

# 流通服務智慧化案例彙編

## 零售供銷鏈升級計畫

長呈實業股份有限公司

# 摘要

台灣的金屬製造產業享譽國際。為了提高競爭力並帶動整體供銷鏈營收成長，長呈實業股份有限公司執行了「零售供銷鏈升級計畫」。此計畫以滿足顧客需求為導向，發展三個主要模式，包含針對供應商發展供需平衡生產模式；針對批發商發展寄貨及時達交模式；針對零售商發展零庫存銷售模式。透過三個模式的發展，可以減少進貨等待時間、降低出貨錯誤率，並消除不必要的缺貨成本。透過此計劃的推行，可以得知資訊數位化與智慧技術應用於傳統產業鏈的重要性與效益性。

**關鍵字：**金屬製造業、顧客需求導向、資訊數位化、智慧技術

# Abstract

Taiwan's metal manufacturing industry is internationally renowned. To improve competitiveness and increase the total revenue of the supply chain, the “Supply Chain Intelligence Upgrade Project” has been initiated by Chaing Cherng Enterprise Co., Ltd. This customer demand-orientated project develops three modes, including a supply-demand balance production mode for suppliers; an on-time product delivery mode for wholesalers; and a zero-inventory sales mode for retailers. The development of these three models can reduce the waiting time for incoming goods, reduce the rate of shipping errors, and eliminate unnecessary out-of-stock costs. The implementation of this project shows the importance and benefits of the application of information digitization and smart technology to the metal manufacturing industry supply chain.

***Keywords: Metal manufacturing industry, Customer demand-orientated, Information digitization, Smart technology***