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Abstract
Since Taiwan’s enterprise joining WTO, local enterprises encountered global competition and challenge on new management model, the problem on this issue has changed from ’one-to-one’ local business model to ‘multiple-to-multiple’ network style operation model co-working with supply chain. Furthermore, the fast improving technology is making product life cycle shorten; enterprises have to provide customers the most products information all the time in order to meet rapidly changing market demand. Enterprises should take the best timing to enter the market, and choose the best business model with optimized benefit, and lead the members in this supply chain to the same target. At the same time, all members in this supply chain could benefit by the rapid response to the market.
In this way, the relationship among these co-working members will be a win-win partnership instead of being against with each other’s profit. The cooperation among this supply-chain system also results in some effects such as co-working for cooperation strategy, changing the organization structure, identifying the value of enterprise culture, redefining the operating process , and so on. Of course, all the enterprises wish to find ways to keep and consolidate their dominate position under this competitive environment. But the solo-working is no longer the trend. We can see the production-oriented or marketing-oriented business model is out of fashion. The main stream will be competition among supply chains which is based on customer-oriented concept.
Textile industry has been important for people’s daily necessity. While the taiwan local factories are moving abroad, the business model becomes different from original one. A lot of enterprises setup their logistic center in taiwan and locally deal with orders, product-design as well as procurement, but manafacture products in global factories, and then transport products by world-wide operation. From marketing to production, we can see it is a really complicated operation that it is difficult to dominate the whole domain by an ordinary company. It is definitely necessary to take usage of cyber tools to manage the information within the supply chain system. The content of this research is to focus on studying the successful critical factors of supply chain management among the industry domain. Through the study and interview with related experts, we might conclude these factors from another point of view and discuss the influence of implementing supply chain management.
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