A Study of Making Use of Market Partnership for Entering International Markets in Bicycle Industry

王隆進、賴其勛
E-mail: 8919330@mail.dyu.edu.tw

ABSTRACT

The research is based on the bicycle industry background factors and secondary data that relate to the bicycle industry. In order to have a design frame, the hypotheses were proposed based on this information. I chose bicycle factories and bicycle part factories that are typical of the bicycle industry to process the case study, after interviewing these companies and scrambled up useful data, I developed the following subjects: 1. The product has significant selling points that are easy to motivate the Marketing Corporation; otherwise it will be hard to process this corporation. 2. Environmental uncertainties will cause different corporate motivations on marketing. 3. If there are important resources that factories can use these to depend on each other, it will be easy to process the corporation, this corporate relationship will be kept for a long time. 4. In the corporate relationship on marketing, factories are able to have strategic strengths; these strengths are relative to having strong motivations to enter the international market. When the strategic strengths get stronger, the motivation to enter the international market would be stronger, or the opposite result would occur. 5. When the motivation of marketing the corporation is different, the marketing strategy will be also different.

Keywords: Marketing Corporation, Enter into international market; Bicycle industry; Marketing Corporation

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