

# A Study of Making Use of Market Partnership for Entering International Markets In Bicycle Industry

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## ABSTRACT

The research is based on the bicycle industry background factors and secondary data that relative to the bicycle industry. In order to have conception frame design, the supposition questions were proposed based on this information. I chose bicycle factories and bicycle part factories that are typical of bicycle industry to process the case study, after interviewed these companies and scrambled up useful data, I developed the following subjects: 1. The product has significant selling points that are easy to motivate Marketing Corporation; otherwise it will be hard to process this corporation. 2. Environmental uncertainties will cause different corporate motivation on marketing. 3. If there are important resources that factories can use these to depend on each other, it will be easy to process the corporation, this corporate relationship will be kept for a long time. 4. In the corporate relationship on marketing, factories are able to have strategic strengths; these strengths are relative to have strong motivation to enter into international market. When the strategic strengths getting stronger, the motivation of enter into international market would be getting stronger, or opposite result would occur. 5. When the motivation of marketing corporation is different, the marketing strategy will be also different.

Keywords : Marketing Corporation Enter into international market ; Bicycle industry ; Marketing Corporation

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