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Abstract
The study purports to understand the current development of Taiwan rectifier diode industry and its future while exploring which competitive strategy they should figure out to cope with critical techniques grasped by international big manufacturers and to deal with the pressure from low price competition in market among small-sized manufacturers in China. The first of all on this study, related reference was discussed to be a theoretical basis of the study. Information was collected about production capacity of Taiwan rectifier diode makers, market supply and demand, and market opportunity; it was then analyzed. The researcher compared his experience and perspective on the industry, and analyzed the competition. Later, the study found out the strength, weakness, opportunity and treat that the rectifier diode makers in Taiwan have. Expert questionnaire was used to identify Porter’s five forces analysis mode and each element in four quadrants of SWOT analysis in order to conduct strategic analysis and planning.
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