

Approved by Audi, GM, and Chrysler

SUPERIOR QUALITY FASTENER

Expects Annual Growth up to 10%

by Tanya Shih, Fastener World Inc.

Having started his business for 16 years, General Manager James Hsiuan of Superior Quality and the team continue to achieve record high revenue every year. Although the bankruptcy of Lehman Brothers occurred in 2009 cut the revenue of the company a lot, it still began to see the annual growth of at least 10% after 2010 due to its robust corporate structure, professional marketing of sales representatives, assignment of QC staff, excellent techniques of partnered manufacturers, and standards-compliant quality. In addition, benefited by U.S. economic recovery in the end of 2013, the will to place orders in the market will be strengthened. In 2014, the company optimistically set a goal of achieving the sales growth of 20%.

German and U.S. Car Manufacturers Came to Purchase Partnered Suppliers Also Share the Honor

The U.S., Europe, and Asia respectively share 44%, 26%, and 26% of the business of Superior Quality, which is specialized in sales of automotive and construction fasteners and industrial components. German Audi, U.S. GM and Chrysler all approve the quality made in Taiwan and recognize Superior Quality as a qualified trader. Accordingly, they are very pleased to purchase fasteners and hardware with stable quality and reasonable prices through Superior Quality.



Integrating Product Knowledge, Production Training, and Handling Customers' Complaints Cooperating with Suppliers to Enter European and U.S. Markets

Sales supervisor Sam Chen said, "That we continued to achieve new records was not a contingency. Every staff of Superior Quality is quite professional and is able to offer quick service. I believe if we can reinforce our marketing in the U.S and Europe and try to gain more market share, we will soon increase the orders in a single market."

In favor of the media promotion, Mr. Chen, brought by General Manager James Hsiuan into the industry, thinks that the training for new employees is very important. Training includes, for example, how to deal with customers' requests for special products from the very beginning of order and bargain? When it is put to mass production, how to inspect products and ship them out? Are customers really satisfied when they receive the products? How to express the concern for products afterward?

Superior Quality has a series of training programs for new employees from basic knowledge of products, manufacturing, to in-house practice, designed for increasing the ability to offer the quotation and cope with customers' complaints. In addition to the ability to drawing and testing, QC staff should also have the ability to find out problems and figure out solutions. Each procedure from order acceptance to shipment is completed as a project, which analyzes the specific requirement to offer the most comprehensive and transparent conditions for the purchase by customers. As a result, the number of loyal customers shows a substantial increase. Facing any customer's complaint, Superior Quality can always make a satisfying response. It is believed that Superior Quality will absolutely grow further and stronger. ■

