

國際米粉行

## 網路e化商機大

## 國際米粉老店新開



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**企業名稱：**  
國際米粉行

**成立時間：**  
民國60年

**行業別：**  
食品製造、批發及零售業

**縣市別：**  
新竹市

**員工人數：**  
15人

**資本額：**  
NT\$ 8,000

**主要營業項目：**  
米粉生產與銷售

**網址：**  
<http://hg5400478.airon.com.tw>

**e化成功工具：**  
網路開店

**輔導開運團：**  
台中市電腦商業同業公會

**企業感言：**  
不會電腦到網路接訂單，  
超有成就感！

**國**際米粉行的創業歷史可以從民國9年算起，經過歷代經營的池記碾米廠、南興米粉工廠，專製米粉生產機器的東興鐵工廠，到民國60年正式登記成立為「國際米粉行」。為了發展地方傳統產業並跟上網路時代潮流，國際米粉廠在經濟部中小企業處「縮減產業數位落差」計畫鼓勵下，成為台中市電腦公會開運團的輔導企業，完成企業入口和商業網站建置，提供喜愛米粉的消費者無遠弗屆的美食消費管道。

#### 傳統與科技邂逅 激盪出新的商機

為趕上時代潮流，身兼新竹市米粉商業同業公會理事長的國際米粉行董事長郭鳳嬌，幾年前開始興起建置國際米粉網站e化的構想，希望在新建工廠完工後，也著手將老店經營模式翻新、網路化。

這個「著手e化」的意念種子在今（95）年得到發芽開花的機會。因為郭鳳嬌一直在推動米粉這個傳統產業的經營創新，台中市電腦公會開運團於95年新竹市米粉節前，帶來經濟部中小企業處有「縮減產業數位落差計畫」的好消息。這個計畫可以協助小企業使用電腦設備與寬頻應用，進而使用電子商務創造商機，國際米粉行便可藉由這個輔導計畫為米粉產業走向新科技提供助力。

得知這個訊息，郭鳳嬌十分開心，在台中市電腦公會開運團協助下，包括國際米粉在內的很多業者，都能用更簡單的方式，改變以往辛苦經營的型態。郭鳳嬌說，米粉通常在半夜凌晨製作，日出後再拿出風吹、日曬，是一個相當辛苦的传统產業。直至今日，大部分皆為第二代接手經營，有些廠商經不起衝擊，陸續停業；而有些年輕一代的老闆也渴望有一番不同的作為，讓新竹米粉可以延續傳承。因此，透過e

# E-Business Regenerate a Rice-Noodle Shop

## Company Profile

**Company Name:**  
International Rice Noodle Corp.

**Established:**  
1971

**Business Category:**  
Foodstuff manufacturing,  
wholesale, and retail

**Location:**  
Hsinchu City

**Employees:**  
15

**Capitalization:**  
NT\$ 8,000

**Major Business Items:**  
Rice noodle manufacturing and  
sales

**Website:**  
<http://hg5400478.airon.com.tw>

**e-Business Instrument:**  
On-line shop

**Assisting Team:**  
Taichung Computer Associa-  
tion

**Corporate Comment:**  
Acceptance of on-line orders  
gives one an exceptional sense  
of achievement.

Reception of International Rice Noodle Corp. can be dated back to 1920, although it was formally registered with the current name in 1971. In order to develop a local traditional industry and catch up with the trends of the Internet era, under the encouragement of the "Bridging the Digital Divide of the SME project." sponsored by the Small and Medium Enterprise Administration, Ministry of Economic Affairs, and with the assistance of Taichung Computer Association, the company has completed the installation of its corporate website, offering a far-reaching consumption channel for rice-noodle lovers.

## Encounter of Tradition and Hi-Tech Sparks New Business Opportunities

In order to keep up with the times, Kuo Feng-chiao, chairperson of International Rice Noodle Corp. and Hsinchu Rice Noodle Industry Association, begot the idea of setting up e-operations for her company several years ago, when the company was building a new plant, to renovate the business mode of the old store.

The "e-Business" idea finally blossomed in 2006. On the eve of the 2006 Hsinchu City Rice Noodle Festival, Kuo learned of the from Hsinchu City Industrial and Commercial Development and Investment Promotion Association, which coincides with her persistent aspiration to renovate the management of this traditional industry. She decided that International Rice Noodle could set an example for application of Internet technology in the operations of this



國際米粉行網站，介紹各式米粉產品。

化突破困境，將商品國際化刻不容緩。

### 建置購物網站 市場無遠弗屆

現在的市場趨勢為大者恆大，米粉供應商也同樣演變為大者生存。郭鳳嬌看著新竹的米粉業者，從100多家減少到現在的10幾家，若依舊延續過去傳統行銷通路，可預期繼續有更多業者將步入瓶頸。郭鳳嬌認為，若能及時導入e化，商家還可利用網站將產品與企業特色在網路上詳細介紹呈現，除了賣產品，也賣米粉文化。郭鳳嬌指出，現在消費者買東西的方式也改變了，就算店家沒有實體店面，透過網路也能做到直銷。這對米粉產業來說，是個很大的突破。現在國際米粉的新廠已經完成並開始運轉，新廠也規劃了一個店面的區塊做商品展售，搭配最新上線的購物網站，郭鳳嬌相信將能對業績發揮加乘效果。



國際米粉的網站總共建置了前台及後端管理兩部分，除前端的商品呈現與留言意見之外，更保留了讓國際米粉可以自行增修上架商品的權限，當產品種類、價格和可訂購數量有變化時，國際米粉隨時修改。在網站管理，郭鳳嬌就交給子女幫忙處理，雖然她不太懂電腦，但她仍在旁一邊學習，也試著回覆網友問題。因為她看準網際網路的重要性，希望透過這一波數位浪潮，把新竹米粉也推向全世界。

traditional industry.

Kuo believed that Internet technology can help her company and other domestic rice-noodle makers streamline their operations, alleviating the hardships for the industry, which requires its workers to get up at midnight and put their products outdoors for wind blowing and sun drying. In addition, faced with the changing business environment, some rice-noodle makers have folded. In order to cope with this predicament and sustain their operations, some second-generation owners of rice-noodle businesses have aspired to renovate their operations and e-Business have become a critical tool for them to achieve the goal, in addition to extending their business to the international market.

### Shopping Website Extends Marketing Reach

In line with the trend of large-scale sales outlets, rice-noodle suppliers have also encountered the market phenomenon of "big getting bigger," under which the number of rice-noodle suppliers has plunged to 10-odd firms, from over 100 several years ago. Kuo believes that introduction of e-Business can boost the competitiveness and vitalize the operations of existing rice-noodle makers by helping them offer a complete display of their products and detailed introduction of their enterprises for consumers.

The company's website consists of two parts, one for front management and the other for back-office management. In addition to the functions of commodities display and message posting for the front part, the website allows the company to upload and download commodities on display, enabling it to make timely revision on business strategies anytime, in line with changes in product categories, prices and capacities for order acceptance. Kuo entrusts the website management to her children, with





郭鳳嬌理事長（右一）親自示範米粉製作過程。

### 強化客服能量 朝數位行銷邁進

因為國際米粉行在今（95）年優網獎脫穎而出，更吸引多家媒體採訪，郭鳳嬌指出，例如日前台視來採訪後，馬上吸引很多民衆打電話來詢問，而且幾乎都會下單；她也有客人從網站訂貨後，覺得很好吃，很快地又向他們再訂更多的米粉。她感覺網站成立後，新客人增加了，並且經過她們詢問後，主要的確是從網站導入的，例如今年中秋節時，正好國際米粉行的網站剛上線，當月的營業額與去年同期相較起來，增加了一倍！而且利用網站做電子商務，國際米粉可以直接與消費者接觸，不需要經過中間商，使消費者可以買得便宜一點，但她們的利潤反而增加。

郭鳳嬌表示，配合經濟部中小企業處的縮減產



業數位落差計畫，像國際米粉這些對電腦技術並不太了解的傳統產業，可以幫助傳統企業跟上時代，也逐漸強化經營能力。以前這類傳統產業只懂得生產，空有好的產品卻不懂行銷，營業額無法突破；現在結合e化後，幫助口碑與知名度的擴展，進一步郭鳳嬌還要加強公司的客服能力，在新一代接班人逐漸上手後，結合年輕人對資訊科技的掌握力，建立自有網站，讓老字號商家成

her learning at the sidelines and trying to reply to browsers' inquiries. Aware of the importance of the website, she hopes to push Hsinchu's rice noodles onto the international stage by riding on the digital tidal wave.

### Developing an Industrial Website

After winning the Quality Website Award in 2006, many media interviewed Kuo Feng-chiao. In the wake of the broadcast of the Taiwan Television interview, for instance, many people called and most of them placed orders. Many customers ordered on-line and were impressed by the flavor, and placed even more orders afterwards. The establishment of the website has helped the company solicit many new customers. During the month of the Mid-Autumn Festival in 2006, shortly after the launch of the website, for instance, the company saw its revenue double over the same month in 2005. In addition, via the website, International Rice Noodle Corp. can bypass middlemen and deal with consumers directly, enabling them to enjoy cheaper prices and the company higher margins.

Kuo Feng-chiao points out that the "Bridging the Digital Divide of the SME project." has helped many traditional businesses like her company get acquainted with e-operations, thereby strengthening their management capability. In order to deal with consumers on-line, the company will strengthen its customer-service capability and with next-generation successors gradually taking over the helm of the company and bringing with them expertise in information technology, the company will step up the pace in transforming from a traditional old store into a new e-Business enterprise.

### Business Tips

International Rice Noodle Corp. is an establishment of four generations, which produces various flavors of rice noodles by combining innovative technologies with traditional techniques inherited from



為具有電子商務特質的新企業。

### 頭家經營 小秘笈

國際米粉四代相傳，秉持祖先做法，加上技術不斷創新，做出各種不同風味的米粉，使消費者有更健康美味食品選擇。為因應不同的市場需求，國際米粉將傳統包裝轉變為禮盒，並搭配宅配貨到府取款，這樣的作業模式非常容易轉換成網路訂購。接下來更計畫提升網站的品質，把國際米粉行的專業轉成數位化呈現，加強相關米粉食譜做法等，增加網站知識含量，提升消費者對品牌的認同。未來，也希望透過子女來規劃英文網站，將台灣米粉文化推廣至國外。

### 開運團 輔導心得

今年7月初台中市電腦公會開運團向米粉業者

提出 e 化概念時，大家第一個浮現的想法就是「可能嗎？」我們也知道很難，所以規劃時決定按部就班，先做再說，而且要趕在9月初完成，把2006米粉摺丸節的宣傳戰力藉由網站延續下來，更藉由開運團的宣傳力量，將網站行銷出去。一步一腳印的努力結果，結果證明我們的策略正確，9月份國際米粉行網站閱覽人次達4,950人次，至10月份增加到7,898人次，因看到網站而打來的電話也大幅增加，對於如此初步成果，開運團甚感欣慰。

傳統產業與科技趨勢結合，網站 e 化除憑藉產品本身知名度吸引消費者參觀外，開運團也將國際米粉與適當的區域性社群網站結合，增加網頁被瀏覽的機會，達到促進商業化目的，帶動其他新興或規模較小的地方企業成長。

predecessors. For instance, to cope with market changes, the company substituted gift boxes for traditional packaging, carried out home delivery and payment collection, and then shifted to on-line shopping. In the future, it will upgrade the quality of its website, such as enriching the website with provision of rice-noodle recipes, and enhance brand recognition of its consumers. With the assistance of her children, Kuo Feng-chiao also plans to set up an English version of the website, thereby helping promoting the Taiwanese rice-noodle culture abroad.

### Comment of the Assisting Team

In July 2006, when the Taichung Computer Association proposed the e-Business concept to rice-noodle makers, it received a suspicious response. International Rice Noodle Corp. then decided to step up the installation of its own website, so as to set an example and overcome suspicions. The website was inaugurated in September 2006, attracting 4,950 visits in the first month, which surged to 7,898 in October. In addition, inquiry calls originating from the website soared. Both the company and the assisting team are very satisfied with the initial results.

In addition to the attraction of the website itself, the assisting team also link up the website with suitable regional websites, so as to boost its traffic and its commercial benefits.