



E-business Transformation for the SMEs

– Taiwan Experiences

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Role of SMEs in Taiwan

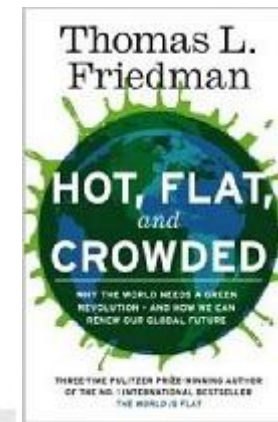
(% of total)

Year	Number of SMEs	Number of employment provided by SMEs	Sales value in US\$ billion	Export sales value in US\$ billion
1999	1,060,738 (97.73%)	7,344,000 (78.25%)	219.9 (28.95%)	38.1 (21.11%)
2000	1,070,310 (98.08%)	7,405,000 (78.06%)	229.4 (28.98%)	41.5 (20.03%)
2001	1,078,162 (98.18%)	7,288,000 (77.67%)	197.5 (28.38%)	37.5 (20.65%)
2002	1,104,706 (97.72%)	7,361,000 (77.86%)	215.7 (29.51%)	38.9 (19.28%)
2003	1,147,200 (97.83%)	7,425,000 (77.56%)	256.2 (31.47%)	39.1 (18.11%)
2004	1,176,986 (97.73%)	7,553,000 (77.18%)	293.0 (30.60%)	44.7 (16.91%)
2005	1,226,095 (97.80%)	7,648,000 (76.92%)	313.3 (29.46%)	47.58 (17.6%)
2006	1,244,099 (97.77%)	7,751,000 (76.66%)	314.81 (29.84%)	48.02 (17.89%)
2007	1,236,586 (97.63%)	7,939,000 (77.12%)	308.23 (28.34%)	49.55 (17.02%)



SMEs on the Crossroad

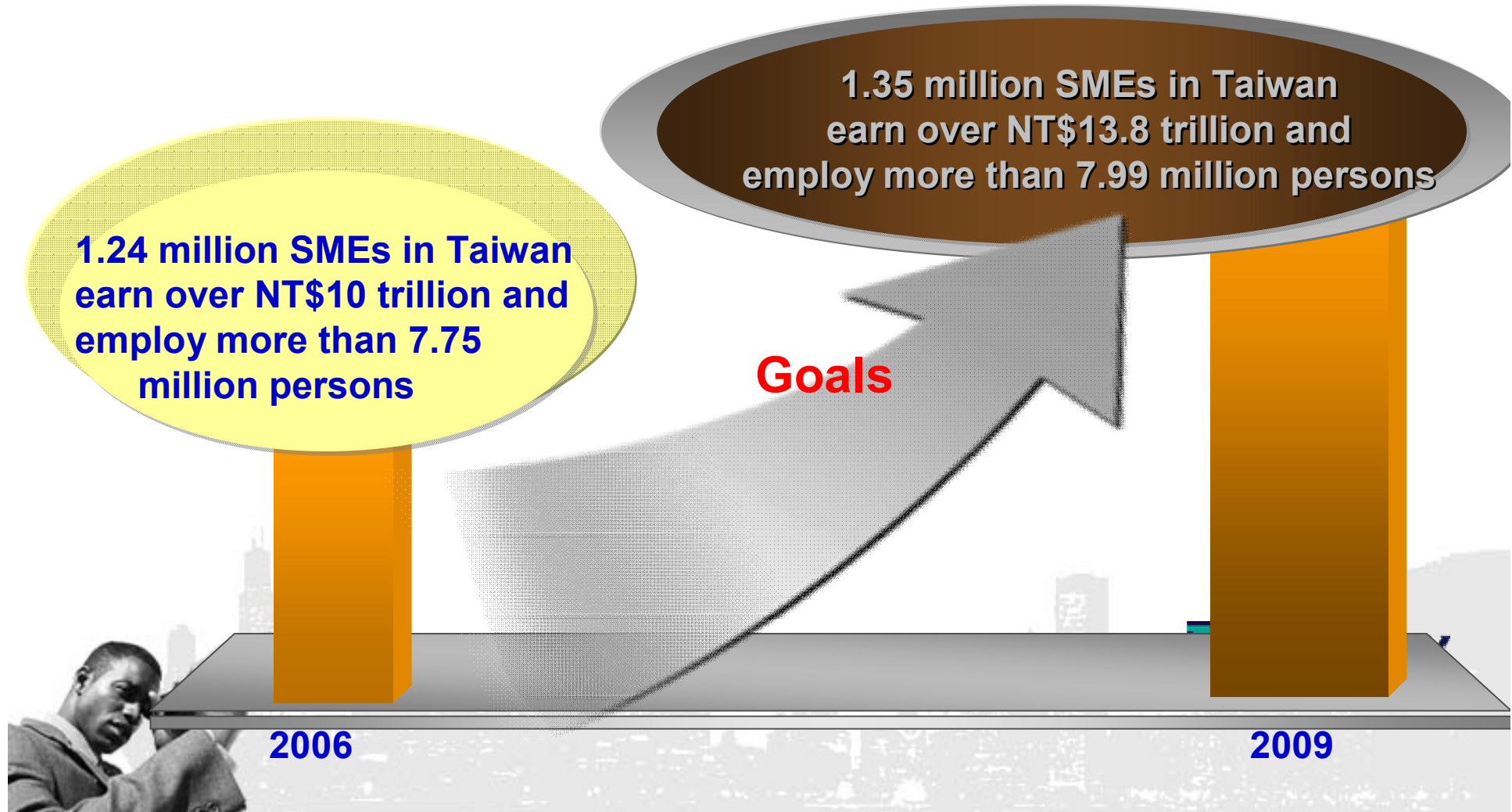
- Today, 226 major enterprises listed on Taiwan Stock Exchange were SMEs twenty years ago. For example, Acer and Foxconn are the benchmark enterprises.
- Is this still possible in this hot, flat and over crowded global market ?



Mission: SMEs in the Internet Era

➔ SME development vision

E-business Transformation for the SMEs



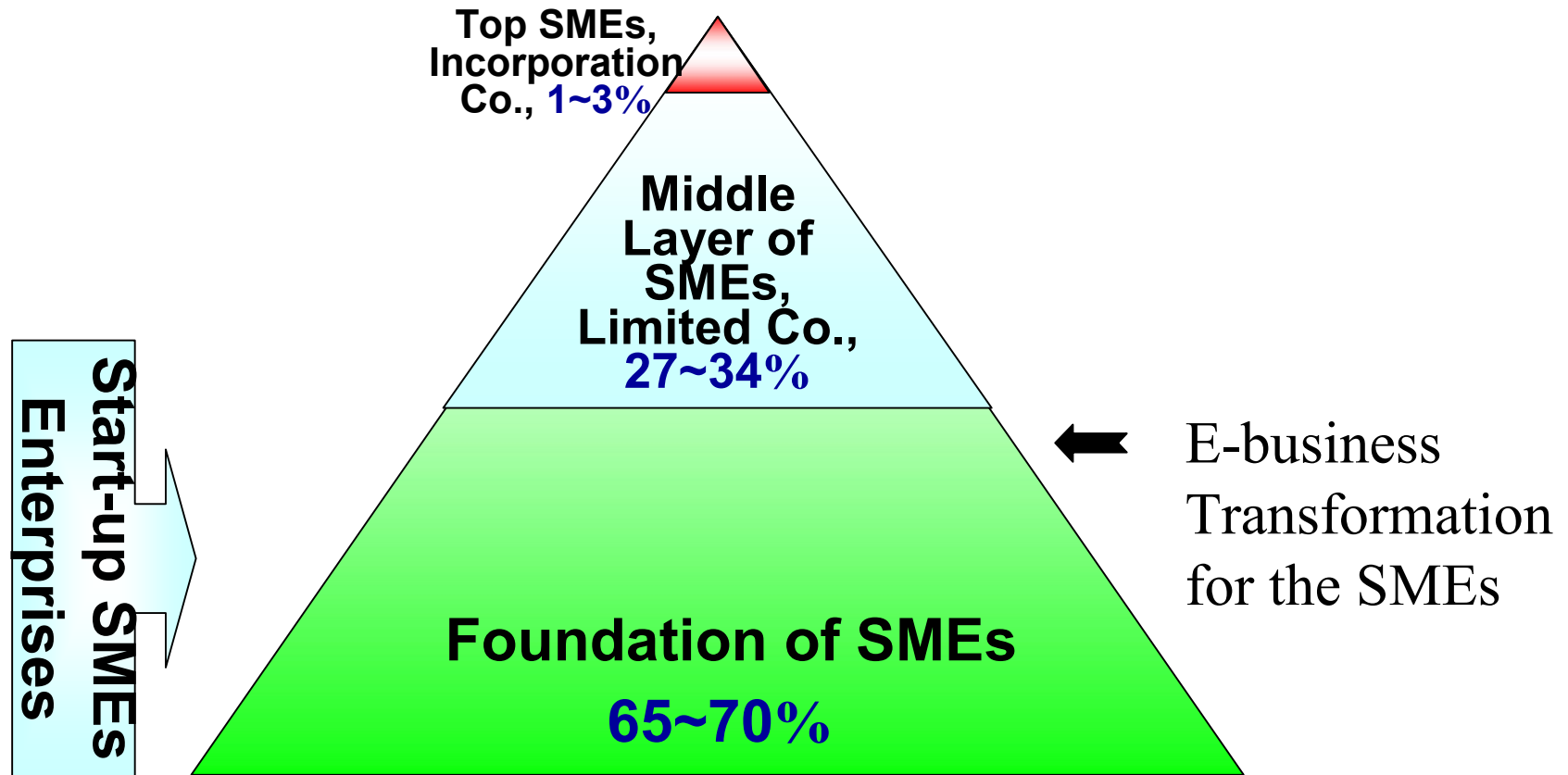
Project Objectives

1. 110,000 small businesses subscribe to implement e-commerce.
2. Create US\$90 million businesses for information service industries
3. Create US\$ 242 million web-business for small businesses.

KPI / Year		2008	2009	2010	2011	Total
Project Budget US\$M		4.83	4.83	5	5	19.66
B E N E F I T S	No of small Business Using Broadband & e-business	20,000	20,000	20,000	20,000	80,000
	Business Volume for Information Industries (US\$M)	20	20	20	20	80
	Web-Business Volume for small Businesses (US\$M)	53	53	53	53	212



Focus on the Foundation



The Barriers of Digitization for Taiwan Small Business

For Small Business Owners

- Lack of knowledge about ICT and e-business
- Minimum skill on ICT

For Small Business Companies

- Incapability of handling the complexity of ICT
- Lack of technical people
- Inefficient Business Flows

For ICT Service Providers

- Beyond reach of city-based service providers
- Offer mean margin from small businesses



Bridging the Digital Divide of the SME Project

- Enabling hundreds of thousands of Taiwan micro businesses to use the internet and e-commerce in their business operations.
- Although broadband internet penetration has reached most rural areas, most of these micro businesses are still not active or sophisticated users of information technology and the internet compared to larger businesses.
- The project has staged a nationwide campaign to significantly bridge the digital divide to these underprivileged SMEs.



Why Cluster Bakeries Together ?

- SME 1.0
 - A “Me Too” Enterprise
 - Protected by geographic barriers
 - Always try to keep their competitors away from them
- SME 2.0
 - An Enterprise that is “Unique”
 - Protected by its competence or resources
 - Always try to cluster with their competitors to create the Network Effect



Only 72 Baguettes per day



What do we have learned from the project?

* Bring in digital opportunity to develop **sustainable business model**

Strategy 1: Find out applications that were mission critical.



Strategy 2: Integrate government resources



Strategy 3: Set up information service Resources Centers



Strategy 4: Link up with local resources



Strategy 5: Collaborate with private groups



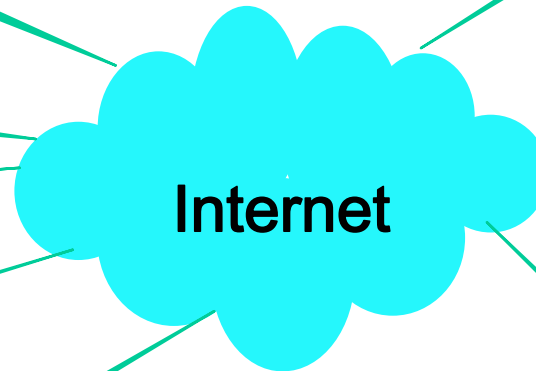
Citizens



Government agencies



Private groups



Entrepreneurs



Mission critical application

- Marketing is a Communication process
 - Internet is a new communication channel
 - SMEs need to know more about communicate with others through the Internet ?



Marketing by Story Telling

- Khun-pin was one of the most unlikely movie stars of 2005 in Taiwan. Along with his costars--his wife, two other farmers and a water buffalo--Ng acts exactly as he lives.
- The septuagenarian rice farmer goes through his days in Tainan County's Houbi Township for the production of their film *The Last Rice Farmers* (2005).
- The Chinese version of the unexpected hit literally translates to "no rice, be happy," a name derived from Ng's even-keeled outlook on the uncertainty of the harvest.



Then, on 2006

- Uncle Khun-pin win on the national rice contest of Taiwan
- His rice sell NT\$100,000 per Kg on an auction held after the contest
- Uncle Khun-pin donate all his NT\$1,000,000 bonus



The screenshot shows the Liberty Times website (www.libertytimes.com.tw) with the date 2006年9月19日 星期二. The main headline is "冠軍米王 得獎的是...無米樂崑濱伯". The article text reads: "〔記者楊雅民、吳嘉億／綜合報導〕在紀錄片「無米樂」中，因一百台斤的米只賣到七百元而面容微微發愁的崑濱伯，昨天終於開懷大笑。在農業單位輔導後學習不用農藥和化學肥料，崑濱伯種出來的有機好米讓他從一介老農一躍成為全國冠軍米王。統一超商以一公斤六百元的價錢收購，準備當中秋禮盒推出。換算下來，崑濱伯的稻米身價，前後差了約五十倍。二〇〇六年全國冠軍米王昨...". A photo shows Uncle Khun-pin holding a large golden rice trophy. The sidebar includes a navigation menu with "生活新聞" selected, and a list of related news items such as "冠軍米王 得獎的是...無米樂崑濱伯" and "台灣重要米倉 後壁好土好水產好米".



A new industry was build after...



Project Highlights

Publicity

- Pamphlets
- Success Stories

- Newspapers



- Activities

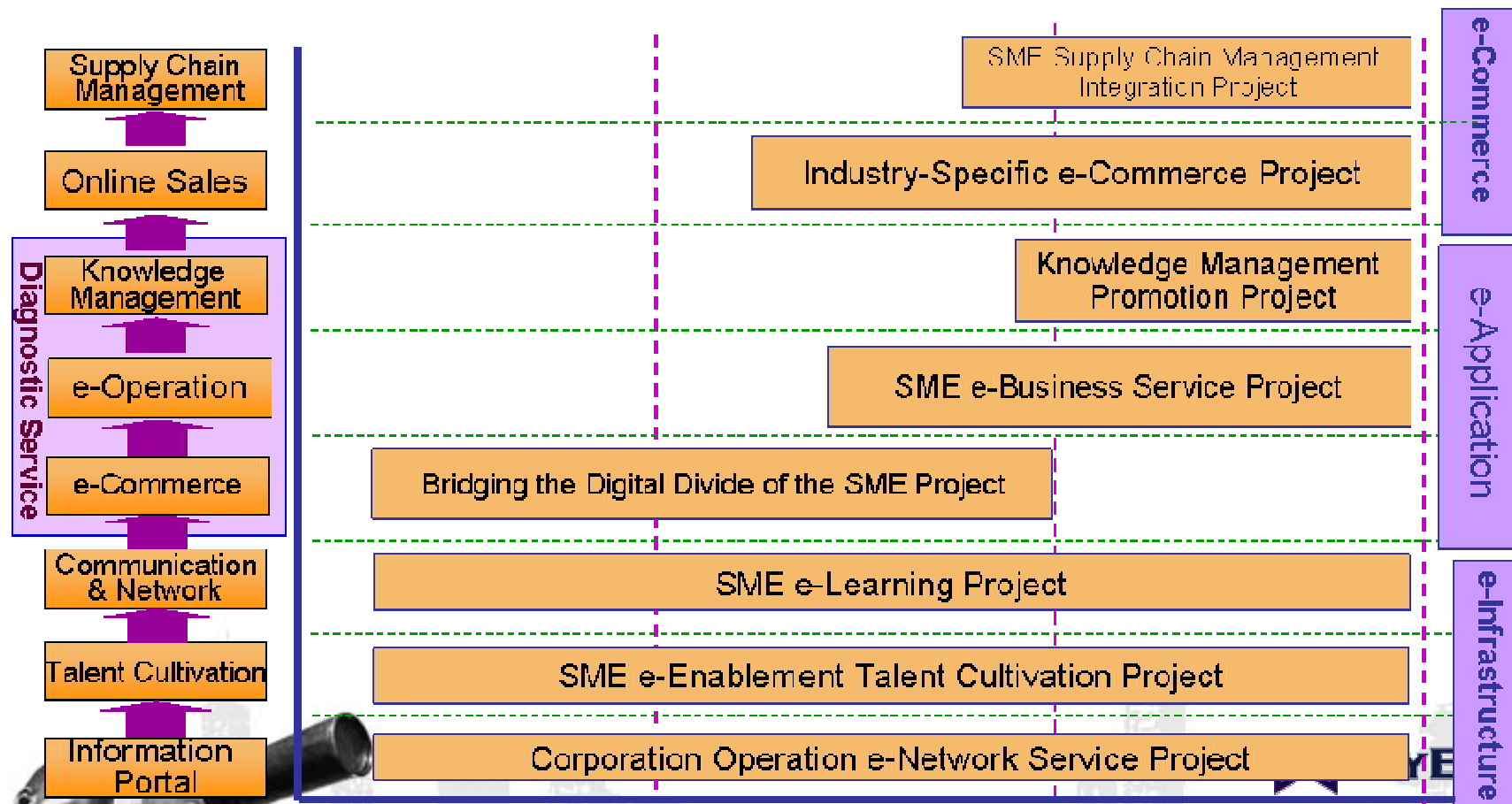


- Television



Integrate government resources

- Cross Border Coordinator
 - Small and Medium Enterprise Administration , MOEA



Micro Business (Below 5 employees)
Small Business (Below 20 employees)
Medium Business (Below 200 employees)

•The Guidance Service that's Always By Your Side, Lifting SME e-Dream off the Ground
 •Provide e-Business Enabling of Independent Enterprise, Clusters, and Industries.

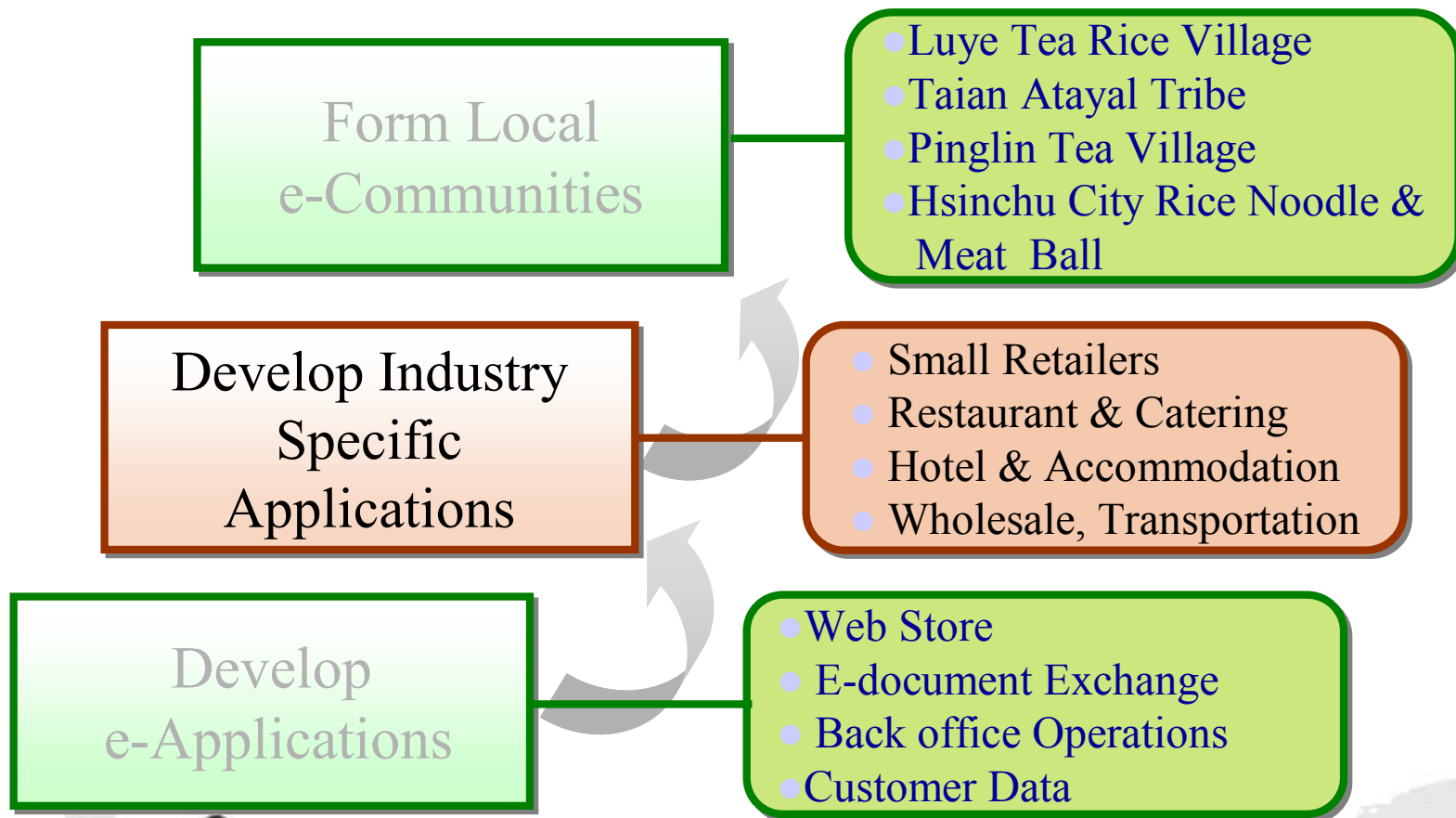
Project Coordination

- Mobilize SME:
 - Focus on High Digital Divide Remote Rural Area
- Select Deployment Teams:
 - Select 11 corporate and association teams covers entire Taiwan.
- Source Ready-to-Use Solutions:
 - Source for small-business only solutions.
- Mobilize Community Involvement:
 - Leverage with associations, universities, and local volunteer groups.



Information service Resources Centers

Focus on e-Community Formation



Information service Resources Centers

- e Marketplace

Community Name : Dung Hai Art Street –A Utopian Lifestyle for Art

Members : 15

Location : Taichung County

Product : Accessory design, exotic garments

e-Solution : E-Commerce System

Website : <http://www.tunghai-art.com.tw>



Information service Resources Centers

- Information Center

TWORC 婦女創業資訊網

政府創業政策
創業相關資源
就業資訊
社會支持系統
創業達人專欄
創業故事分享
婦女團體補助辦法
文件下載

熱門新聞
創業夢碎！加盟開店簡談不能開
「外」人在台創起創業潮
七城五新解人批工作兩成起創業
創業know-how去哪裡
檢校會與北市府收入戶無異創業守規守理由

最新加更網站
萬花牌花坊
萬花牌花坊位於古都台南市中心，已創業20年以上有經驗酒店和實體店面專營各種花藝設計自備噴漆花架一應俱全美結合的專業花店，提供24小時線上訂花全國運送花的服務，並由優秀工作團隊，為消費者提供專業設計。

阿紫cake
臺灣旺來餅舖製蛋糕餅類月蛋糕磅蛋糕布丁手工餅...

冠雅生活創意館
http://h.cafe.webcity.c
本館銷售兒童圖書、美術材料、diy材料包黏土教學手藝DIY材料包有馬券及黏土二大類，適合幼稚園、國小、安親班、社區教學、社...

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WWW.SMELEARNING.ORG.TW

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行銷流通學院
人力資源學院

群聚效應如何轉成石頭湯及大酒桶的故事?
群聚行銷

課程搜尋 請輸入關鍵字 GO

開啓學習新視界 創造企業新價值 Inspire your ability

線上演講廳 LECTURE
網大書摘 RECOMMEND

最新消息 實體課程 熱門排行 推薦學程

- 10/28 人資學院「行為式面試技巧與測驗運用」線上討論問答集來囉~...
- 免費活動2009品質提升示範企業發表觀摩...
- 11/14 PhotoShop CS4技術研討會...
- 11/03 "組織煉金術-創造訓練價值 打造金剛鑽員工" 研討會報名額滿囉!...
- 500元現金禮券大放送-資訊類課程心得分享活動...

訪客人數：6773455

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產業別電子商務營運計畫
提升零售業資安品質計畫
http://www.e-save.org.tw

今日訪客：11043人
線上人數：29人

Information service Resources Centers

- Virtual Community
 - Organize e-Communities to facilitate collective learning.
 - Promote successful e-business models for small business.

A grid of eight topic categories, each with an icon and a list of related items:

- 最新話題** (Latest Topics): Dreamweaver網頁設計(上), Dreamweaver網頁設計(下), Dreamweaver完美網頁特..., 網頁設計概論, FLASH8動畫創意入門, Flash網頁實戰技巧_Acti...
- 最多人參與的話題** (Most Participated Topics): 怎麼選啊?, 不知大家喜歡在哪邊..., 口語英文錯誤排行榜, "口語英文錯誤排行榜...", 大家常用手機哪些功..., "當責"討論區
- 熱門社群** (Popular Communities): 綜合知識專欄, 健康休閒管理社群, 資訊類課程心得分享, 動漫資訊交流專區, 轉檔燒錄等技術交流專區, 數位學習大未來
- 資訊科技** (Information Technology): 數位學習大未來, 自由軟體資訊交流專區, 數碼器材資訊交流專區, 新奇有趣的數位新科技, 如何經營一個好的部落格, 轉檔燒錄等技術交流專區
- 行銷流通** (Marketing and Distribution): 置入性行銷, 廣告與促銷, 廣告創意與流行語, 整合行銷與策略, 市場行銷新聞探討, 通路規劃
- 人力資源管理** (Human Resource Management): 人力資源社群, 人力資源專欄, 人力資源課程討論, 人力資源相關問題討論, 人力資源好文分享, 企業人資人員聯誼會
- 個人知識能力提升** (Personal Knowledge Improvement): 讀書會社群, 專案管理社群, 綜合知識專欄
- 語文能力提升** (Language Improvement): 英語社群



Link up with local resources

- The project recruited about 1000 local IT companies supervised by 12 task forces to deploy the information technology to those targeted micro businesses.
- More than 150 community groups have been mobilized to facilitate the project



Collaborate with private groups



Accomplishments:

- From 2005~2008, the project promoted more than 95,000 micro businesses use the internet and e-commerce in their business operations
- 30.8% of those micro businesses are owned by women
- 60% of those micro businesses are located in rural areas
- 107 e-communities were established



Last but not Least..



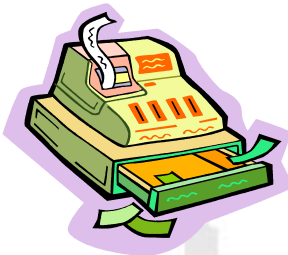
Social Justice

We will remove ICT barriers from small businesses in Taiwan, and bring them to a level that they can coexist with large companies.



Heartfelt Moves

We will set our steps to every rural villages, to sell the hard technology with soft touches. By promoting e-community, small businesses could learn to earn together.



Ring the Bell

Turn small business to smart business is our ultimate goal. We help create more success e-business models to prove that small business could operate beyond geographic boundaries.



Thank you for your attention



Chinese/English/Spanish

TAIWAN
Small and Medium Enterprise Administration, Ministry of Economic Affairs
Bridging the Digital Divide of the SME Project

Make smart Business Smart thru Digital Opportunities
掌握數位商機

For further information
<http://www97.e98.org.tw/>



Internet don't Like SME 1.0

- They are frogs in a heating water
- Selling of CD records hit its historical low
 - Almost 50% sells has disappeared
 - Must be someone has stolen from us



Why people want to buy a CD ?



MYEGOV

digital clusters and e-Communities

- In its second phase from 2008 to 2011. The project focuses on creating more "digital clusters" among micro businesses.
- A digital cluster means 10 or more micro businesses in the vicinity of a community join together to own and operate a shared website to promote their product and services in the cyber market.

