧玉是為了自己要活就要動，不然退休後的生活太無聊，長期下去對身體也不好。於是她選擇與品質優良的碾米廠合作，經營有機米的生意，剛開始的時候，她只是在自家樓下有一個展示間，平時到處和朋友聊天的時候，也順便送貨，並沒有

想把生意做得多大。但陳碧玉的女兒認為母親凡事親力親為太辛苦，長遠看來不是經營之道，便一直建議母親應該運用網站結合宅配，才是省力的通路經營模式。

多次嘗試導入 e 化 就是不服輸

陳碧玉一開始選擇與Yahoo的購物通簽約，但因Yahoo並沒有提供完善的行銷策略與配套輔導，雖然花了一大筆錢簽約，效果並不如預期理想。為了學習 e 化，陳碧玉也在台北學電腦，從打字、收發電子郵件、簡單的網頁製作開始學習；她的個性不服輸，既然學費都繳了，就要好好學，但學習全新的東西的確很吃力，不過陳碧玉也在這門電腦課堂上，認識到很多年輕的同學，這些同學在未來她開設BUYME小棧時，實際提供她協助支援，幫她一起把網站成功上線。

後來中華電信開運團在網路上看到東逸興業的拍賣網，便主動聯繫上陳碧玉，詢問是否有意願加入「縮減產業數位落差計畫」的輔導行列，接受政府的 e 化輔導。陳碧玉笑著說，一開始她覺得怎麼會有這麼好的事，是不是詐騙集團，而且相較起她過去為了 e 化付出的費用，金額便宜很多。後來經過中華民國資訊軟體協會主動溝通與解釋，她才漸漸了解經濟部中小企業處「縮減產業數位落差計畫」，最後透過中華電信開運團的網路開店服務，提供整套電子商務平台與網際行銷教育訓練幫助她。

她導入電子商店開創自有品牌的時間是在民國95年4月，建立自有網站後，陳碧玉與員工學習套裝軟體的後台使用，將自己的產品在網站上架。而網站介面與視覺的部份，她外包給之前上電腦課認識的同學幫忙，降低她的投入成本，維持產品的競爭力。目前東逸興業有80%的產品都已經在網站上架，只要實體店面有進貨，他們就會同步放在網站上。陳碧玉目前安排1人負責建

health, so as to invigorate herself. Therefore, she stepped into the business of organic rice, cooperating with several quality rice mills. Initially, she only opened an exhibition room on the first floor of her house and delivered goods in person to clients, mostly her friends, without much ambition to expand the business scale. Her daughter, however, believed that the business model was too strenuous, and unsustainable in the long term, and thereby suggested that she move to on-line business and home delivery.

Persistence in Introducing e-Business

Initially, Chen Pi-yu signed a contract with Yahoo's on-line shopping platform but was unsatisfied with the outcome, despite the large expense, due to the failure of Yahoo to provide a complete marketing strategy and related assistance. In order to run her e-Business, she learned to use a computer, including typing, sending and receiving e-mail and simple webpage production. Despite the difficulties in learning these brand new things for a person of her age, she persevered. In addition, she became acquainted with many young classmates in her training class, who gave her substantial assistance in the creation of the Buyme website.

Later on, the Chunghwa Telecom on-line assistance team spotted the Buyme website and contacted Chen Pi-yu, asking her about her interest in accepting government e-business assistance under the auspices of the "Bridging the Digital Divide of the SME Project." Initially, she was suspicious, as the low-cost service appeared to be too good to be true. Via the communications and information from the Information Service Industry Association, ROC, she gradually accepted the "Bridging the Digital Divide of the SME Project," sponsored by the Small and Medium Enterprise Administration of the Ministry of Economic Affairs, and accepted the assistance of the Chunghwa Telecom assistance team for opening up an on-line shop, including provision of a comprehensive package including an e-commerce platform and training for on-line marketing.

Following inauguration of her on-line shop in April 2006, she and her employees learned to use packaged software to upload her product information onto her website. Meanwhile, she outsourced the tasks of website interface and visual presentation to her classmates in her computer class, thereby cutting her input costs and upholding her products' competitiveness. Up to now, 80% of Buyme Shop's product information has been uploaded onto the website and information on inward shipments for her brick-and-mortar store can be put on-line instantly. Presently, Chen Pi-yu assigns one person to take care of the uploading work while outsourcing the task of producing artwork. Every day, they spend two hours processing orders and one hour replying to on-line inquiries from their clients.

Amazing Effect of On-line Promotion

Following the inauguration of the e-Business, Buyme Shop has been overwhelmed by the effect of

檔，美工的部份外包，一般而言他們每天花2小時的時間處理訂單，1小時的時間回覆客戶的留言。

網路宣傳 發揮驚人爆發力

導入e化之後，BUYME養生小棧被網路行銷的效應拉著走，從網路找上門的客人，或因為「縮減產業數位落差計畫」受媒體的採訪，使得養生小棧曝光度與知名度大增。陳碧玉還苦惱地說：「剛開始我只是想找事情做，保持活動，沒想到現在真的要好好思考生意經營策略了！」

陳碧玉憑著她的膽識與好勝心，一步步練習收發E-mail，參與開運團的課程，練習網頁後台的管理，加上過去一起學電腦的同學幫忙，BUYME買米小站漸具規模，甚至因網站建置完善，東逸興業榮獲95年度「縮減產業數位落差計畫」舉辦的「優網獎」。陳碧玉笑著說，得獎之後，又發揮很大的宣傳效益，吸引不少媒體採訪，媒體曝光又帶來許多商機。

由於陳碧玉之前選擇知名入口網站建立網路行銷，一年要10多萬元租金，是很大的負擔；尤其在女兒回加拿大後，少了個幫手，直到經濟部中小企業處計畫的協助，才把網路銷售的瓶頸突破。她透過經濟部中小企業處推動的「縮減產業數位落差計畫」下之中華電信開運團的輔導，讓她在網路商城的曝光率與業務開始漸入佳境，原先只在桃園做當地的生意，現在可以透過電子交易，吸引許多外地訂單。陳碧玉以高品質米為主軸的小店，開事業第二春大門。

e化對東逸興業而言，是多了個強而有力的網路行銷管道；對消費者來說，只要悠遊網路上，即可根據自己的飲食習慣精挑細選喜歡的米，不僅省去提揹重米的負擔，更能透過網站豐富的介紹，真正達到「吃其然，更知其所以然」。網站通路也讓東逸興業深深感受，過去原本接觸不到



東逸興業以「養生小棧」在網路開啓一片天~

的客戶，目前透過網路都拉近了彼此的距離，讓陳碧玉推廣好米的理念，能夠擴散得更遠。

實體店面與網站相輔相成

陳碧玉的策略，是將網路商店與實體店面相輔相成來經營。她強調，將店面搬上網路，並不代表要結束實體的店面，而是要拓展產品服務範圍，讓客群增加。目前東逸興業大部分的員工仍以實體店面的進出貨、盤點、店面銷售說明、促銷規劃、寄送等為主要的工作，另外先讓比較熟悉網路電腦的員工來進行網站管理。

陳碧玉認為網路店面是實體店面的幫手，有時到實體店面來參觀的客戶，不一定馬上購買，她就將網站告訴客戶，讓他們有時間考慮，需要的時候就可以透過網路在家訂購，非常方便。網路與實體店面的產品內容可以互通有無，過去曾舉辦過促銷活動收集而來的客戶資料，也可以兩邊互相運用，主動拉近與客戶下一次接觸的距離。

整體而言，e化後為東逸興業創造出的效益包括成本降低、作業效率提昇、客源增加等。他們發現網友對健康食材的詢問度非常高，這也促使他們縮短新品上市的週期，先在網站充分說明產品的內容，盡量減少網友的疑問，有利加速網友看到商品後直接購物，增加業務量。另外他們也



on-line promotion. Its profile has been augmented tremendously due to the website effect and the press coverage associated with the "Bridging the Digital Divide of the SME Project." Chen Pi-yu complains that "Initially, I only wanted to find something to keep myself busy. Now I have to seriously consider business strategy."

Backed by her vision and will to win, the Buyme website gradually developed and even won the 2006 Quality Website Award under the "Bridging the Digital Divide of the SME Project." Chen Pi-yu was happy to win the honor, since it attracts substantial press coverage, creating a considerable promotional effect.

Initially, Chen Pi-yu resorted to a renowned portal site for on-line marketing, which cost her over NT\$100,000 a year, a great burden for her. The return of her daughter to Canada deprived her of a good helper. However, thanks to the assistance of the Chunghwa Telecom team, her on-line business gradually picked up, attracting many orders from outside Taoyuan County.

E-Business provides Buyme Shop a powerful and effective sales channel. Meanwhile, it enables consumers to select their favorite rice on-line, enriching their knowledge about rice and saving them the trouble of carrying rice themselves. It also greatly expands the scope of clients reached by Buyme Shop and helps Chen Pi-yu spread her idea of supporting good rice.

Brick-and-Mortar Store Complements On-line Shop

Chen Pi-yu envisions expanding her business by complementing the on-line shop with a brick-and-mortar store. She notes that the on-line shop is meant to expand service scope and increase clients, rather than replacing a brick-and-mortar store. Currently, Buyme Shop employees still spend most of their time handling inward and outward shipments, checking inventories, explaining and selling products, and planning and mailing promotional materials at its brick-and-mortar store, leaving the task of website management to employees with more computer knowledge.

Chen Pi-yu believes that an on-line shop is a good complement to a brick-and-mortar store. For



將產品促銷活動從實體店面延伸到網路店面，擴大客戶群並建立訂單資料，更進一步分析客戶的消費行為等，e化帶來這些系統性的資訊，對於幫助東逸興業開發新產品與行銷包裝有正面效果。網站店面的確使來電詢問的人數變多，品牌名稱也藉由客戶介紹客戶，口碑行銷已開始發酵。

頭家經營 小秘笈

由於曾經有過失敗的e化經驗，故陳碧玉認為，在評估e化輔導業者時，除了要找尋操作簡便、網站樣式符合養生小棧健康精神的平台，更重要的是評估業者要具備豐富的e化輔導經驗、具備e化加值服務知識，以及售後服務的能力等。

而關於網站經營的小秘笈，陳碧玉則是以多樣化的米食食譜吸引網友。網站上除了販賣產品，新的健康飲食相關資訊更是重點，例如他們開發出發芽糙米霜淇淋、紅豆起士捲、香芒紫米飯糰、紅麴時蔬鮭魚堡、玄米提拉米蘇、發芽米蔓

越梅鬆糕等，這些令人垂涎三尺的時尚米食，都是養生小棧服務客戶的米食課程，透過豐富的資訊，無形中拉近和消費者與網友的關係。

開運團 輔導心得

認真開創健康事業的陳老闆，原本以為只要好好守著店面，賺多賺少其實並不在意，但在國外的女兒建議應該建構虛擬商店，提高能見度，而且建置網站比起開設實體分店節省成本，網站操作也不是很困難，並有機會與樂活族接觸，開始導入e化。

陳碧玉女士在e化初期，花了三個月的時間學習電腦，真所謂活到老學到老。雖然對於電腦不熟悉，但她仍舊願意學習，帶著決心與毅力，與員工共同完成e化。她目前將網站較艱難的管理部份外包給熟悉操作的朋友代管，自己處理簡單的訂單或產品詢問的業務，以降低本身的操作時間與成本，這樣的方式可供其他類似情況的企業主參考。

those unable to make a purchasing decision at the physical store, she would advise them to visit her website and order on-line, should they decide to buy later on. Client data collected from promotional activities can also be used by both sides.

Overall, e-Business has brought Buyme Shop various benefits, including lowering costs, boosting efficiency, and increasing the number of clients. Buyme Shop staffers receive frequent inquiries from on-line browsers about health foods, promoting them to shorten time-to-market for new products and post full product information on-line, so as to reduce on-line inquiries and boost on-line business volume. In addition, they have extended their promotional activities from the brick-and-mortar store to the website, expanded the client base, and built up order data, thereby facilitating analysis of clients' consumption behavior, which produces valuable systematic information for Buyme Shop in terms of product development, marketing, and packaging. The on-line shop does increase inquiry calls and its brand image has been spread far and wide, thanks to word-of-mouth promotion among clients.

Business Tips

Having experienced failure in e-Business, Chen Pi-yu advises that when evaluating an e-Business assistance provider, in addition to a platform that is easy to operate and suits the business, one should look to the assistance experience, knowledge in value-added services, and after-sales service capability for e-operation on the part of the service provider.

Regarding website management, Chen Pi-yu tries to attract on-line browsers with the appeal of varied rice recipes. In addition to selling products, the website also focuses on providing information on health foods, such as information on various rice products developed by Buyme Shop, which helps the website build up an intimate relationship with consumers and on-line browsers.

Comment of the Assisting Team

In starting up her health business, Chen Pi-yu originally only intended to keep a nice store, disregarding the earnings. However, upon the suggestion of her daughter, she set up a virtual store, so as to augment the profile of her business. The website installation turned out to be quite cost-saving, entailed easy operation, and gave her the opportunity to contact LOHAS (lifestyles of health and sustainability) followers.

To implement the e-Business, Chen Pi-yu spent three months learning to use a computer. With her willingness to learn, determination, and perseverance, she and her colleagues successfully completed the implementation of the e-Business. She outsourced the more difficult tasks of website management to her friends with applicable website knowledge, dedicating her time to simpler order processing or replying to product inquiries, so as to cut her own operating time and costs, a practice worthy of emulation by other business owners.