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Abstract
At present global TFT-LCD front-panel and LCD-TV are important markets for each manufacturer's development. However, Korea, Taiwan, China and Japan are the nations of the LCD front-panel manufacturing, but with the different strategies, the opposite strategies layouts are also different.
To the future, along with layout globalization. Taiwan must expand more factories and gather more investments, and the big size TFT-LCD manufacturers have controlled the purchase rights of the key components in domestic, in all aspects displaying the Taiwanese LCD integrity of up and down supply chain layout, especially, CMO has announced the professional area in the south section; and AUO has the strategic layouts of the chain components in the upper stream. In competitons with Japan and Korea, how to use the strategic mode, the manufacturers in Taiwan must have the necessary counterplans and the information of the related industries.
The method of this research is institute adopts which is a case study method, the research scope is the high-tech industries of TFT-LCD and the most competing industries of front-panel and the module manufactories of the most vigorous large TFT-LCD in Taiwan, as main five greatest front-panel manufacturers in Taiwan：AUO、CMO、CPT、Hannstar、QDI.
But this research puts the main analytical point on the company of completed industry chain, like CMO and AUO.
To inquire into the up to down industry chain of CMO and AUO TFT-LCD, and make use of the Porter's five power analysis and the SWOT analysis to carry on the thorough study, then to understand the competitive advantage of its company, hope to understand through the research in addition to controlling the upper stream key components, then to control the thoroughfare and brand of the downstream, draft the strategy, to enhance the inner part and the exterior resource of the company namely the competitive advantage, then to control the predominant power of the front-panel size specification establishment.
Through this research, I expect the manufacturers of TFT-LCD in Taiwan can understand advantages and weakness of these two greatest manufacturers in the front-panel, and provide the manufacturer with the industry information.
Comprehensive above-mentioned origin the research purpose is：
1. Explain the present industry trend and future trend of the TFT-LCD in Taiwan.

2. Analyze the strategy fixed position and competitive advantage of CMO and AUO in the TFT-LCD industry.
3. Provide the manufacturers in Taiwan the references of perpendicular integration.
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