URN etd-0407109-183718-1450
Author Kung-Fu Chou
Author's Email Address No Public.
Statistics This thesis had been viewed 51 times. Download 31 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Competitive Strategies of Freeway Intercity Bus Industry for the Operation of Taiwan High Speed Rail
Date of Defense 0000-00-00
Page Count 141
Keyword
Freeway intercity bus industry
Taiwan High Speed Rail
Competitive Strategy
SWOT Analysis
Grey Analytical Hierarchy Process

Abstract
The major purpose of this paper is to set up the competitive strategies of freeway intercity bus industry and rank their priorities for coping with the competition of Taiwan High Speed Rail. Firstly, we analyzed the development trend of domestic transportation industry based on the secondary data and the questionnaire data investigated by experts. Then, we found its advantages, weaknesses, opportunities and threats by the internal and external environment analysis of freeway intercity bus industry. Moreover, we planned its competitive strategies and alternatives by SWOT method in order to cope with the competition of Taiwan High Speed Rail in the future. Finally, we ranked the priorities of competitive strategies and alternatives by using the Grey Analytical Hierarchy Process (GAHP).
The analyzed results reveal that the most important goal for the freeway intercity bus industry is to serve the safe and comfortable transportation service, and maintain its sustainable development. In addition, we proposed four competitive strategies and seventeen alternatives by SWOT analysis. The priority of four competitive strategies is to improve the business image, to improve the operation environment, to plan the effective marketing strategies and to develop the potential market. And the priority of five important alternatives among seventeen strategic alternatives are to improve the safety of transportation and guarantee the rights of passengers, to serve the specialized and humanized service, to adopt the market segmentation, to set up the large-scale transshipment center of highway bus and to integrate different sources of operation information of the freeway intercity bus industry.
For the freeway intercity bus industry, the studied results in this paper will be helpful to formulate competitive strategies to cope with the competition of Taiwan High Speed Rail. In addition, they are also beneficial for government to make policies to improve the performance and maintain its sustainable development of freeway intercity bus industry.
Advisory Committee Jung-Hsiang Yen - advisor

Files etd-0407109-183718-1450-001.pdf

indicate access worldwide

Date of Submission 0000-00-00