

# Application of Systems Thinking to Competitive Strategy : A Case Study of WeiLih.

王繹群、羅世輝

E-mail: 343641@mail.dyu.edu.tw

## 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

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