

Fengshan Buddhist Utensils

The Buddhist Culture Distribution Center and Furniture Street on the Web



Typing “Kaohsiung Buddhist Utensils and Furniture” on a search page results in a myriad of articles describing an old street and the stories of 10 shops located on this street. The Project of Bridging the Digital Divide of the SME run by the Ministry of Economic Affairs enabled the history and cultural background of San Ming Road in Fengshan City to be featured on the web, and allows the youths of Taiwan to become familiar with this street from the angle of religious culture.

With the aid of the Project of Bridging the Digital Divide of the SME the street's dream of solving their difficulties was faced. The community has reinvented itself while stressing awareness of the past, and shops on the street now have survival space. Members are jointly developing marketing opportunities on the web that are geared towards especially attracting the attention of young people. Educational classes that train members to strengthen their e-commerce abilities are available to all shops on the street. With the

advancement of e-commerce, ten members have already taken their first steps, and have heavily promoted the charms of this old street on the web.

Lu Chien Hsin says frankly that when the group took their first steps into e-commerce, the difficulty faced was to overcome obstacles of individual prejudices and fears. He says that it was necessary to do a lot of communicating because the web was unfamiliar to many older shop owners. Finally everyone agreed to take their first steps on the road to e-commerce after attending basic computer training courses offered by the counseling team.

Under the counseling provided by SME digital counseling team, in addition to setting up a successful website, the group has posted stories that tell of the historical development of the furniture street. As all of the participating members are manufacturers that produce Buddhist furniture they created a “Buddhist school” on the web to teach traditional customs, and allow visitors

to gain clear ideas about Buddhism. Customers accessing the community website can surf e-catalogs first and then make online orders. They can also access historical information of these 10 old famous shops, and then go to the shops to buy products. The Da Shin Buddhist Utensils shop was established over 40 years ago, and is looked after





by a big temple. After visiting the temple many people then enter this old store. The Da Cheng God Table Buddhist Utensils shop is an old store with a history of 30 years. Its business items include god tables, Buddhist cabinets, historical tablet carvings, and Buddhist idols.

“Ruei Cheng Buddhist Utensils” uses glazed writing paper as a main material of production, and is utilized for drawing images of the Buddha. This is the biggest item sold by Ruo Cheng. Fu Chun Buddhist Utensils sells several products made from Taiwan junipers. Da Ji Buddhist Utensils was established over 70 years ago, and has been managed by three generations. It mainly focuses on delicate handmade embroidery, and Buddhist idols made of wood.

Da Li Buddhist Utensils was established in 1960, and has experienced the ups and downs of Buddhism. The owner’s passion has allowed this old store to continue to exist, and has maintained an excellent reputation. Ho Yi Buddhist Utensils is the youngest of the shops, but still has a history of twenty years. Kuan Mei Buddhist and Buddhist Art, both of which are more than twenty years old, mainly produce Buddhist idol carvings and delicate handmade embroidery.

Lu Chien Hsin, the leader of this community, states that the participating members are all masters in this industry. It goes without saying that their skills and professionalism are excellent. Previously their marketing skills had not caught up with the times, which caused a business crisis. But now, with the introduction of e-commerce, these

traditional stores have gained additional marketing channels. Customers can presently have easy online access to store information and take a look at products before making a visit to the stores. No matter whether customers make online purchase, or visit the shops after accessing the website, it is a win-win situation for both store owners and customers.



e-Community basic profile

- * Name: Fengshan Buddhist Utensils
- * Participating Number: 10
- * Business Types: Buddhist Utensils Retail
- * Website: <http://高雄佛具家具.tw>
- * Counseling Team: KCA