

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 Summary

Provided by AluHouse Company Limited

Company Background

AluHouse Company Limited (“AluHouse”) is the world’s leading manufacturer of Modular Integrated Construction (MiC). Founded in 2014 with its headquarters in Hong Kong, AluHouse was rooted in a 6.5km² industrial base in Zhaoqing, China, providing a one-stop supply-chain from R&D, design, production and sales of aluminum modular houses. AluHouse has over 350 employees with global business covering sectors such as tourist vacation homes, hotels, offices, dormitories, residences, transitional houses, commercial spaces and hospitals, etc.

Leadership

AluHouse is committed to share and communicate its vision, mission and values with customers, employees, suppliers and related stakeholders flexibly through channels such as management mechanisms, exhibition halls, social media, training courses and conferences.

We schedule on a regular basis two-way communication channels between leaders and employees through employee/management meetings, and encourage employees to express their ideas and opinions.

AluHouse attaches great importance to corporate social responsibility, and actively establishes close interaction with the community through educational institutions, donations and participation in charitable activities.

Strategy

AluHouse formed a strategic decision-making team led by the Managing Director, senior management and management consulting companies. Through SWOT analysis of the external competitive environment, internal resource capabilities, changes in consumer demand and other dimensions, the overall development strategy of the company is formulated.

The company also regularly convenes annual management meetings to discuss, adjust and confirm functional-level strategies such as product development, capacity planning, marketing as well as human resources strategies, thus creating action plans for each functional department on both long term and short term basis.

報告摘要

本報告摘要由鋁遊家有限公司提供

公司背景

鋁遊家有限公司是全球領先的組裝合成建築 (MiC) 的生產製造商。公司成立於2014年，總部位於香港，在廣東肇慶設有6.5平方公里的工業基地，可提供鋁材生產供應，以及組合房屋的研發、設計、生產和銷售等一站式服務。公司擁有員工近350名，主要業務覆蓋旅遊渡假屋、酒店、辦公室、宿舍、住宅、過渡性房屋、商業空間、醫院等建築領域。

領導才能

公司靈活運用管理機制、品牌展廳、社交媒體、培訓、會議等渠道，將企業的願景、使命和價值觀同客戶、員工、供應商及相關持份者分享和交流。

我們定期通過員工大會、管理層會議等方式，打造領導層與員工的雙向溝通管道，鼓勵員工表達自己的想法和意見。

公司重視企業社會責任，積極透過與教育機構合作、慈善捐贈、參加公益活動等方式，與社區建立緊密互動聯繫。

策略

鋁遊家形成了以董事總經理為核心主導，高層管理人員和管理顧問公司在內的戰略決策團隊。對外部競爭環境、內部資源能力、消費者需求變動進行SWOT分析後制定公司總發展戰略。

公司定期召開年度管理會議，自上而下地就產品研發策略、產能規劃、營銷策略、人力規劃等職能級策略，在會上討論、調整和確認，最終制定各職能部門的行動方案和長短期策略。

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Customers

AluHouse values the opinions of customers and strives to far exceed customer expectations and provide them with satisfactory construction products and services.

We collect and organize customer feedback through direct door-to-door visits, emails, social media, customer satisfaction surveys, exhibitions, experience centers, cross-over cooperation, etc., to continuously improve our product development and marketing strategies.

We have set up experience centers and distribution teams in targeted markets such as Mainland China, Hong Kong and the United States to ensure that we provide local customers with professional support and services in a timely manner.

Measurement, Analysis, and Knowledge Management

AluHouse uses the ERP system for data transmission, process management and evaluation to achieve accelerated performance. We have built a complete key performance appraisal mechanism to regularly evaluate and analyze the work results of various departments and employees to cope with the Company's development.

At the same time, we will also regularly invite SGS audit institutions to conduct independent audits on the implementation of the ISO9001, ISO14001, and ISO45001 systems. We will also entrust independent audit firms to audit the company's financial status to ensure the company's compliance operations.

The core intellectual property rights, such as patents, trademarks, and production technology and research and development results are under the unified management and control of the intellectual property management department.

客戶

公司重視客人的意見，力求遠超客戶的期望，為其提供滿意的產品和服務。

我們通過上門直接拜訪、電子郵件、社交媒體、客戶滿意度調查、展覽會、城市體驗中心、跨界合作等途徑，收集及整理客戶意見。

在中國內地、香港、美國等目標市場，設立了品牌體驗中心和分銷商，確保能及時為當地客戶提供專業快速服務。

評估、分析和知識管理

公司運用企業資源管理系統(ERP)進行數據傳輸、流程管理及分析評估，提升組織績效。我們構建了完善的KPI考核機制，定期評估各部門及每位員工的工作績效是否與公司發展預期一致。

我們定期邀請SGS審核機構，對公司進行ISO9001、ISO14001、ISO45001體系審核，亦委託會計師事務所進行審計。

公司技術專利、品牌商標、生產工藝、研發成果等核心知識產權，由知識產權管理部門統一管控。



AluHouse provides users with MiC building solutions including development and production. Compared with the traditional on-site construction approach, MiC does not only minimize the duration of works on site, but also enhance productivity, site safety, environmental performance and sustainability.

鋁遊家為用戶提供「組裝合成」房屋的研發及生產服務，對比傳統現場施工的建造方式，「組裝合成」建築法可以改善工作環境和工地安全，縮短施工時間，而且能保護環境及提升可持續性。

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Workforce

AluHouse regards its manpower as the company's core competitive resources, and is committed to creating a healthy, safe and happy working environment. We provide market-competitive salary and promotion channels and incentive schemes and welfare measures such as free board and lodging, health check-ups, paid annual leave, event and activities, etc. to attract high efficiency employees.

We focus on professional training and stabilizing outstanding employees with tailor-made training and development programs. The company provides MBA training courses for senior managers to upgrade their leadership and comprehensive management knowledge. We cooperate with third-party training institutions or associations to develop diversified training courses for mid-level management and technical backbones. For front-line technicians and production employees, a variety of training courses on safety, quality, and operating skills have been set up to improve their skills and production efficiency. The company encourages all employees to study and obtain professional certification by offering scholarships.

Operations

AluHouse uses Kingdee ERP system to manage core operation processes such as supply chain, production, finance, and warehousing. In terms of sales, marketing and services, the company has adopted a customer relationship management system. As for human resource management, Ding Talk OA system is used.

We fully aware of the importance of investing in digital and automated equipment. Through the production concept of “modularization, standardization, and automation” we transfer the processes that require a large amount of manual work to prefabrication in the factory, which greatly improves productivity, quality and safety, and further reduces issues such as construction waste discharge and environmental pollution.

The IT department regularly monitors the company's information and operating systems to ensure the stable operation of the company. The EHS security department combines with the emergency plan mechanism to organize all employees to participate in firefighting and related safety drills every year, and guide employees to take different actions and responses according to different risk ratings.

Results

With the efforts of the entire workforce, AluHouse in line with its high-quality products and innovative technology accomplished numerous outstanding honors, including:

- Ranked among the top three in the market share of MiC in Hong Kong and undertook benchmarking projects such as Penny's Bay Quarantine Center and the biggest transitional housing project at Kong Ha Wai
- Become the market leader in aluminum alloy prefabricated buildings and aluminum alloy pedestrian bridges in Mainland China

工作團隊

鋁遊家視人才為企業的核心競爭資源，致力打造健康、安全及快樂的工作環境。我們提供具有市場競爭力的薪酬和晉升通道，並透過免費食宿、健康體檢、帶薪年假、定期活動等多項福利措施，提高僱主吸引力。

公司注重培育及儲備優秀的人才，為不同梯隊的員工量身訂造培訓發展課程。我們為高層管理人員提供MBA研修班課程，提升其領導力和綜合管理知識；同第三方培訓機構合作，為中層主管及技術骨幹開發多元化培訓課程，令他們掌握更多行業發展資訊和工作方法／工具；為一線技術／生產員工，設置了安全、質量、操作技能類的培訓，提升工作技能和生產效率。公司鼓勵職員進修並考取職稱證書，並提供獎學金資助。

營運

鋁遊家運用Kingdee ERP系統，以管理供應鏈、生產、財務、倉儲等核心運營流程。在銷售、市場行銷和服務方面，公司採用了客戶關係管理系統。Ding Talk OA系統則被用於人力資源管理。

我們重視對數碼化、自動化設備的投資，透過「模塊化、標準化、自動化」的生產理念，將需要大量人工作業的工序轉移至工廠內預製，大大提高建造生產力、質量及安全水準，並進一步降低建築垃圾排放和環境污染等問題。

IT部門會定期監控公司資訊和運營系統，確保企業穩定營運。EHS安全部門結合應急預案機制，每年組織全體員工參與消防及相關安全演習，根據不同風險評級，指導員工採取不同的行動響應。

業績

在全體員工的努力下，鋁遊家憑藉優質的產品和創新的技術，榮獲多個獎項榮譽，其中包括：

- 在香港組裝合成建築市場佔有率排名前三，承建了竹篙灣檢疫中心、江夏圍過渡性房屋等標桿工程
- 成為中國內地鋁合金裝配式建築、鋁合金人行天橋品類的市場領導者

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- International architectural design awards winner such as Iconic Award, A' Design Award, International Design Award, Global Design Award
- Pre-approved qualification for “In-principle Acceptance of MiC” by the Hong Kong Buildings Department
- “2018/2019 Hong Kong Sustainable Development Enterprise Award” by the Hong Kong Management Association
- “Hong Kong Construction Industry Innovation Award First Prize” and the “Hong Kong Sustainable Construction Award” by the Construction Industry Council
- “National High-tech Enterprise” by Guangdong Provincial Department of Science and Technology
- “Guangdong High-tech Products” by Guangdong High-tech Enterprise Association
- “National Intellectual Property Advantage Enterprise” by the National Intellectual Property Rights Administration
- “Guangdong Prefabricated Construction Industry Base” by the Department of Housing and Urban-Rural Development of Guangdong Province
- Customer Satisfaction Survey-satisfaction rate 100%

Our Managing Director, Mr. Eric Kwong, with his outstanding leadership and persistence in the concept of sustainable development, has also been awarded with recognitions such as:

- “2018/2019 Hong Kong Sustainability Leadership Award” by the Hong Kong Management Association
- “Hong Kong’s Most Outstanding Leader Award” by CORPHUB
- “Asian Chinese Leadership Award” by the Asian College of Knowledge Management



- 先後獲得 Iconic Award、A' Design Award、International Design Award、Global Design Award 等國際建築設計大獎
- 獲香港屋宇署獲批的「組裝合成」建築預先批核資質企業
- 獲香港管理協會頒發「2018/2019 香港可持續發展企業獎」
- 獲香港建造業議會頒發「香港建造業創新大獎一等獎」，以及「香港可持續發展建築獎」
- 獲廣東省科學技術廳頒發的「國家高新技術企業」榮譽
- 獲廣東省高新技術企業協會頒發「廣東省高新技術產品」榮譽
- 獲國家知識財產權局頒發的「國家知識產權優勢企業」榮譽
- 獲廣東省住建廳頒發的「廣東省裝配式建築產業基地」榮譽
- 客戶滿意度調查滿意率 100%

董事總經理 Eric Kwong 以前瞻性的領袖思維，以及對可持續發展理念的堅持，亦獲得多項嘉許：

- 獲得香港管理協會頒發「2018/2019 香港可持續發展領袖獎」
- 獲得 CORPHUB 機構頒發「香港最傑出領袖獎」
- 獲得亞洲知識管理學院頒發「亞洲華人領袖獎」

Our products range from aluminum modular houses, MiC buildings, aluminum bridges, aluminum furnishing and aluminum scaffoldings. We are committed to creating sustainable smart city using eco-friendly resources, for our descendants and promoting a green world for the future generation.

我們涵蓋的鋁合金房屋、組裝合成建築、鋁合金人行天橋、全鋁家居、鋁合金自動爬升架。我們致力於研發創新的建築材料和技術，推進智慧城市的可持續發展，為我們的下一代提供一種更高效、更美好、更環保的生活方式。