

## 企業文化 CORPORATE CULTURE



**人為本，企業為家**  
Enterprise is founded by Human

**長遠利潤觀：成本效益，共用利益**  
Cost effectiveness and Profit sharing

**長遠戰略：產業專一，產品多元**  
Business focus and Product diversity

**長遠效率：大公司運作，小公司效率**  
Big company operation and  
Small business efficiency



**長遠模式：新經濟管理，舊經濟模式**  
Old economic model with new economic management

**長遠組織：精簡扁平，細化透明**  
Flat organization and be transparent

**長遠通路，服務專家**  
Be a channel servicing specialist

**長遠營銷：重心下移，共同成長**  
Grow with customers

**長遠服務觀：客戶滿意，員工滿意**  
Customer and Employee satisfaction

**長遠管理3E：每個人，每一天，每件事**  
Every person, Every day, Every task

**長遠營銷3E：每個產品，每個渠道，每個價格**  
Every product, Every channel, Every price

**長遠服務3E：每個客戶，每個訂單，每次送貨**  
Every customer, Every order, Every delivery

