

木雕產業轉型觀光工廠競爭策略之研究-以y箱寶為例

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摘要

This study hopes to discuss how a declined traditional industry transformed into one of the most competitive tourism factories from analysis on conventional woodcarving industry and case corporate. This study analyzes external environment and grasps the competing situation through five forces analysis, conclude opportunities and threats of competing environment, analyzes the internal environment and actions of value chain in the corporate, and investigate managing problems encountered currently to understand the advantages and inferiorities within the corporate. And establish competitive strategy for the corporate for use in the industry of tourism factory through SWOT analysis and TOWS matrix matching analysis in hope of proposing a managerial strategy helpful to the sustainability of the woodcarving industry.

關鍵字：Woodcarving Industry, Tourism factory, Competitive strategy, Five forces analysis, SWOT analysis