Organizational Development for Crisis Management

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Company Profile
Systems and Technology

Profile

Organization

Competence

Award

Distribution

Certificate
Award

Company

- Rising Star Award 2009
- Small and Medium Enterprises Award 2009

Product

- Taiwan Excellence 2010
- Innovation Award AutoTronics Taipei 2007 & 2008
- One target one mind
- Never think about loss
- Evaluation is imperative
- Team work
- Plenty of fund
- Faith! Faith! Faith!
- Concentration
Factors of causing operation crisis

- Market is changing
- Competitors are changing
- Customers’ need is changing
- Partners are changing
- Alliance is changing
- Staff is changing
Conquer Crisis

Organization

Finance

Discipline

Product development

Marketing
Organization

- Cost down - products, operation, inventory
- Boss must be the role model
- Build up SOP and system for management, not personal charisma
- Impartial, just, open
- Never lose the details
Discipline

- Train the right person
- Dig out the solution for problems, not responsibility
- Learn and grow from mistakes
- Be definite in reward and punishment
Marketing

- Define new products based on customers’ requirements
- Start from local market, ultimately go global
- Investigate the best channels and media
- Recruiter best sales and marketing people
- Strive the leverage of each penny
• Geographic digitized maps with Tele Atlas

• Road navigation software called “RoadEasy” designed to work for PC, WinCE & PDA system.

• Automatic Vehicle Location systems & accessories
System Architecture

AVL

GPS

GSM

GPRS/SMS

Anti-Hijack

Driver Security

Real Time Tracking

Location Base Service

Mobile Asset Tracking

Fleet Management

Security Control

Behavior Analysis

Vehicle Recovery
Product development

- Innovation, innovation, innovation
- Value added, not just price cut
- Quality is competitiveness
- Provide the solutions for customers to solve their problems
- Branding is a long run but imperative
Finance

- Right direction, right choice
- Investment not equal to expense
- Invest boldly
- Predict cash in and cash out
- Get leverage from government grant fund
- Maintain relationships with banks
Always prepare plan B
Set up a crisis management team
Be courageous - Crisis is the turning point
Learn and grow in crisis
Make right decisions at the right point