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Abstract
ABSTRACT
Owing to the influence of changes of the educational environment like the abolishment of the Joint Entrance Examination, the diverse entrance, Grade 1~9, the economic recession, and the decline of birth rate in a recent decade, the private senior high schools in Taiwan have been alert to the difficulty in enrolling new students. In order to increase one's own competitiveness, schools provide a variety of methods by strengthening internal management and improving teaching quality.
The motivation of the study is to explore the awareness of the competition strategies for administrators at private senior high school in order to develop the better decision-making models which school leaders would like to adopt.
This study selects the private Kang-Ming Senior High School which has made achievement of recruiting students as the target. By means of the profound interviews with the principal and the recruiting team of the school, I tried to understand the possible recruiting methods and tactics of the private senior high school at present. Through the self-made questionnaire, moreover, I would also like to explore the information sources and inducements of how K-9 students choose their favorite senior high schools to attend. The information of both lines by contrasting and analyzing these materials can be provided as reference for the private senior high schools to set up recruiting strategies and as suggestions for the government.
According to the analysis from the study, we have the following conclusions:.
For the private senior high schools:
The recruiting objects should take the students at local junior high schools as the priority, so as to match the desires of parents, students, and the local education authority.
The influence of parents should be added into one of the recruiting tactics because they are the main information provider to influence students' decision for schools.
The private senior high schools should pay attention on the competition stress and the development of competition strategies for the purpose of forever management.
For the local education authority:
The various grades of tuition fees according to the different distances Conciliating to increase and

popularize the scholarship for encouraging students to “enter the nearby”, and to achieve the policy of becoming the community.
Keywords: Competition strategy, Marketing strategy, SWOT, Private senior high school.
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