ABSTRACT
Magnesium alloy die casting industry of Taiwan begins with 1989, from 1996 to 2000 nearly established in more than 30 companies, invested in more than 200 sets of equipment die casting. Mostly mainly product outer cover of 3C products, Use the most extensive magnesium alloy automobile parts to still seldom keep in touch as for the whole world. So, because the products are excessively centralized, and cause the great competition. This research is through the reviews and studying of relevant literature, Visit the experts and scholars and case study, to study the competition states and management state of integrated environment magnesium alloy die casting industry of Taiwan in recent years. Because of the magnesium alloy die casting industry of Taiwan, are mostly producing products thin shell structure one of 3C mainly. In developing the big-type structure one of the automobile motorcycle spare parts, to it the manufacturing technology ability and equipment does still scarce. Most companies are following his customers, for the consideration of the cost and markets, go to China''''s Mainland to set up the factory successively, in order to supply nearby. And, faced up to China''''s Mainland actively put into the research and development of the magnesium alloy products and the situations of the manufacture ranks, may be seriously influence the development in the future of die casting industry of magnesium alloy in Taiwan. This research used Porter five strength analysis and SWOT analysis, look for the manage problem faced and influence the main factor for the industry competes., as to magnesium alloy die casting industry of Taiwan. And Generalize a conclusion from the competitive strategy type, the factor of key to success, and industry''''s main competitiveness, offer of the industry to manage improved reference, as to magnesium alloy die casting industry of Taiwan. And study the discovery in the question, offer the suggestions of the government and industry''''s development of the magnesium alloy die casting, and to the suggestion studying in the future.

Keywords: Magnesium alloy; Die casting; Competitiveness; Competitive strategy; Key succeeds factor.
中國大陸鎂合金壓鑄產業的發展

台灣鎂合金壓鑄產業 SWOT 分析

優勢 (Strenghts)

劣勢 (Weakness)

機會 (Opportunities)

威脅 (Threats)

第五章 資料整理與研究結果

個案公司簡介

產業競爭的主要因素

上游供應商因素

下游購買者因素

新進入者因素

替代品因素

現有競爭者因素

小結

對台灣鎂合金壓鑄業者之建議

對未來研究之建議

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