ABSTRACT
When the company set competitive strategy, in addition to proactive addition there competitors to introduce competitors introduce
competitive action when offensive and defensive operations, but this series of offensive and defensive behavior is a dynamic process,
and the existing competitive strategy model can not fully express it. The dynamic competitive views in this study is different from the
traditional competitive strategy and Professor Chen, M. J., et al., and the study initial sorted out use systems thinking in the instant
noodle industry complex dynamic. Exploratory explore of instant noodles industry's competitive strategy. Instant noodle industry in
Taiwan has developed, Through interviews with company executives and case data collection, Case study found that when the
company set competitive strategy policy, there will be a series of strategic actions. These strategic actions, because consumer are very
aware the prices. So the company avoids the use of price-cutting strategy, do not enter the vicious competition intercompany. The
new products to market activities and product promotion is to increase the difficulty of imitation. Appear times delay, effective
competitive advantage and effective competitive advantage.

Keywords : Systems Thinking、Competitive Strategy、Dynamic complexity、Strategic action