

Special Award for Small Enterprises and Start-ups – AluHouse Company Limited 小型企業及初創企業特別獎 – 鋁遊家有限公司

Report from the Board of Examiners

AluHouse Company Limited (“AluHouse”) was founded in 2014 in Hong Kong. AluHouse adapts the competitive advantage of aluminum fabrication to MiC prefabrication of aluminum modular units for housing and bridge applications, such as transition housing in Hong Kong. AluHouse headquarters is located in Hong Kong, and the company has an industrial base in Guangdong China.

The Senior Leader is committed to providing quality and project control in meeting customer requirements and to communicating with employees, customers and business partners through internal and external presentations. The management team puts a clear emphasis on corporate governance, sustainability, and business integrity and ethics. Led by the Founder, the management team has contributed to society through various charity activities and donations. The decision-making management team formulates the company’s strategy, which it fine-tunes into the annual plan. There are clear strategic objectives regarding MiC to offer modular housing units and bridge structures with embedded E&M facilities for easy site installation. Construction involves 95% of prefab parts and 5% of on-site work. The products include more than 95% of recyclable materials.

AluHouse is innovation-driven, holding 155 Chinese patents and 59 other patents. Its innovation plan is reviewed annually as part of the strategic plan. AluHouse accredited different ISO certificates since 2015. The SOP is set up for processes with ERP support and PDCA upgrading. The company determines customers and market requirements by paying attention to changes in market information, market development trends and opportunities, and trends followed by competitors, supply chains and partners. The company uses updated information and new technology to cope with contract and compliance requirements. An information-sharing platform on new elements in the industry is available for communicating to all staff members. The company supports innovation. The company intranet (online) and offline training are used to share information with proper control.

The AMO model approach is well defined and utilized. Comprehensive training was devised for the company’s general staff and senior staff. Education subsidies are available for their professional development. The company’s senior executives are promoted internally. More than 50% of the positions at the management level and above are promoted internally. Career development of the staff is aligned with the company’s business growth. The workforce is relatively stable.

The company’s business results showed substantial growth in the year 2020. As much as 100% customer satisfaction and more than 80% repeated purchase from existing customer base are recorded. Improved market share in existing and potential markets has been achieved over the past few years. AluHouse has contributed to society via voluntary services and sponsorship to charities.

評審委員會報告

鋁遊家有限公司於2014年在香港成立，是組裝合成建築 (MiC) 的生產製造商。公司採用鋁合金裝配式建築技術，並應用於建築房屋和橋樑，而鋁合金裝配式建築於市場上具有一定的競爭優勢，香港過渡性房屋便是其中一個例子。鋁遊家總部位於香港，而工業基地則位於廣東肇慶。

高層管理人員致力提供優質的專案控制服務，以滿足客戶需求，並透過內部和外部簡報，與員工、客戶及業務伙伴緊密溝通。管理團隊對企業管治、可持續性，以及企業誠信和道德範疇均非常重視。在創始人的領導下，管理團隊通過參與不同的慈善活動和捐贈來貢獻社會。決策管理團隊制定公司策略，並在年度計劃中作出調整。公司在裝配式建築方面具有明確的策略目標，於提供組合式房屋單元和橋樑結構時，使用帶有裝嵌式的機電設施，可為現場安裝帶來便利。工程涉及95%的預製組件和5%的現場施工。當中產品有95%以上為可回收物料。

鋁遊家以創新驅動，公司於中國及其他地區分別擁有155和59項專利，並會每年審視其戰略計劃。鋁遊家2015年起獲得不同ISO認證。公司制定企業資源管理系統(ERP)的支援及PDCA升級功能。公司關注市場信息變化、市場發展趨勢和機遇、競爭對手、供應鏈和合作夥伴所遵循的趨勢，從而釐定客戶和市場的需求。公司使用最新資訊和嶄新科技處理合約和合規的要求，並建立關於行業新元素的訊息共享平台，以供所有員工交流。公司支持創新，並會妥善控制使用內聯網(線上)和線下培訓，作為訊息交流的用途。

AMO模型已經獲得充分驗證並加以善用。公司為員工和資深員工進行全面培訓，並為他們提供教育資助深造專業知識。公司的高級行政人員會由內部晉升，而超過一半的管理層成員或更高職位的員工亦由內部晉升。員工的職涯發展與公司的業務增長保持一致。員工的流失情況亦相對穩定。

公司的業績於2020年大幅增長，客戶滿意度高達100%，當中超過80%的現有客戶再度惠顧。過去數年，公司現有的市場佔有率持續增長，亦成功發掘潛在市場，而公司亦透過提供義工服務和贊助慈善機構，作出貢獻並回饋社會。