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Abstract
According to industry reports from Ministry of Economic Affairs, the development of chain store industry in American and Europe are 60%. All of the statements indicate the potentiality and expansibility of chain store industry in Taiwan are strong.

Although the chain industries are developing and the chain stores in Taiwan are strong, it is hard to avoid critical competition when facing global depression, over expansion and new competitors. How and what factors should be concentrated on are the issue the industries must know. That's also the key issue we discussed.

Our Research focus on finding out the key success factors on chain store industries and review the factors to probe whether there are significant differences between them. We choose hypermarket, convenience store and fast food restaurant as our research objectives. Questionnaires were issued to gather first data, following that we applied statistical methods including multi-regression and MANOVA and we acquired six key success factors in chain store industry as follows:

1. The entire predominance of headquarters in marketing and purchasing.
2. The headquarters heave and ensure the service quality through the sound management to suppliers and employees.
3. The information control and innovation capability of headquarters in Market.
4. Equipment in Branches arrange with 4-p in marketing.
5. Employee authorization and stimulation system in Branches
6. Attach great importance to the communication between employees and customers.

Moreover, through further study we also find three interactions between these factors as list:

1. 『The information control and innovation capability of headquarters in Market. 』 is significant connected with 『turnover』 and 『external achievement index』 .
2. 『The number of employees 』 is significant connected with 『Equipment in Branches arrange with 4-p in marketing.』 and 『external achievement index』 .
3. 『The information control and innovation capability of headquarters in Market. 』 is excellent to explain and predict 『external achievement index』
Advisory Committee Fenghueih Huarng - advisor

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