

競爭優勢之個案研究-以DLP Projector 廠商C 公司為例

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摘要

ABSTRACT

From the industrial information, we can understand that the local manufacturers who want to subsist in Taiwan must adjust oneself from labor-intensive OEM business to knowledge-intensive ODM one. Just with that way, the companies can greatly transcend the competitors in the sunrise nations and keep establishing his own niche. The central concept of the so-called knowledge-intensive are R&D capability. Then this research will explore C company's competition strategy localization and company livelihood core competitiveness. Under this research, 1st of all, I will explore the differentiation factors from technology perspective, then I will analyze the market trend, and the characteristic of this market ; furthermore, I will use Poter' s " analysis-of-five-forces' ' method to analyze the Projector' s industrial environment, sort out the " KeySuccess Factor ' ' .Next step, analyze the case study company-C company by " SOWT Matrix' ' to find out their competitive advantage and core competence, then study how they can get the advantage, what kind of strategy they use.

關鍵字：Competition Strategy, Core Competitiveness, SOWT Matrix,