

The study of the virtual integration application in the Global Logistics Management - Focus on Notebook PC industry

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ABSTRACT

Dissertation Abstract Internet and information technology has been growing and developing fast, and notebook computer industry is also becoming increasingly more competitive. This has impacted and influenced the notebook manufactures to start rethinking its investment, manufacturing, production process, and strategic decision models. In our case studies, we found, if notebook computer industry is to serve the international market demand, and fend off major global competitors, it must manage and undergo diversification globally. This is to effectively deploy global manufacturing resources, and open up new market, so to defend against global competitors. Also through sales, manufacturing, and management diversification, and manage its resource distribution to further its core technology, to increase its competitive advantage. Although today 's Taiwan notebook computer industry has strong advantage on product design and development, and flexible manufacturing. Industry is becoming saturated and its structure is changing. Also competitors are entering the market. If companies still restrict its operation to the limited local market, Taiwan notebook manufactures will gradually lose its global market sales and ability to compete globally. If Taiwan 's notebook manufacturers are to compete globally, it must become more globalized and has its niche in the global competitive market. It has to find new production and sales locations in other countries, and obtain necessary resources. Together with international company collaboration, Taiwan notebook manufacturers can consolidate their competitive advantages. Its global production resource and operational procedures should be integrated into corporate global operation and strategic planning. This will gradually open up international market and build up global manufacturing and distribution logistic system. Five results in this research are stated below. 1. In order to survive global competition, Taiwan 's notebook computer OEM/ODM manufactures need to implement global logistic management. 2. With implementation of global logistic management, Taiwan notebook computer manufacturers will add further value and create market differentiation, which lead to the strengthening of their own competitive advantages. 3. Corporate need some basic functions in order to operate global logistic management successfully. 4. Dedicated global logistic management team is essential for coordinating and integrating global logistic network resources effectively. 5. " Taiwan Direct Ship (TDS) " by notebook computer manufacturer can strengthen competitive strengths and increase OEM customer competitiveness, which a lead to this win-win situation.

Keywords : Virtual integration ; Global Logistics Manage GLM. ; Taiwan Direct Ship TDS.

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