

台商物流系統整合業者立足大陸市場之關鍵成功因素的探討-以M公司為例

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摘要

The logistics market has been approach to saturation in Taiwan, but in China, the logistics market will gradually rise, if we can successfully integrate resources and strengthen human resources training, then Will be footing of the China' s logistics market. And the China' s government is actively promoting the modernization of logistics, in view of Taiwan and the world of logistics integrators who have great business opportunities and opportunities to enter the China' s market.

This study was to investigate the Taiwanese logistics integrators of the key success factors to the company as a case study of M Company and interviews with three senior managerial staff, the results of interviews by the following conclusions:

一、M Company ten key success factors : 1. culture into the high ; 2. Improve the customer value; 3. have a good staff education and professional job training ; 4. operating system planning standards and consistency; 5. with innovative logistics management technology ; 6. professional service integration; 7. with capacity of IT technology; 8. enterprises a high degree of concentration on the market; 9. providing value-added services to customers; 10. have a good experience in the development of international logistics and import.

二、Between different industries, that logistics integrators choose which of the key factors :

(一) Drug store industry : 1. companies has successful cases; 2. good reputation of company market; 3. well ability to integrate business flow system; 4. cost considerations; 5. well ability to integrate logistics equipment

(二) Book Industry : 1. companies has successful cases; 2. good reputation of company market; 3. well ability to integrate business flow system; 4. well build the quality; 5. well interpersonal relationships in the

market.

三、The same industries, that logistics integrators choose which of the key factors between Taiwan and China :

關鍵字：logistic