

以資料包絡分析法(DEA)分析陶瓷製釉公司之經營績效

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摘要

Recent years, the competitions of GLAZE Ceramic firms has been getting serious competition, because of firms' transfer, the change of consumer behaviors, and revenue reducing. Thus, in this study, we explore a series of why the business performance is getting down and how to find the new way for the Ceramic Glaze Corporation out and pull all competitive up. In this study, in practice, the effeciencied analysis and the difference variable are fairly different among headquarter, branches and sales points. Those data appear the various situations of mass production, due to the fact that the product should add value added of each products per unit, yield rate and ratio of contribution of applied functions. The researcher use the (DEA) tool to analysis the dada among a plenty of valuable indexes, furthermore, the final results would offer a good suggest for those who to improve their research , production , marketing and overall business performance.

關鍵字：DEA Method, Effectives Analysis, and Business Performance