

# 雜糧小包裝企業經營策略之研究-以S食品為個案

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## 摘要

Grain crops possesses nutrition abundant, Medicine eat and use, Safety sanitation wait for feature, Nutritional value high, Is modern health care food source. Along withs people level of living 's enhance, Domestic is to high quality grain crops' requirement increase, Grain crops' medicine eat and use function also ingratiate general consumer 's health need, Grain crops' domestic and abroad market demand will continual increase, Grain crops industry will welcome new develop turning point.

Textual researches means as document analysis, Deeply interview law, Ins view of domestic compare a representative grain crops small wrapping leader brand do for research principal axis, By means of by department internal and exterior affairs environmental analysis advantage inferior position chance threat, Develops come out SWOT analysis, Again proceed Ansoff Grows up matrix with suggestion. Discusses should enterprise how combine inside source and tactic exertion, As creates competition advantage but go on keep one's feet bibcock position, Hopes this research can supply a lot of face run difficulty's tradition medium and small enterprises reference, Makes they can because should change 's run environment, Does break through run difficulty again create another a wave achievement growth!

Research reach: ( 1) Benefits base market's management, Avoids competition, Takes the lead as small wrapping's grain crops grain with grain crops powder kind of product, Avoids business use market, Cut-ins family-use market; ( 2) Many brand diversify 's product family, Satisfies different quality with pricing requirement 's consumer. ( 3) Accesses integrate of run mode, At grocery, Fresh supermarket, Measures sell wait for access run many year, Has highest market share and pave goods rate; ( 4) Accesses relation best with access scale wider advantage, Fils lup high compete article come into standard, Consumer each sells look get buy get

's convenience sex.

關鍵字：Grain crops, Grain crops industry, Benefits base market, SWOT, Ansoff grows up matrix