URN etd-0407109-183714-1129
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Statistics This thesis had been viewed 38 times. Download 85 times.
Department
Year 2004
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Study of the Key Success Factor for Plastic Mold Industry in Taiwan
Date of Defense 0000-00-00
Page Count 0

Keyword
Five forces model
Core competitiveness
Key successful factor
Plastic mold industry

Abstract
Incorporating with " Five forces model ", " Core competitiveness ", and "Key successful factor", the research refers the relevant theories of discussion and information of the experts and scholars and regards "the plastic mould industry " as study target population. And utilize statistical methods to extract the key successful factor of the plastic mould industry of Taiwan. The results of study are as follows:
1. This research structure include "five forces model", "core competitiveness", "key successful factor ", and there have significant influence to the plastic mould of Taiwan.
(1) Extraction of "Five forces model construct" has "service ability", "development and price negotiation", and "substitute benefit ".
(2) Extraction of "Core competitiveness construct" has "low price and robust quality", "low price and technological development", "products value" and "large-scale production and product development ".
(3) Extraction of "Key successful factor construct" has "products quality and customer driven", " government policy consideration", "ability of development and integration", and "culture background and management driven".
2. "Five forces model construct" and "Core competitiveness construct", and " Five forces model construct" and "Key successful factor construct" are apparent existing relevantly between each other.
3. The results show that the top five of the importance of the factor to influence the plastic mold industry of Taiwan will include "Human resource and ability", "ability of innovation and development", "ability of design and integration", "ability of quality control", and "quality and good rate advantage".
Advisory Committee Lai Min-Tsai - advisor

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Date of Submission 0000-00-00