

# 台灣中小型IC設計公司之競爭策略-以個案D公司為例

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## 摘要

Looking ahead, IEK ITIS believes that the global IC design future is brilliant. And, Taiwan's IC design industry is cautiously optimistic. However, most Taiwan IC design companies are small and medium scale. Nowadays, IC design industry structure is moving into the trend of the bigger the stronger. In confront with this trend, small and medium sized IC design companies are less in resources, product integrities and competitive advantages, comparing with bigger IC design companies. Moreover, as facing the growth of China IC design industry and the tremendous pressure of it, Taiwan small and medium IC design companies must know how to make good use of their advantages to overcome this difficult circumstances and find out the best development plan and market position. It is the key for future Taiwan small and medium IC design company to have the chance to grow stably and win sustainable development.

This paper aims to explore how the IC design companies in Taiwan face competition in the market and define strategy. Currently, networking chip group of IC design industry is still in the center of attention. This study uses small and medium networking IC design D-company as a case study to analyze this company's internal operating status and operational issues to summarize the strengths and weaknesses. Besides, through the analysis of overall external environment, five forces analysis, to come up with the opportunities and threats. By using the SWOT analysis and TOWS matrix matching, the report will sort out this company's competitive strategies. In this way, we could provide reference management strategies for small and medium sized IC design companies in Taiwan.

關鍵字：IC Design、Five Forces、SWOT、TOWS