

糖亞手工皂概念館

愛戀手工皂

夢想實踐的開端



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企業名稱：
糖亞手工皂概念館

成立時間：
民國92年

行業別：
批發及零售業

縣市別：
台北縣

員工人數：
2人

資本額：
NT\$ 2,200,000

主要營業項目：
手工香皂、手工香皂原料
買賣

網址：
<http://tonyashop.xxking.com>

e化成功工具：
進銷存系統

輔導開運團：
鼎新電腦(股)公司

企業感言：
能夠從無到有，我們十分
珍惜

糖亞手工皂概念館創辦人陳靜儀，原本是領有美國珠寶學會GIA執照的珠寶鑑定師，薪水優渥。她長期困擾於先天體質形成的「異位性皮膚炎」，平常皮膚容易乾燥，甚至產生夏天脫皮冬天龜裂的情況，苦不堪言。直到遇到同病相憐的朋友，與她分享使用手工香皂後情況改善的心得，經過親身試用也發現有明顯改善，於是便開始對於手工香皂有了依賴；但手工香皂不易購買，加上陳靜儀自己也研究出興趣，便決定自己開發來DIY。沒想到同有異位性皮膚炎困擾者大有人在，她在看到手工香皂市場的需求性與潛力後，便決定轉行創業，全心投入於手工香皂的研發與推廣，「糖亞手工香皂概念館」就此誕生。

一星期只睡5小時 辛苦與粗重甘之如飴

最初，陳靜儀透過網路來創業，但因考量成本，她選擇使用MSN的社群來做產品資訊的平台。但漸漸她發現網友們進入MSN社群的心態主要為分享，並非上網購物，於是轉戰Yahoo奇摩的購物通，最後有了小小成績後，糖亞也成立自己的網站來營運。她除了網路購物車、DIY教學外，也為提高客戶的安全感，隨後成立門市點，形成網路購物、DIY教學、手工香皂現貨銷售的「三合一」業務型態，推廣手工香皂原料及成品等。現在的糖亞是一家兼具生物、化學科技與現代醫學保健概念的「新興專賣型」事業體。

陳靜儀邊學邊作，也不斷上網尋找資料實驗比較，就這樣嘗試錯誤、一改再改，慢慢累積經驗，糖亞手工香皂的業績也跟著汗水往上爬，目前已達五百多萬的年營業額，她說：「能夠從無到有，我們十分珍惜」。但陳靜儀這位老闆做得可一點也不輕鬆，她曾經有過一星期只睡5小時的紀錄，目前也以公司為家。她與另一位同事必須親自動手調製流程冗

A Love of Handmade Soap Starts the Realization of a Dream

Company Profile

Company Name:

Tonya Handmade Shop

Established:

2003

Business Category:

Wholesale and retail

Location:

Taipei County

Employees:

2

Capitalization:

NT\$ 2,200,000

Major Business Items:

Handmade Soap and related materials

Website:

<http://tonyashop.xxking.com>

e-Business Instrument:

Inventory system

Assisting Team:

Data Systems Consulting Co., Ltd.

Corporate Comment:

Can from do not have, we cherished very much

Chen Ching-yi, founder of the Tonya Handmade Shop, was originally a gemologist with a GIA (Gemological Institute of America) license, boasting handsome pay. Chen suffered from dry skin due to atopy, which often peeled off during summer and cracked during winter. The syndrome was alleviated considerably after she started to use handmade soaps at the suggestion of a friend who suffered from the same disease. Thus her reliance on handmade soap began. However, it was not easy to buy handmade soap, so she delved into the study of the product and decided to produce it herself. Gradually, she discovered the existence of numerous atopy patients on the island and the potential for a handmade soap market, prompting her to shift her career and dedicate it to the R&D and promotion of handmade soaps, which led to the birth of the Tonya Handmade Shop.

Five Hours of Sleep in One Week

Chen Ching-yi resorted to the Internet to start up her business and embraced MSN as a platform for transmitting product information, for cost considerations. Later on though, she discovered that the major concern of MSN members is to share information and experiences, not to do on-line shopping. Therefore, she shifted to the on-line shopping channel of Yahoo Taiwan's website and reaped some achievements there. Subsequently, Tonya set up its own website for on-line sales. In addition to on-line sales and a DIY (do-it-yourself) teaching class, Chen also es-



糖亞手工皂的產品，都是專為皮膚敏感或有特殊需求的朋友量身訂做。

長的香皂，接受網路諮詢及DIY教學，又得面對400多種成份的原料，來為不同客人設計量身訂做的手工香皂，同時又在社區大學授課的陳靜儀說：「真的有些力不從心的感覺」。

利用電腦 e 化出自己的分身

經常「掛在網站上」的陳靜儀於是上網查詢，希望能找到某種套裝軟體來幫忙，將原料存貨盤點與客戶消費記錄，建立資料庫來管理，代替人腦的不足更提升效率。糖亞手工香皂目前大約使用400多種原料，都是自己採購進口，到貨時多數是桶裝的型態，必須經過分裝、儲存，然後再根據各種膚質的需求進行組合配料，運用冷製法作成香皂。而香皂的銷售量與有效期限控制，也與品質及成本相關，所以糖亞手工香皂初步導入e化的「解決方案」，是需要能處理每日進貨、銷售、帳款的統計，與原料分裝後庫存計算等功能的系統。

不懂資訊的她，開始央求朋友的介紹，也到處尋求廠商報價，尋找能幫她擔任分身的合適軟體。但她發現廠商報價的落差很大，從20~30幾

萬到2~3萬的都有。在無所適從下，最後因為鼎新電腦的業務人員態度佳，不因糖亞是微型企業而不重視，價格也合理，於是陳靜儀選擇與鼎新合作，正式接受「縮減產業數位落差計畫」開運團隊的輔導，將手工香皂的經營管理導入鼎新的進銷存與帳款系統。導入進銷存軟體後，陳靜儀更對於開運團隊提供的售後服務讚譽有加；她強調道，由於鼎新電腦開運團提供不限時數的課程學習，未來若她的公司有員工流動，她仍可以請新同事前往鼎新電腦學習軟體操作使用，這是在採用鼎新開運團隊的產品後才發現的重要優點。

e 化軟體幫助精準作業管理

至於使用進銷存系統5個月以來的具體效益評估，陳靜儀滿意地指出，使用軟體系統前後，在節省時間方面，重要性超出她的想像。例如e化前盤點庫存，光統計帳面數量再清點實品就要花3天時間，如今進出貨都在電腦處理，省去計算時間，只需列印盤點表後，花30分鐘就能盤點完庫存；帳款統計也很省時，只要根據進貨與出貨自動統計，工時也由1天減少到5分鐘就能查詢出

tablished a brick-and-mortar outlet, to augment the trust of consumers, forming a triple-pronged marketing approach. Nowadays, Tonya has emerged as a specialized business entity integrating biotech, chemistry, and modern medical health-care concepts.

Chen Ching-yi learned on-the-job continuously, constantly searching for information on-line and making experiments for comparison. Via repeated trial and error, she gradually accumulated experience and the store's business picked up due to her hard work, with its annual revenue now topping NT\$5 million. "We built up our business from scratch and we cherish our achievement very much," says Chen. However, being the boss of the store has not been an easy job, as evidenced by her record of getting five hours sleep during one week and her use of her office as her home. She and her colleague must endure the protracted process for making soaps, reply to on-line inquiries, teach DIY classes, and design custom soaps for different customers using over 400 ingredients. "Sometimes, I really feel the strain of all of this work," says Chen, who also teaches at a community college.



Creating a Substitute via e-Business

Therefore, Chen Ching-yi searched on-line, in the hope of finding some packaged software for checking materials inventory, keeping customer records, and building up a database to supplement the insufficiency of the human brain and augment efficiency. Tonya now imports over 400 raw materials itself, which are shipped in barrels and need to be distributed into smaller containers for storage. These ingredients are then mixed according to formulas for different skin types and made into soaps using a low temperature manufacturing process. Sales volume and processing time are associated with quality and cost. Therefore, Tonya initially introduced e-solution programs for handling records of daily inward shipments, sales, and accounts receivable, in addition to inventory calculation.

An information illiterate, she resorted to the help of friends and started to solicit quotes from suppliers for proper software that could take over some of her work. Quotes varied, ranging from NT \$200,000–300,000 to NT \$20,000–30,000. Finally, she chose Data Systems Consulting Co., Ltd., thanks to the good attitude of its business representatives, who looked beyond Tonya's small scale,



報表並完成檢查工作，所以當網路出現訂單時，隨時都能查詢目前庫存可不可即時出貨，當進銷存系統運用得很頻繁時，也體會出縮減數位落差計畫對於微型企業發展的重要性。

此外，陳靜儀還發現一個 e 化前沒有想到的優點，就是在客戶服務方面，這套軟體也帶來意想不到的幫助。過去由於對單品的存貨狀態掌握不確實，有時客戶訂貨後，糖亞才發現其實根本沒貨了，再又回電給客戶表示抱歉無法供應，這對於服務的滿意度殺傷力很大。但目前有了進銷存軟體後，一旦訂單的存貨供不應求，在第一時間就可以提供客戶正確的資訊，尤其糖亞很多客戶購買的是量身訂做的產品，對於產品的依賴性很高，一旦斷貨總會讓客戶苦惱許久。而在產品與原料庫存資訊完善之下，陳靜儀可以提供更精準的服務，讓消費者用的舒服健康又滿意。

她感性地說，若不是為了要照顧自己的肌膚，同時也照顧到許多深受其擾的朋友，這樣的一份滿足與成就感，讓她能夠繼續在手工香皂領域努

力；否則以前的工作輕鬆多了，薪水收入也縮了水，更別談甚麼利潤了。但創業才有實踐夢想的可能，她認為唯有追求事業的持續成長，微型企業才有餘力繼續擴大 e 化運用的成效。陳靜儀十分感謝縮減產業數位落差計畫的大力協助，也期待藉由 e 化軟體的導入，讓小公司也能學習到各種管理知識以提升競爭力，使糖亞手工香皂能夠在幾十家同類商家當中脫穎而出。陳靜儀希望先從打好基礎做起，將過去因為人工作業所造成的耗損、疏失以及客訴問題解決掉，未來還有極大的成長空間。

頭家經營 小秘笈

過去對於什麼產品缺貨，或是什麼原料快要用完，陳靜儀常常都是已經用完或已經缺貨才知道，在生產與產品進銷管理非常沒有效率，也不準確，往往影響業務發展。導入了進銷存與帳款系統後，她可以從一桶一桶的原料進貨，到調整單做原料的分裝與耗用，結合銷貨作業自動扣除

and gave a reasonable quote. In addition, she accepted the assistance of the e-Business assisting team under the "Bridging the Digital Divide of the SME Project." embracing Data Systems's system for inward shipment, sales, inventory, and accounts receivable. After using Data Systems's software, Chen Ching-yi gave high praise to the after-sales services offered by the assisting team. She stressed that since Data Systems offers unlimited hours of training courses, she can send her new colleagues to receive training for software operation should there be any personnel turnover in the future.

e-Business Software Helps with Precise Operational Management

Having used the software system for five months, Chen Ching-yi is satisfied with the results, noting that the benefits in time savings are much greater than she imagined originally. In the past, for instance, inventory checkup would take three days, which can now be completed in 30 minutes. Calculation for accounts receivable can also be completed in five minutes, compared with one day in the past. Therefore, when she receives orders on-line, she can immediately check the existing inventory and determine the feasibility for instant delivery. Via the frequent use of the system, she came to understand the importance of the "Bridging the Digital Divide of the SME Project." for the development of micro-scale enterprises.

Chen Ching-yi also discovered an unexpected benefit in the aspect of customer service from co-operation. Due to inability to know the inventory of individual products, Tonya sometimes found depletion of inventory for specific products only after having accepted orders, undermining satisfaction of its services among customers. With the software system in place, Tonya can provide correct information to customers immediately, should there be insufficient inventory. Moreover, as many customers buy custom products and have heavy reliance on those products, disrupted supply would antagonize those customers for quite a while. Backed by complete information on products and materials inventories, Chen Ching-yi can offer precise, as well as comfortable and healthy, services to customers.

In an emotional tone, she says that she has been persisting in the effort to develop a handmade soap business mainly for the sense of satisfaction and achievement she gets from taking care of her own skin and that of many friends suffering from the same disease. Otherwise, the work is no comparison to her previous job, in terms of workload and income. However, a startup is the only means to realize one's dream. She believes that only via the continuous pursuit of business growth can a micro-scale enterprise expand the benefits of e-Business. Chen Ching-yi is very grateful of the assistance of the "Bridging the Digital Divide of the SME Project." and expects to learn various kinds of management knowledge and augment her small enterprise's competitiveness via introduction of e-Business software, so that Tonya can stand out from scores of similar enterprises. Chen Ching-yi hopes to start by doing good fundamental work, solving the past problems of waste, negligence, and



導入進銷存系統，在產品與原料庫存資訊完善之下，可以提供更精準的服務，讓消費者用的舒服健康又滿意。

庫存數量，都在她的掌握之中；並可隨時查閱進貨、耗用與出貨的各類統計報表，如進貨明細表、銷貨分析表、庫存異動明細帳等，對人力精簡的糖亞而言非常實用。

開運團 輔導心得

陳靜儀並非商學或資訊背景，但她也經由使用帳款系統，學會企業間應收帳款與應付帳款，收

款與沖帳的概念。雖然過程中備感艱澀難懂，但隨著與鼎新開運團隊客服人員密切的連繫，加上提供的免費課程輔導，短短5個月的時間，陳靜儀就將系統用的得心應手。當她從電腦中可以輕鬆查詢各類帳款報表時，所有的辛苦也有了代價，對於很多忙碌無空學習e化的企業主而言，糖亞是值得學習的典範。

customer complaints caused by manual operation, and then further expand the scope of e-operation in the future.

Business Tips

Previously, Chen Ching-yi often discovered shortages of products or materials only after depletion of inventories, and efficiency for production and management of inward shipment and product sales was also low and imprecise, impeding business development. After introduction of the system for inward shipment, sales, and accounts receivable, she can precisely grasp various tables of statistics for inward shipment of materials in barrels, distributed storage, waste, and product shipment, which are very helpful to a small enterprise such as Tonya.

Comment of the Assisting Team

Without commercial or information background, Chen Ching-yi learned about accounts receivable, accounts payable, payment collection, and account write-offs from the use of accounting system. Despite the difficulties encountered during the process, Chen Ching-yi learned to master the system in the short period of five months, thanks to frequent contacts from service personnel and free training courses from Data Systems Consulting. When she was finally able to easily obtain necessary information from various computer tables, her hard work became worthwhile, offering a paradigm for many entrepreneurs who have no time to learn about e-Business.