

THE LOGISTICS MANAGEMENT ON COMPUTER NETWORK INDUSTRY: THE CASE OF Z COMPANY

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ABSTRACT

Due to Internet rose & digital technology widely applied, grasping information has become the key elements against enterprise competition in 21 century. Flexibility & speed are now jumping as the law of marketing survival. Electronic industry is developing the allocation & mapping for global strategic management one after another, so as to meet customers' requirement & heightened competition. The research is meant for discussion, which gathers the information & successful case with implementing logistics management in related electronic industry, through the study of consolidated historical document & individual case, then develop the following propositions: Proposition 1: The key successful aspect of developing logistics management system are : (1) Enterprises must enable to confirm the core value via logistics management. (2) Top management's consensus & full support, commits with resources of manpower & finance. (3) Stable product quality. (4) Assist customers to increase competitiveness, by relying on the most efficient service. The basis of success is managing customers' relationship. (5) Effectively execute the visibility & instant of global logistics management, to share the resources with co-exist & co-victory. (6) It definitely requires a good IT as supplementary tool, & further cope users' need. Since the users' keep changing their demand, so there must be a good interaction channel to maintain high-quality of communication. Proposition 2: Facing the changeable informative environment, it's unique way to keep research & development, not stop innovating new product, mastering the significant technology to provide the most market competitive product & assist customers with global marketing to generate true profit. Do more than customer expect, is the foundation of managing customers' relationship. Proposition 3: Executing the real "Making Partnership Work", is crucial to build up collaborative relationship with co-exist & co-victory among enterprises. To set up technical support with 24 hours call centers, the global back up points, plants, customers enable to obtain informations & further share resources, forward questions, then get immediate feedback as well as services. Be aggressive to develop the big organization in strategic alliance, & accumulate the competencies, enhance the superiority of competition, so as to create the win-win situation.

Keywords : Logistics Management (LM) ; Supply Chain Management (SCM) ; Material Requirement Planning (MRP) ; Bill Of Material (BOM) ; Work Order

Table of Contents

第一章 緒論--P1 第一節 研究背景與動機--P1 第二節 研究目的--P3 第三節 研究結構與流程--P4 第二章 文獻探討--P5 第一節 供應鏈管理的定義--P5 第二節 運籌管理與供應鏈管理系統比較--P6 第三節 相關電子產業運籌管理系統做法比較--P10 第四節 台灣網路產業總體分析與特性分析--P41 第三章 研究設計--P48 第一節 研究對象--P48 第二節 資料來源--P48 第三節 研究方法--P49 第四章 建構網路產業適用的運籌管理系統--P52 第一節 運籌管理--P52 第二節 採購運籌管理--P55 第三節 生產運籌管理--P61 第四節 配銷運籌作業--P80 第五節 建構運籌管理系統架構--P82 第五章 個案描述與分析--以Z公司為例--P90 第一節 個案描述與分析--P90 第二節 命題建構--P101 第六章 結論與貢獻--P103 第一節 研究結論--P103 第二節 研究貢獻--P104 第三節 研究限制及後續研究建議--P104 參考文獻--P106 中文部份--P106 英文部份--P110

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