

# A case study on relationship of between brand and channel by Co-opetition theory

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## ABSTRACT

The essence of industry market is competition, whereas cooperation is to increase the market competitiveness. To implement cooperation strategy between enterprises is not only an effective pattern for enterprises nowadays to enhance their competitiveness, but also a fast way to improve their overall performance. Performance growth is the most practical purpose for enterprises. Therefore, there is the so-called "cooperation-competition relationship", which is "both competition and cooperation", among cooperation process, value creation, as well as interaction between distributors and brand suppliers. This research mainly examined the relationship pattern between automobile industry distributors and brand suppliers, the impact of strategy selection between channel and brand, and the possible impact on the overall performance. Then it analyzed whether there is the so-called "cooperation-competition relationship" in the results. Conclusions showed that the main emphasis of Cooperation-Competition Theory is cooperation; there is inevitably purpose of competition behind the cooperative strategy, and the existence of competition is to achieve greater cooperation. Whether interaction and management between distributors and brand suppliers can maintain long-term cooperative running and improve the overall performance, the key factor is to select the right cooperation strategy and coordinate with appropriate competition relationship, so that may create the win-win situation.

Keywords : Cooperation-Competition Theory; Channel Strategy; Brand; Performance

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