

THE "POWERCYCLE" BRAND MARKETING STRATEGIES

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ABSTRACT

In the past, because of enterprises in Taiwan lacked in experiences of market control and marketing, we had few international brands. This thesis did an explorative research on enterprises that have their original brands circulating in the market. It tries to analyze the impact that the experiences, company resources and marketing strategies of enterprises with original brand manufacturing have on the competitiveness in companies creating their own brands. Meanwhile, it explains the appearance of brand efficiency and performance resulting from the brand competitiveness so as to offer prospective entrepreneurs for references and create more famous brands for our country. This thesis focuses its research on the bicycle-manufacturing giant, Merida Industry Co., LTD. It studies the company's brand name, PowerCycle. Through the retrospect on related literature and interviews with the manufacturer, it establishes theoretical framework. It undertakes questionnaires, collects market performance data, utilizes statistical analysis, and obtains the effectiveness of the manufacturer's marketing strategy in rooting its brand name into consumers' hearts before offering original brand manufacturers for references in marketing strategies. This thesis first obtains factors through factor analysis, which serve as the structures for evaluating the success of original brands. Second, it begins the cluster analysis on the foregoing factor structures. The questionnaires contain a series of questions that help to classify different groups of living styles. This thesis, based on the classification, embarks on further analysis. Through statistical arrangement, interviews with Merida Industry Co., LTD, exploration on brand related literature, the conclusions can be categorized as follows: 1. When an enterprise is seeking to strengthen its market competitiveness, one of the important ways is to continuously innovate new products so as to gain higher profits. The management and continuous development of new products will affect the market competitiveness of products. 2. For the enterprise, the establishment of brand assets can enhance competitive advantages, market portions and can promote the efficiency and effectiveness of the marketing strategies. 3. The more engaged the enterprise is in product research and development and promotion, the more competitive the brand will be. The number of company resources and the manipulation of the marketing strategy will affect the competitiveness of company brands. 4. In the past, consumers valued products but now they emphasize the consumption value. With consumers awakening, brands become their consumption reference index. The additional value of brands such as sound goods services is also the consumers' concern. 5. Business profits can only lead when differential strategies are taken. To establish a permanent and unique brand, it is necessary to formulate eye-catching and ever-lasting brand features to create a differential advantage and satisfy the consumers with their needs for product symbolic effect. Key Words : original brand manufacturing, marketing strategy, Merida Industry Co., LTD.

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