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# 營運願景 經營理念



Maxtek Technology Co., Ltd. founded in 1992 specializing in components supply for the semiconductor industry. Since the company was established, it has built its reputation by consistently offered its customers "service", "professional" and "innovation". Under the demarcation structure of production and marketing in the electronics industry, Maxtek acts as an important bridge between the upstream supplier and downstream manufacturer by providing sales network to upstream supplier and technical support, material purchasing and integrated solution to the downstream manufacturer.

宣

昶股份有限公司創立於 1992 年，為半導體零組件之專業通路商，自成立以來，一直秉持著「服務」、「專業」與「創新」的宗旨服務客戶，在資訊電子業產銷分工結構模式中，宣昶扮演著上游零組件供應商及下游生產製造商間重要橋樑的角色，對上游零組件設計製造商提供完整的銷售網路，而對下游廠商則以其專業技術支援能力及提供採購備料服務與整體解決方案。

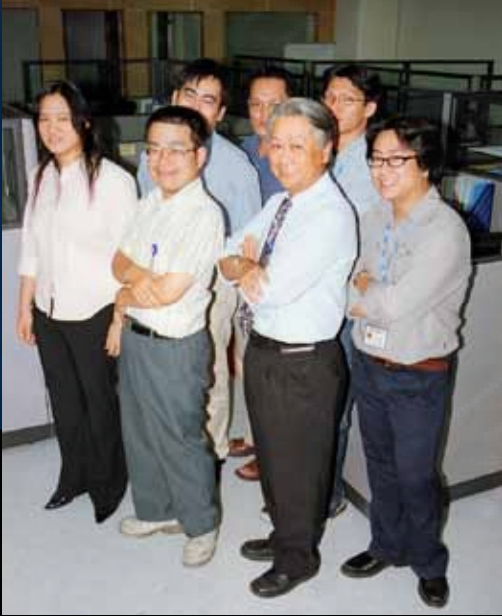
有藉於我國資訊工業將繼續成長茁壯，並與視訊相關產業及通訊產業結合並持續擴大台灣的世界佔有率及規模，宣昶由傳統的通路廠商發展至以整合方案為主的應用服務廠商，因此本公司定位在成為“半導體零組件及整合方案設計專業行銷通路商”，除原有的零組件供貨服務業務以及專業技術支援體系外，更擴展至提供整合方案設計與市場導向之系統設計服務，未來，宣昶將堅持成為優質服務的提供者、解決方案的追求者、創新通路的領航者，提供充裕的元件滿足客戶，強化服務品質，提昇競爭力，並提供整體性之服務價值，加強後勤支援軟硬體支援服務系統，以滿足客戶快速下單、迅速交貨及一次購足的需求，在永續經營的前提下，創造利潤共享的環境。



Driven by the Taiwan' s rapid growth of information technology industry in conjunction with the telecommunications, electronics, and related industries, Taiwan has played and continue to maintain as a crucial player role in this industry worldwide. Maxtek Technology is committed to pushing the forefront of technology and providing "integrated technology solutions to the semiconductor industry" . Besides being a components supplier, it will also provide professional technical support, customer-focused and cost effective integrated design solutions, premium service, problem solving, innovative, maximize quality service, competitiveness and fulfill customer' s procurement and investments plans.

# 競爭優勢

# 營運利基



## 1、掌握領導品牌

宣昶所代理的產品多在相關領域位居領先地位，因此產品能見度高、規格齊全、並為主要廠商設計依據，也因此掌握市場主要的供貨。

## 2、提供完整服務

由於產業的專業分工，各產業也要求相關的供應商提供專業的服務，包括零件使用建議及規格說明，以減輕廠商搜尋研究的時間，宣昶以專業的行銷配合完整的產品規劃，以提供銷售、諮詢、現貨備料等及時且完整的服務。

## 3、專業的技術支援團隊

透過建置 EMI 實驗室及多項專業領域用儀器，並搭配資深 FAE 技術團隊，以優異的高頻、軟體、硬體技術協助客戶解決技術問題，加速設計研發時間。

## 4、完整的行銷網路

透過大中華區佈置的行銷供貨網路，縮短客戶採購交貨流程，增加區域服務密度，使客戶感受便捷迅速的服務品質。

## 5、先進的應用技術開發

洞悉未來市場需求為未來勝利的基石，依循市場及客戶需求研發應用參考設計，不但縮短客戶評估時間，簡短產品設計流程，增加客戶競爭力，同時可掌握關鍵技術，進而取得未來市場契機。





#### 1、Grasps the leading brands

Acts as an agent for many leading brands with high product visibility and most complete specifications, also provides major manufacturer' s design parameters and inline with the market supply demand.

#### 2、Integrated Service

Due to industry' s professional demarcation, suppliers are required to provide professional service to meet the high industry standards, which includes components and specification use suggestions, and reduction of purchase searching time. Maxtek Technology provides integrated professional marketing solutions for product plans, sales, consultation, purchasing services.

#### 3、Professional Technical Support Team

The establishment of the EMI laboratory and many specialized instruments in conjunction with the senior FAE technical support team provide outstanding high frequency, software, hardware technical support and accelerates product development cycle.

#### 4、Integrated Marketing Network

Through distribution channels in the Greater China area, shortens customer purchasing flow, increases the service density in the region and enables the creation of convenient rapid service.

#### 5、Advanced Technology Development

Committed to pushing the forefront of technology and providing the latest market-driven, customer-focused and cost effective integrated solutions. This will help shorten customer evaluation period, product development cycle, increase customer' s competitiveness, simultaneously grasp future business opportunities.