

The Study of the Evaluation Model of the New Products Before the Mass Production Stage-the Case Study of Rape in Rich Li

林豐隆、潘振雄

E-mail: 8301261@mail.dyu.edu.tw

ABSTRACT

The study of the evaluation model of the new products before the mass production stage - The case study of rape in Rich Life Technologies Inc.- All firms in my country understand that research and development (R&D) is a very important in their management function. R&D has a very important influence on the future of the company development. The life time of products and the management environment of the company. For the reason, all firms emphasize R&D step by step to lift up the competition. In order to define R&D, I must collect all the documents from Europe, America and our country, especially the Japanese impellent documents which people ignore. My documents include new-product specification, development motivation, process, decision, evaluation items and methods. According to the order of time, I synthesize this research and get correct concepts of R&D. From the documents and information, the research point of all companies and scholars is to screen new product ideas. Most scholars ignore the evaluation of the new product before mass production stage. They don't formulate the model of evaluation. In this thesis, I finish and implement evaluation items and operations by the case study method. From this case, this model can be operated very smoothly and provide the top management level for decision making. It is a good example of the evaluation model of new product before the mass production stage.

Keywords : Research and development ; project ; Rape ; evaluation model ; ROI

Table of Contents

論文口試委員會審定書 論文摘要 致謝辭 圖表目次 論文 第一章 緒論 1研究背景與動機 2研究目的 3研究對象與範圍 4研究限制 第二章 相關文獻探討 1新產品範圍之界定 2廠商發展新產品之動機 3新產品研究發展活動 4新產品研究發展決策行動 5新產品研究發展評估項目 6新產品研究發展評估方法 第三章 研究方法 1研究性質說明 2研究步驟 3個案研究法 4作業模式說明 第四章 潤生科技公司油菜籽粕研究發展個案分析 1個案公司背景說明 2個案公司研究發展活動分析 3個案公司評估作業模式說明 第五章 油菜籽粕衍生投資計畫分析 1衍生投資經營計畫 2衍生投資計畫可行性分析 3意見及建議 第六章 結論與建議 1本研究的貢獻 2對理論研究與實務應用的建議 3對後續研究的建議 附錄 油菜現況分析 1油菜簡介 2油菜國內外市場 3油菜用途 參考書目 自述

REFERENCES

1. 小澤純雄(1990)研究發展管理策略研討會講義
2. 王美音 揚子江譯 P.F.Drucker" Innovation and Entrepreneurship" "再創企業生機"卓越出版社 民國74年
3. 王志剛譯"行銷學原理"華泰書局71年版
4. 王泉源"研究開發及商品化的理念"77/5 機械工業
5. 王文洋著"企業投資方向規劃與選擇之研究-南亞塑膠公司銅箔基板投資個案分析"華泰書局 81年
6. 王銘塔 譯 飼料學 徐氏基金會
7. 戶真張"廿一世紀新產品 新事業開發策略"豐群基金會"廿一世紀企業革新策略研討講義"(民國79年)
8. 石明炎"投資決策分析"74年版現在管理月刊雜誌社
9. 台灣省政府農林廳.水旱田調整與集團經營 冬季油菜綠肥集團栽培觀摩會"82/1/14 講義
10. 台灣省政府農林廳農業經濟科"台灣農業年報-81年版"
11. 台灣區雜糧發展基金會"雜糧與畜產"81/12第233期
12. 司徒達賢 李仁芳 吳思華 著 "企業概論"台北教育部空中教學委員會74
13. 光正工業股份有限公司"油菜籽先導工廠基本設計"81年細部設計
14. 余朝權"現代行銷管理"五南圖書出版公司80
15. 何雍慶 周逸衡合譯:行銷管理:分析 規劃與控制"第五版 華泰書局 75
16. 呂鴻德"研究發展管理手冊"經濟部科技顧問室印行78
17. 李田樹譯"創新時代的行銷策略"78
18. 林隆儀等合譯Robert D. Hisrich ; Michel P. Peter 原著"新產品行銷策略"清華管理科學圖書中心76
19. 林敏生 編譯"新產品開發"書泉出版社76
20. 林淑英"新產品開發過程之組織互動分析-石化業 資訊業之實證研究"國立中山大學企業管理研究所未出版碩士論文77
21. 周庭銳"新產品導入其行銷策略研究"中原大學企業管理研究所未出版碩士論文79
22. 黃南斗 葉錦堂譯 青柳全"新產品開發實務指南"78臺華工商圖書出版公司
23. 宮春雲"油菜品質改良和分析方法"1980 湖南科學技術出版社
24. 宜大機械股份有限公司"2T/Hr Shrimp Processing Equipment"報價書81/11/26
25. 宜大機械股份有限公司"30T/Hr Flow Chart of Feed Proceeing Equipment"報價書81/11/26
26. 洪平 譯 科學飼料及其配製 徐氏基金會
27. 唐富藏 "企業政策與策略"77大行出版社
28. 唐富藏(1989) "投資計畫評估"華泰書局78
29. 徐氏基金會編輯部"最新產品管理精義"徐氏基金會78
30. 徐亨崑"81年度促進產業升級技術移轉研討會"機械工業81/12/112期
31. 徐佳銘"研究發展管理策略研討會"中國生產力中心單元四講義
32. 翁明祥"技術創新政策與事業經營策略的配合對技術創新績效之影響-台灣合成樹脂業實證研究"國立政治大學企業管理研究所未出版碩博士論文
33. 陳光辰 "設計的管理與標準化"機械工業81/02/108期
34. 陳勝年"新產品計劃"六

版中興管理顧問公司民國71年 35. 陳文哲等"生產管理"民國79/05中興管理顧問公司 36. 陳研次1992"啟動開發功能-開挖腦礦"管理雜誌81/11/221期 37. 陳秋善"淺談企業永續經營的根-研究開發"機械工業月刊 38. 陳石進譯D.S.Clifton and D.E.Fyffe 1986"Project Feasibility Analysis"清華管理科學圖書中心"計畫的可行性分析"75 39. 許士軍 "現代行銷管理"商略印書館72 1. Steven C. Chen , MICRO SENSING DEVICES BUSINESS PLAN, Dec 19 ,1994. 2. C and John E. Young, 1987, "a Venture Capital Model of The Development Process", Journal of Business Venturing ,Feb. Christopher B.Barry, 1994, "New Directions in Research on Venture apital Finance", Financial Management Autumn. 3. Cooper, R.G., and Wheelwright, S.C., " Winning Businesses in Product Development: The Critical Success Factors, " Research Technology Management, July-August, 1996, pp18-29. 4. Coutarelli, 1977,"Praeger Special Studies in International Economics Development", Venture Capital in Europe. 5. Jagedeed Singh Bacher, 1999, "Decision Making Criteria Used by Canadian Equity Investors to Evaluate Early Stage Technology Based Companies", A thesis to Waterloo, Ontario, Canada. 6. John R.Dominguez,Venture Capital,Mass.:Lexington Book,1974. 7. Kelley, A. J., Campanella, F. B. & Mckiernan, J.,1971, Venture Capital: A GuideBook for New Enterprises, Mass., The Management Institute, School of Management, Boston College , PP.33-34. 8. Kenneth W.Rind, " The Role of Venture Capital in Corporate Development " ,Strategic Management Journal,Vol.2,1981. 9. Lorenzoni,G. 1988,"Constellations of firms and new ventures", Journal of Business Venturing. 10. MacMillan 、 Siegel & Narasimha , 1985 , MacMillan, I. C., Siegel, R. & Subbanarasimha, P. N. , 1985, " Criteria Used By Venture Capital To Evaluation New Venture Proposals " , Journal of Business Venturing. 11. McGrath, K.G. & MacMillan, I.C., " Discovery-Driver Planning, Managing Uncertainty, " Harvard Business Review, Aug-Sep 1995. 12. Miller, L.M., Barbarians to Bureaus, Fawcett Books, 1992. 13. 2000.Nilsson, C.H. and Nordahl, H., " Making Manufacturing Flexibility Operational-Part 1: A Framework, " Integrated Manufacturing System, Vol.6, No. 1, 1995, pp5-11. 14. Park, W. R. & Maillie, J. B. " Strategy Analysis for Venture Evaluation " , Journal of Small Business venturing, New York 1970 , PP.207-214. 15. Patrick Liles, 1974, "The Job Venture Capitalists should do", Quarterly ournal of Economics Shapiro. 16. Port Arthur Capital Formation Association Business Plan , Feb 25 ,1999. 17. Rauf Gonenc, 1984,"Venture Capital: Key Ingredinet in High Tech Starts-up", OEDC, Nov. 18. Riggs, J., 1979, "Industrial Organization and Management in Series of Grolier Business". 19. Roure, J.B. & Maidique, M.A., " Linking Prefunding Factors and High Technology, " The Venture Capital Start-Up, Journal of Business Venturing, Vol. 3 Aug 1986, pp415-423. 20. Rubel, S.M., " Guide to Venture Capital Model of The Development Process, " Journal of Business Venturing, 1972, pp.2. 21. Runka J. C and John E. Young, 1987, "a Venture Capital Model of The Development Process", Journal of Business Venturing ,Feb. 22. Silver, A.D., Venture Capital: The Complete Guide for Investors, New York: John Wiley and Sons, 1985. 23. Siskon, J. and C. Zopounides, " The Evaluation Criteria of the Venture Capital Investment Activity: A Interaction Assessment, " European Journal of Operational Research, 1987, pp.31. 24. Stanley E.Pratt, " How to Raise Venture Capital " New York; Charles Scribners Sons,6th ed.,1982. 25. Tyebjee, T.T. and A.V.Bruno, 1984, "A Model of Venture Capitalist Investment Activity", Management Science, September. 26. Welty, B. " Criteria in Selecting High-Tech Stocks, " Business Week, 20 April 1987. 27. Wise and Ray, 1990, "Aggressive Japaneses Venture Capital Worries Sillicon Velley, Electronic Business. 28. Yin R. K. (1987) , Case Study Research: Designandmethodsm Sage Publications.