

# 台灣筆記型電腦代工產業市場結構、廠商行為與經營績效之研究

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## 摘要

Taiwan is an island country, which seriously lacks of natural resources. It must have rely on other particularly prominent industries in order to survive. For a long time our country has considerable experiences in research and development technology, the notebook industry of the foundry technology is the object of national computer vendors, which occupies an important position in the worldwide notebook OEM industry. But in recent years, sales of notebook market gradually Tablet PC to carve up, so this study is to explore the notebook OEM industry market structure, firm's marketing behavior and operating performance of notebook OEM industry.

The main purpose of this paper is to explore the development of Taiwan's notebook industry which affects the status of industrial economics by using the Mason-Bain's "structure - conduct - performance" theory (Structure-Conduct-Performance, SCP), which analyzes firms' market structure, marketing behavior and operating performance, and their role-players of four concentration ratio (Four-firm Concentration Ratio, CR4) and Hayes indicator (Herfindahl-Hirschman Index, HHI) as a measure of market concentration rate of target market. Part of the SWOT analysis of companies will be conducted, which explores the manufacturers' competitively operating strategy in this industry. Another financial indicators has been commonly used in measuring the industry's performance in order to explore the operating conditions of Taiwan notebook industry.

關鍵字：Notebook、Structure-Conduct-Performance、Market concentration