

Forsa Enterprises Co., Ltd.

Shock absorbers for motorcycles, ATVs, and special vehicles

Established in 1987, Forsa Enterprises Co., Ltd. specializes in the production of shock absorbers for motorcycles and special vehicles in both the aftermarket (AM) replacement and OEM (original equipment manufacturing) markets.

The company supplies a full range of shock-absorber products--over 4,000 types in all--making it one of the world's most comprehensive suppliers of its kind. Only a few rivals can compete with Forsa's production model of small-batch, large-variety production, the company claims.

Forsa emphasizes that its business is based on the concepts of honesty, trust, diligence, frugality, and the pursuit of perfection. In this regard, it has been improving itself constantly and working to develop new models at the lowest cost.

The manufacturer moved to its present factory site in Tainan, southern Taiwan, in 1997, and ever since has continuously added inspection equipment and computerized numeric control (CNC) machines to ensure product quality. All the shock absorbers that Forsa manufactures comply with ISO9001 SGS quality certification, which is reviewed every half-year.

The company exports its shock absorbers to over 50 countries, with most shipments going to the U.S., Japan, and Europe. In the face of the low-cost challenge from mainland Chinese manufacturers, Forsa's strategy of focusing on high-margin products has helped it successfully differentiate itself from its Chinese rivals in target markets.



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