

# Investigation on The Limitation of Taiwan Manufactures' using "Global Logistics Management" models

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## ABSTRACT

Abstract The study is mainly intended to probe into Taiwan's computer manufactures' status quo under the globalization environment with the use of global logistic management(GLM). They become flourishing by joining the international brand owner's supply chain as one of the prospective members with the increment of OEM/ODM orders. The study is the first research that has ever been conducted in this area in Taiwan. It is designed to have been completed in two steps, with the first step being carried out with data collected through first-time-interview on software suppliers and consultants regarding decision process and getting-in process. Through deduction and analysis following the first step, important data are obtained to formulate the second-time-interview. There are three computer manufacturing companies chosen that have currently been using GLM model for operation. Based on the data collected from the first-time-interview, investigation is then alluded to the following six suggestions with respect to getting-in strategy, decision making and financial effectiveness: 1. Decision Maker should make the right choice with respect to motivation of GLM getting-in, suitable selection of customers and suppliers. 2. Decision Maker should make proper choice with on team membership and consider team structure for long range effectiveness. 3. Special team should be in compliance with overall developmental goal with respect to policy development and goal-setting. 4. Special Team should keep maximum elasticity with respect to different products merchandise model design. 5. Enterprise interior departments should make self-evaluation constantly in the aspect of QR/ECR service and make incessant improvement accordingly. 6. With adoption of the GLM model, enterprise should make successive steps for execution by taking financial effectiveness into long term consideration. Abrupt attempt for profit making is often prone to failure. With above six suggestions, the research study is based on the belief that those that are attempting to make use of the GLM model should take the limitations into careful consideration. But for those that want to become manufacturing hub in the global competitive management should make proper operational changes on the basis of the GLM model as soon as possible. Key words: global logistic management, supply chain, OEM/ODM order, decision making, financial reportk special team, OEM/OEM service, manufacturing hub

Keywords : OEM/ODM

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