Senao International Co., LTD. – One Stop Service

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Case

The Background of Senao International Co., LTD.

Senao International was founded in May 1979 and listed in May 2001. Its current value is TWD$2.23 billion. Business operations are comprised of wireless communication and mobile communication. Wireless communication includes exporting products manufactured by Senao International such as PLAM (Private Local Area Mobile phone), WPABX (Wireless Private Automatic Branch Exchange) and WLAN (Wireless Local Area Network). Mobile communication involves acting as a purchase agent for multiple worldwide mobile phone manufacturers such as Nokia, Motorola and Sony Ericsson. Senao International is also an agent for the mobile numbers of Chunghwa Telecom.

Senao International is authorized by its associated manufacturers to provide customer service and troubleshooting to consumers, and has established customer-service centers in Taiwan. These centers provide maintenance, warranties and consulting services. Senao International also cooperates with third-party logistics partners to improve service efficiency.

The Mobile Phone Industry in Taiwan

The major mobile phone distributors in Taiwan include Senao International, Synnex, Arcoa and AURORA. The three major telecom operators in Taiwan are Chunghwa Telecom, Taiwan Mobile and FETnet. Most mobile phone distributors cooperate with only one telecom operator. For example, Senao International interacts only with Chunghwa Telecom, while Synnex interacts only with Taiwan Mobile. In the past, mobile phone manufacturers combined telecom services with mobile phones

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