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Abstract
Biotechnology is widely recognized as one of the high-tech industrials that with tremendously growth potential. It is also under the impression that will be the most influential technologies affecting our daily life in the near future. In Taiwan, biotechnology industry is listed as one of the “ two trillions & twin stars industries development plans” in an attempt to position it to be the next advantageous industry. By doing so, the veterinary medicine industry also gains government’s attention.
After Taiwan joined WTO in 2005, the domestic veterinary medicine market is approximately equally shared by import and domestic veterinary medicines. However under increasingly market competition pressure, the local industry is facing many problems, such as the limited domestic market size, the capability to explore foreign market, the supplying of active pharmaceutical ingredients, the wide variety of products, small production volume, as well as lacking of product innovation and R&D capacity. In addition, after Taiwan became a member of WTO, the import tariffs are lower, the cost of imported medicines is reduced as well results the existing heavily competition in-between domestic and import products becomes further severely. Therefore, within this rigorous and highly competitive environment, veterinary medicine companies, though with the strong governmental support, how to develop and build-up their own competitive strengths are critical for running successful business in Taiwan. Through field and reference studies as well as market analysis, three development strategies that could recommend to locals gaining their competitiveness are identified for this study and they are as follows,
(1) To understand Taiwan veterinary medicine industry present status, technology movement, and future development trends.
(2) To study current situation of Taiwan veterinary medicine industry market competitiveness and local expertise.
(3) To study domestic veterinary medicine manufacturers how to develop targeting strategic configuration and expand valuable network.
Applying China Chemical & Pharmaceutical’s (CCPC) veterinary medicine business as an example, after empirical SWOT analysis, this study suggests CCPC can establish competitive advantages by two approaches: (1) Increasing the operating rate of Tainan plant’s production line and enhancing industrial strategic alliances. (2) Grasping the focal market by exploring the middle and top customers.

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