

# INTERNATIONAL MARKETING MANAGEMENT STRATEGY-CASE STUDY BASED ON THE EXPORT TRADING COMPANY IN TAIWAN

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## ABSTRACT

The Export Trading Companies in Taiwan (ETCs) are engaged in a wide range of international marketing activities which have been acknowledged as one of major factors of bringing Taiwan into a very successful economic achievement. However, in facing big change of new world market, an ETC can not use previous experience or way of doing business to compete in present market circumstance. This thesis provides the first comprehensive view of the international marketing activities with practical knowledge and techniques to implement the strategies well, and is also able to explore the international market opportunities and threats externally. The study also reviews some of linkage between the customers and vendors both are also playing very important role to the ETCs, a well-tailored strategy to its environment will be the prerequisite to success. The findings of the study also reveal that Taiwanese ETCs are confronted by several issues which have had an effect on their internationalization process, these issues include a lack of long term corporate strategy, a better core and distinct competencies, a good fit of marketing strategies to its resources, and a need of good organizational structure for its better marketing performance. Many of these issues cannot be accomplished by short time. Also, there is an obvious need for more close relationship among customers, ETCs and vendors, increased support from both levels of customers and vendors will make international marketing more competitive and successful. Finally, A consideration of strategic planning is a starting point of doing any business, a strategy is better than no strategy, a useful strategy is better than many poor strategies.

Keywords : Symbiotic Relationship ; Equi-finality ; Iconoclasm

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