

Company Description: Hamburg



Introduction

Bike Manufacturing Company is, today, a leader in the OEM and ODM production of sophisticated bicycles, and the state of the art electric bicycles.

Long experience, extensive research, demanding customers, and a sophisticated management team combine with a company culture of enthusiasm and participation in cycling culture and activities that has caused Fairly to become not only one of the most reputable and value added OEM / ODM companies, but has also resulted in many people describing Fairly as the best for high end, technical, and complex bicycle or electric bike production.

The senior managers and sales team of Fairly, educated in Taiwan, USA, and Japan, are multi-lingual, and have spent much of their life in the USA and EU, helping them to be expert in cross cultural communication, and in understanding the requirements of the different markets.

The production teams are similarly sophisticated in the use, requirements and technology of the products needed by the various markets.

Fairly is one of the top 5 Taiwanese OEMs, with production in Taipei, Taiwan, and in Longkou, China. Read what industry product development veteran, Mike Fritz, has to say about working with Fairly Bike.

Fairly regards every product, every model, every detail, every date, and every promise as important and critical to the success of Fairly's customers - and thus to Fairly.

Customer service starts with being careful to understand the exact needs of the customer. This requires precise communication of concepts and details, and accurate translation and execution. Good questions, careful attention to the answers, and a willingness to check, recheck, and confirm.

Good communications and serious attention to reports of problems or complaints is a company core behavior. All senior staff answers their mobile phone (in several languages) 24 hours a day. (Really!)

The QC and Production teams work diligently to prevent problems and accurately build the intended products consistently.

The nature of manufacturing is that there will, on occasion, be problems. Normally these problems are small, and can be corrected, but when they happen, it is Fairly's practice to act as quickly as a solution can be created and implemented. This has included sending the President of the Company to change stems in a customer's warehouse in the USA!

Perhaps more typically, engineering, technical, R&D staff will do whatever is possible to remedy problems - and prevent a repeat in the future.