

# Schrödinger Audio

## Company Profile

Schrödinger Audio is the brand name for Confield Technology Limited.

[www.schrodinger.hk](http://www.schrodinger.hk)

[www.confield.hk](http://www.confield.hk)

# Introduction

**Schrödinger**, the **Hong Kong Audio brand name** owned by Confield Technology Limited, has been focused in design, development, production and sale of various types of **Audio Products** such as Vacuum Tube Amplifier, Noise Cancellation Headphones, Loudspeakers, Bluetooth Speaker, Headphones Amplifiers, Phono, HiFi and Nixie Tube Clock as well.

Schrödinger have its audio Manufacturing Plant in Shenzhen, Guangdong, one of the first Special Economic Zones in China. Its quality production premises is equipped with advanced testing and production apparatus for designing and manufacturing products in compliance with all the stringent ISO and customers requirements.

Schrödinger aims to be more efficient and committed to providing high quality of Audio Products to its customer through in-house design, manufacturing, and quality control. By constantly upgrading itself, the company makes its possible for tracking of latest technology development. For example in 2013 Schrödinger successfully applies the **Active Noise Cancellation Technology** to its audio products.

The company will never stop raising its customer satisfaction level by improving design, technology and quality of products, and through making closer customer relation.

# Vision

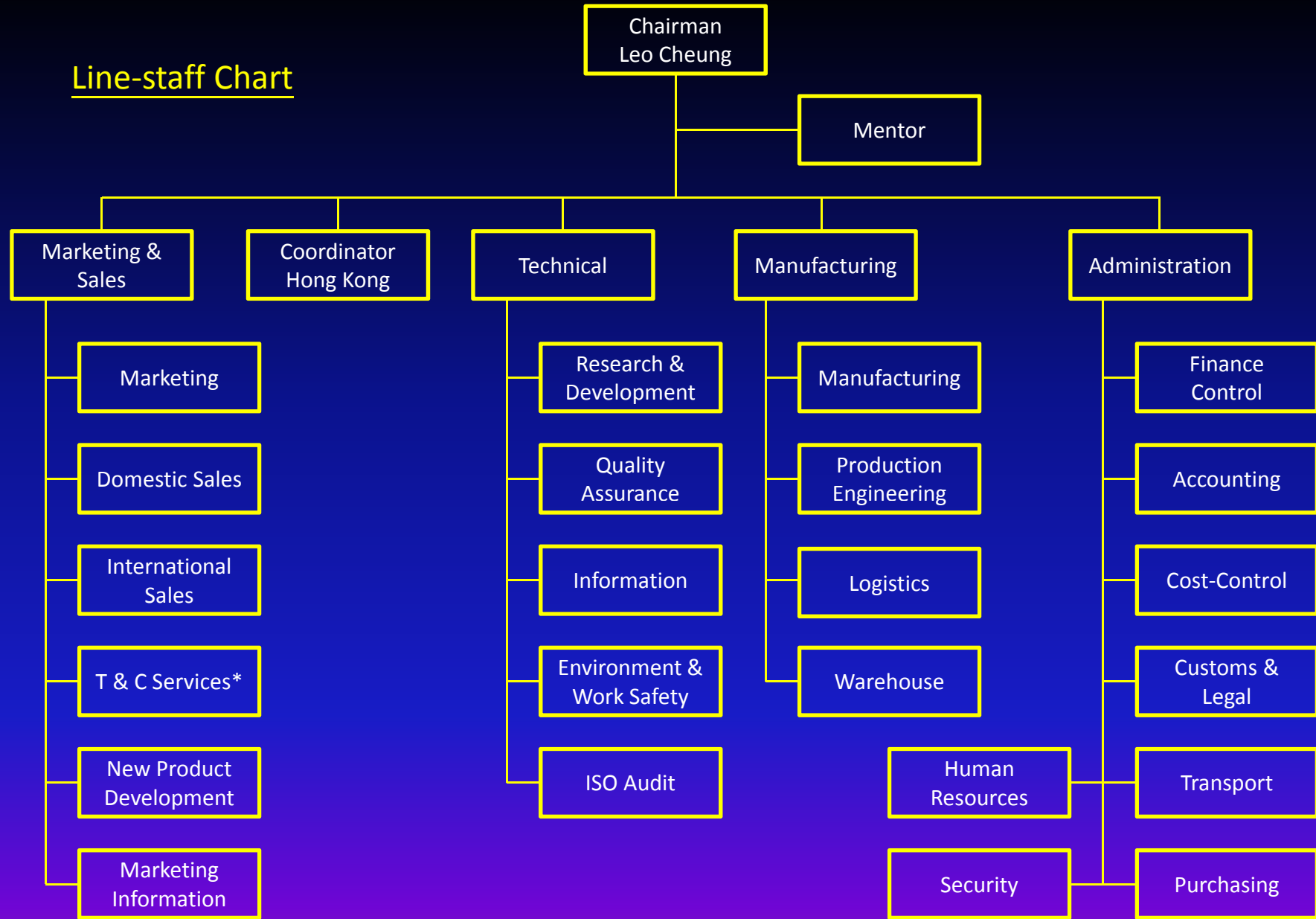
Be the right partner to provide total  
Audio and Consumer Electronics  
solutions for OEM/ODM and services.

# Mission

We are committed to achieving sustainable business growth through:

- Building strategic business partnership and creating values for all stakeholders
- Continuously improving our competence, streamlining our system and processes to offer Outstanding Services and obtain Upmost Satisfaction
- Offering strategic-focused environment to encourage and maintain Commitment, Learning & Development, Excellence and Satisfaction

# Line-staff Chart



\* Trading and Customer Services

# Business Model

## Create Value:

Meeting customer's specific needs.  
Solving customer's problems.  
Giving sellable products and solutions.

## Deliver Value:

### Satisfaction

Price (Cost-effectiveness)  
Quality  
On-Time-Delivery  
Technology

### Trust & Confidence

Customer-Relation  
Supports

## Capture Value:

Leverage the Partnership to Grow.  
Continuous Improvement of Productivity to increase cost-effectiveness.

# Revisiting Our Elements

## Operation:

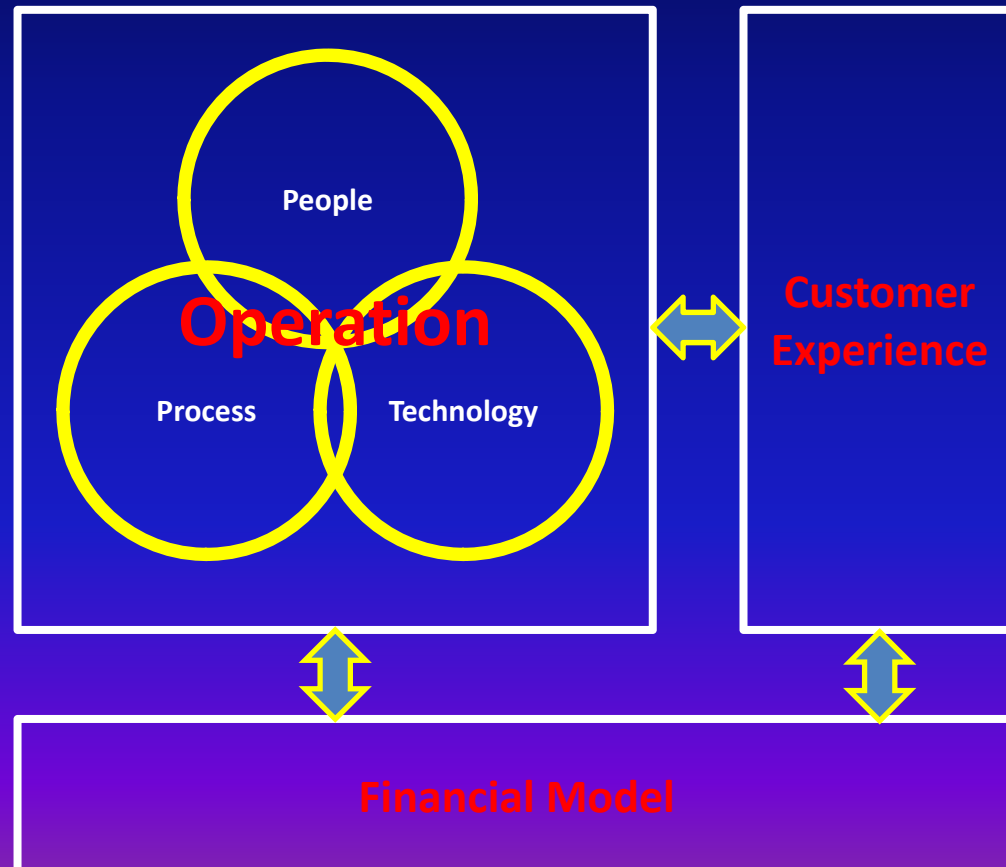
People  
Process  
Technology

## Financial:

Revenue  
Pricing  
Costs  
Capital

## Customer:

Expectations  
Target  
Segment  
Satisfaction  
Needs



# Corporate Goals

Obtain Sustainable Growth

Maintain Positive Profit-Cost Ratio

Achieve Better Comparative Advantages

Widen Market Coverage

Offer More Product Selection

Conduct Continuous Improvement

Increase Productivity



# Corporate Strategies

Growth Strategy

Productivity Strategy

Differentiation Strategy

Activity Based Costing Strategy

# Strategy-Focused Company

## Financial Perspective

Revenue

Productivity

## Customer Perspective

Satisfaction

Partnership

## Internal Perspective

Excel Operations

Cost-effectiveness

## Learning and Growth Perspective

Proficiency Training

Carrier Ladder