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Author Sara Hueng
Author's Email Address No Public.
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Abstract
The abstract this research objective in discusses the relation of each other in new product launch strategy , also the decision-making of strategical launch and tactical launch to influence the new product launch achievements.

Formerly studied which was taking out several elements from launch strategy to research the achievements of new launch. But there are two stages of launch strategy, the first stage is the strategical decision-making, it equates to what is the launch, where it will launch, when it will launch and why it will launch. The second stage is the tactical decision-making, which means how to launch. But the research in the past lacked the complete structure of launch strategy, therefore this research will discuss from the complete new product launch strategy, both from the strategical decision-making and the tactical decision-making to relate, and also uses both to unify, to discuss the influence on the achievements of new launch.

Through the related literature discussion, to construct this research's structure, discusses the relevance of the new product launch strategy, to confirm the influence in the new launch achievements.

This research is through by the questionnaire survey to obtain the result:

1. The relation between each other of new product launch strategies, one part is tenable, one part is untenable.
2. The factors of the strategy decision-making for new launch have the partial influence to the achievements of new launch.
3. The factors of the tactical decision-making for new launch have the partial influence to the achievements of new launch.
4. The influence of the strategical decision-making and the tactical decision-making on new launch achievements, the target market and the leadership & innovation will bring the influence on it.

By the result of this research, can be found out that when make the new launch strategy plan, should emphasize on the strategy of the target market and the employment of leadership & innovation.

The new product development, through the fine market division, should choose one or several division markets to be the target market; and also choose the most leading market's timing, that will have the positive influence to the new product launch achievement; it also will bring the performance in the finance and the market share and so on.

Key words: new product launch strategy, new product launch performence

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