

# 康揚KARMA 品牌在地化策略

全球品牌行銷暨電商部經理 | Celeste Huang 黃祈璿





1987

Taipei, Taiwan

研發出台灣第一台  
鋁合金輕量輪椅



1999 UK  
2015 Spain



1987 Taiwan  
2005 China  
2020 Malaysia  
2021 Vietnam

1999 Thailand  
2008 India







Taiwan



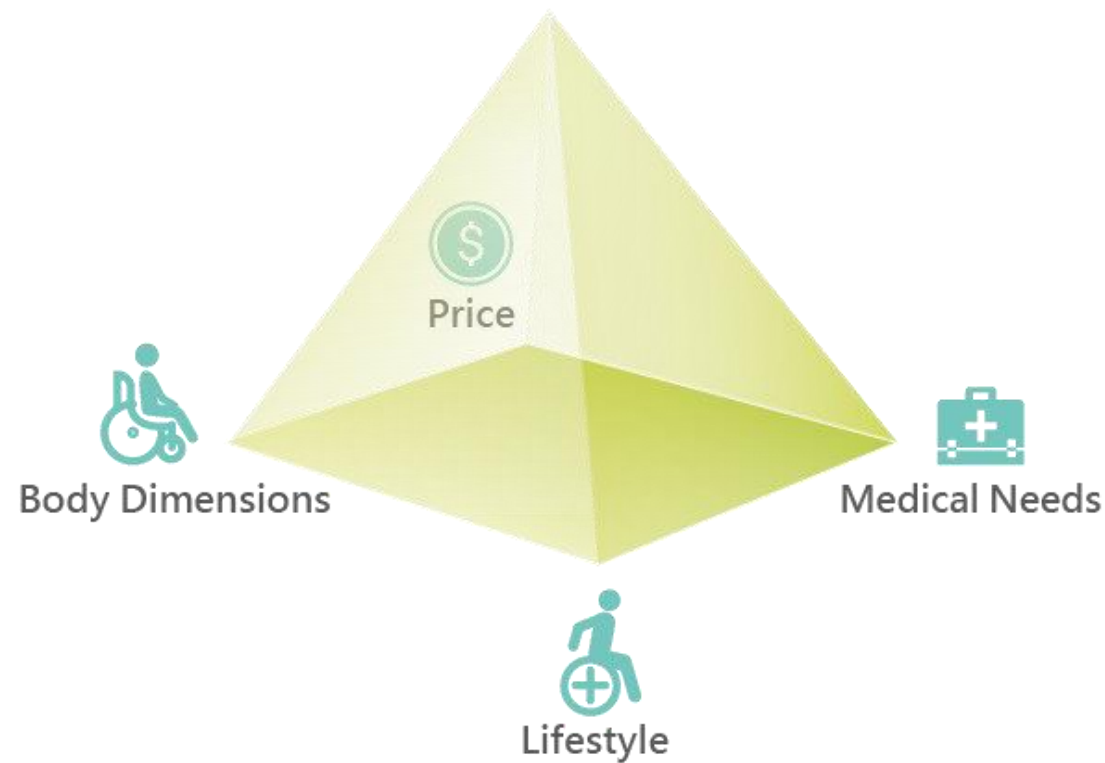
Thailand



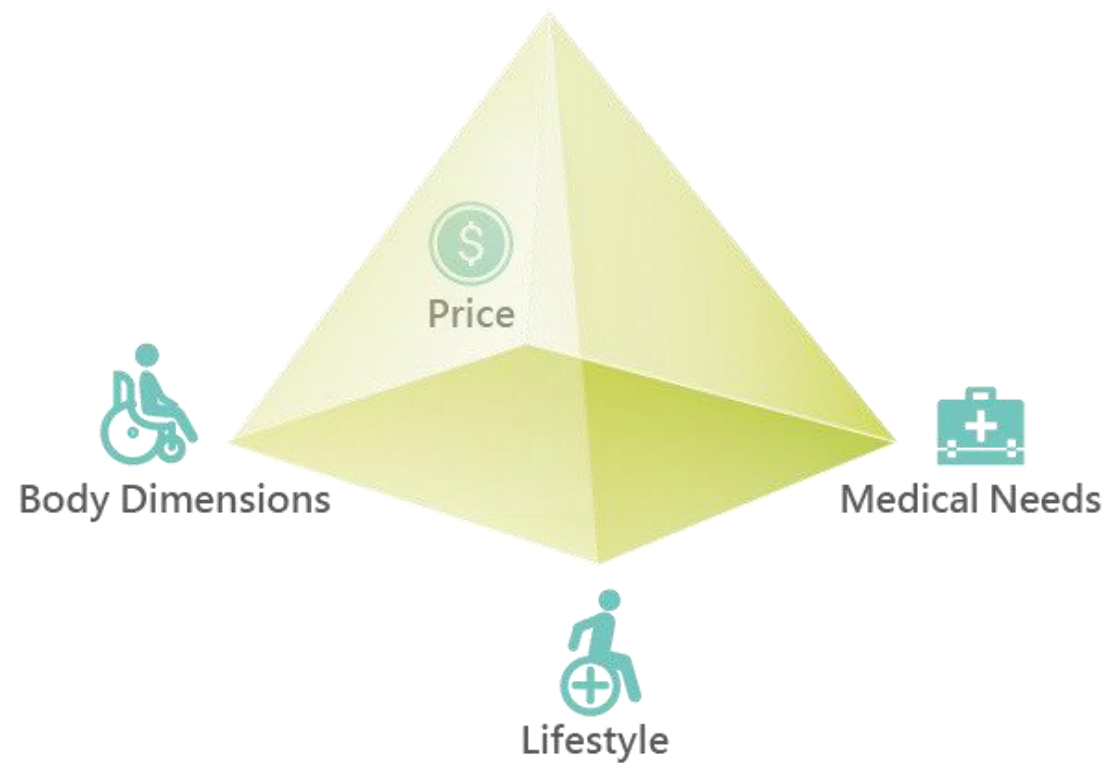
China

## 品牌核心 KARMA FIT

提供最適配的輔具，  
豐富每位使用者及其家庭的生活



以人本出發，不一樣的生意經  
不只是輪椅，最「FIT」輪椅  
革新再進化，一輩子的承諾





# karma

A Better Wheelchair, A Better Fit



**Elders**  
Ageing



**Adults**  
Accidents related mobility lost



**Kids**  
Genetic diseases



## Manual Wheelchairs

Lightweight



Entry Level



Configurable



Positioning



Active



Pediatric



## Power Wheelchairs

Outdoor/Indoor



Indoor/Outdoor



Outdoor



Foldable



Pediatric





OEM

VS



OBM

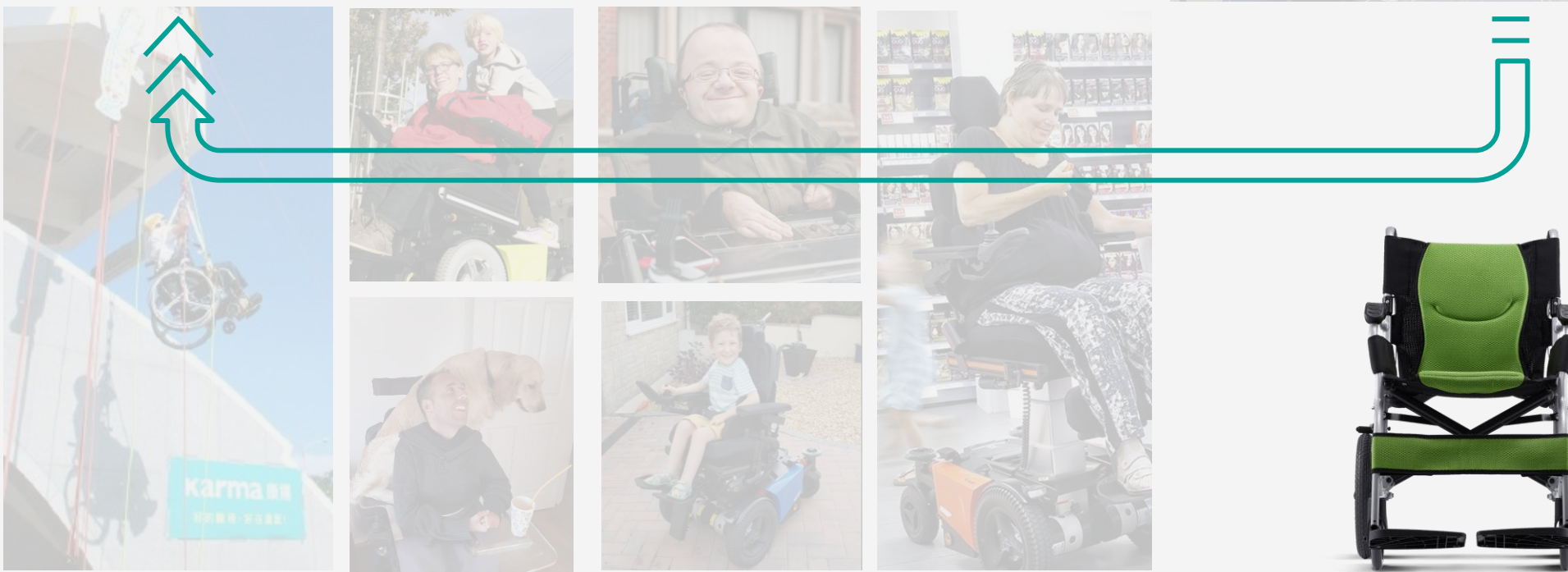
# OEM 不是不好

只是賺久了就會忘了

真正 “訂單” 是從哪裡來







台灣輪椅品牌

為什麼需走國際市場？

台灣市場太小，無法支持長期研發

無研發就無品牌競爭力；無品牌競爭力就無未來

為什麼國際市場品牌難打？

不懂當地市場；

沒有當地團隊；

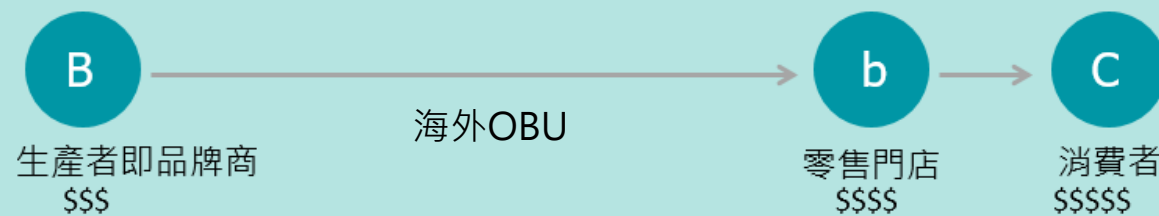
當地代理商並不擁有品牌權益，沒興趣投入建立品牌

### B2B + b2C 代理商模式



美國、紐西蘭、澳洲  
日本、韓國、印尼  
德國、荷蘭、法國  
比利時、丹麥等

### karma 品牌 BbC 模式



英國、西班牙  
印度、泰國  
新加坡、馬來西亞  
台灣、中國、越南



# 東西行銷策略大不同



以“台灣標準”品質靠山，  
策略聯盟取“Market Value”



以“台灣”國家品牌品質靠山，  
取“Market Share”

# 康揚KARMA | 品牌在地化策略

案例: 馬來西亞與英國



## 馬來西亞

無或非常少政府補助  
身障群體的權益還未受到完全重視  
市場以低階手動輪椅為主旋律

### 市場前提

## 英國

補助型市場  
電動輪椅市場成熟，品牌選擇多元  
康揚主要重心在手動輪椅，非電動


當地業務團隊進行通路拓展  
高階輕量型手動輪椅產品為主  
主打私人、熟齡市場

### 進入策略

提高康揚在身障群體之間的知名度  
以既有用戶體驗建立口碑

# 落實FIT的個人化適配概念

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 **Compact Solution**  
SOMA SERIES  
[LEARN MORE](#)

PRODUCT SELECTOR TOOL

Let us help find the perfect product for you

I am looking for a wheelchair for Adult: 15 – 64

My name is

My email address is

I would like to have a Be pushed by others wheelchair.

My trunk control is Can't walk but can sit up

and I plan to use it Indoors

You can reach me at

## Your results



MANUAL WHEELCHAIR  
Ergo Lite

SPECIAL FUNCTIONS

FEATURES



[EXPLORE MODEL](#)



MANUAL WHEELCHAIR  
Ergo Lite 2

SPECIAL FUNCTIONS



FEATURES



[EXPLORE MODEL](#)



MANUAL WHEELCHAIR  
S-Ergo 125

SPECIAL FUNCTIONS



FEATURES



[EXPLORE MODEL](#)



MANUAL WHEELCHAIR  
Agile

SPECIAL FUNCTIONS



FEATURES

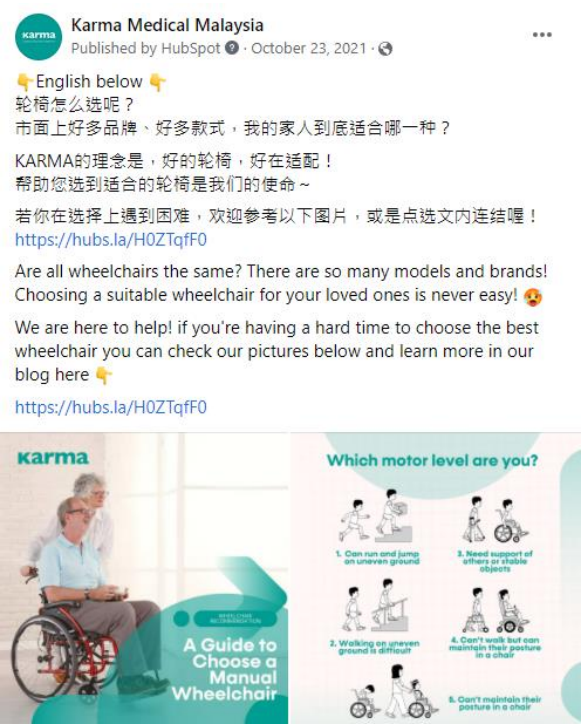


[EXPLORE MODEL](#)

經銷商端的教育訓練



消費者端行動力評估宣導



照護知識相關教學

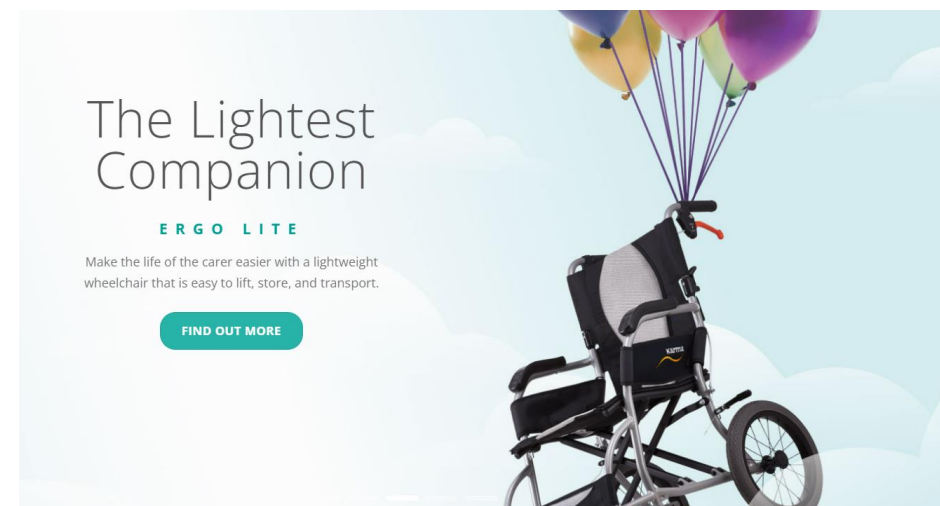




## Before



## Inspiration

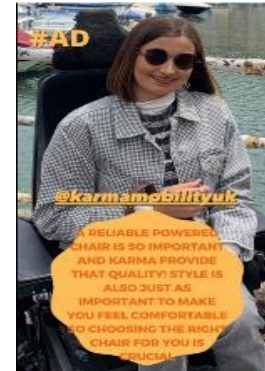


After





## 英國





# 如何成就日常生活

BLOG

## Owning a Dog as a Wheelchair User | Disabled Travel with Georgina

POSTED ON SEPTEMBER 9, 2021

I'm Georgina from the inclusive wedding and travel site, [Disabled Travel with Georgina](#). I have a six year old rescue dog called Milo and he has brought so much joy to our family; he encourages us to go on walks all together, brings me toys to play with even when my mood is low and generally is wonderful company to cuddle up next to me on the sofa during recovery days for my illnesses!

Being a dog owner is certainly a true joy but there are some things that I had to contemplate due to my disability. For me, my main concern is accessibility during a dog walk since I live close to the beautifully rural Peak District in England so many of our nearby walks include natural terrain barriers such as hills, steps or gravel that I might not be able to go over. We've managed to find some great local walks though to add to our routines. I definitely think that research is your friend before you head to a new area with your furry friend for exploration on wheels to find out about new doggy friendly, accessible places!



It's also key to ensure that your wheelchair is suitable for the terrain that you're choosing to walk your dog over. I would personally prefer smoother surfaces for my non-powered wheelchair, whether I self-propel or not, as a lighter chair weight means bumps and rocks are hard to traverse. My spinal cord pain also means that I really prioritise suspension. A powered wheelchair like the [Leon Sling](#) is far more suitable for longer days since it has four-wheel suspension and a long battery range so you're not left stranded in the middle of a field with nobody but your trusty dog within eyesight! Safety is a really big concern for anyone out dog-walking so it's important to regularly service your chair and avoid unruly conditions such as ice, overly wet weather and deep mud.

BLOG

## Parenting in a Wheelchair | Disabled Travel with Georgina

POSTED ON SEPTEMBER 26, 2021

Although all parents go through similar experiences of nappy rashes, midnight tantrums and sleep deprivation, disabled parents can find that some experiences can be even more challenging until they make the adaptations to suit their lifestyle as a chronically ill parent.

I'm Georgina from the inclusive travel and wedding blog, [Disabled Travel with Georgina](#) and, although I'm not a parent myself, I would love to share some of the tips that I have experienced through peers or through caring for all of my friends' and family's children! I've found that carrying young children in a wheelchair can be problematic, especially when they are wiggly, energetic babies and I am trying to keep my hands free to self-propel my wheelchair! Quite often, utilising a piece of material called a baby sling or carrier that holds the child close to your chest is helpful to keep your hands free whilst also protecting your precious new family member.

When I'm around playful toddlers, I'll want to prioritise a chair that's great for manoeuvrability and one that I can spin around quickly in, changing direction as the changeable little bundle of energy I'm playing with decides to run in a new direction! Personally, I would say that a particularly good chair for using a baby sling or wheeling around after a child would be the [Ergo Live](#) due to its increased manoeuvrability, smaller front casters and the stable design with adjustable details.



Being a parent is hard enough but being a parent in a wheelchair brings its own set of challenges.



## 康揚的產品如何協助用戶的生活



Martyn



Eboni



Jack & Aaron



Jonathan

# 內部企業文化的落實





We are in the **people business** serving wheelchair,  
not in the wheelchair business serving people.







**karma**