

The Selection of Distributors in Semiconductors Industry — A GAHP Application.

張翊丹、賴其勛

E-mail: 9115137@mail.dyu.edu.tw

ABSTRACT

With the global trend of taking shape for modern information computerized society. Information Technology has been the major industry to lead the economic development in our country recently. Especially the semiconductor industry which is the fundament of the IT industry becomes more and more essential. Competition of the entire environment has grown more intense due to the booming development of IT industry. The proper usage of marketing strategy is rather important to make it difference within the same industries. The channel selection is also one of the key factors in the marketing activities. Therefore, the middle distributor selection is getting important. The influence factors of evaluation for the distributor selection are pretty uncertain, ambiguous and complicated. Uncertainty increases the risk for company to choose his partner, ambiguousness makes measurement unpredictable and complication urges the difficulty of selecting evaluation. How do we completely find out the major ones in the many influence elements? This is the main purpose of this paper. The objectives to be achieved for this paper are listed as following: 1. The methodology of selection the middle distributor selection for the suppliers in the domestic semiconductors industry. 2. To screen the important indicators of distributor selection uses the research of Grey system theory to apply the Grey Relation Analysis. 3. To on-site investigate the domestic semiconductor suppliers under AHP realizes the current situation of selected distributors, influence elements and key measure indexes of the evaluation model. 4. To provide the reference data for the suppliers of semiconductors industry select the middle distributors. This paper targeted the current top-10 semiconductors industries in Taiwan to process the practical research, the result of this paper further explores the influence elements of selection middle distributors : 1. After consolidation the research data and the comments from interviews with experts, we would like to divide the factors of selecting distributors into 7 major categories to further analysis , especially on the elements of company, strategy, management, relationship, marketing, information and service. And then, we based on those 7 major indicators to further develop 43 secondary indicators for examination. 2. The selection of important indicators uses Grey Relation Analysis to definite 7 major indicators and 35 secondary indicators from the suggestion of experts. 3. Through AHP to get the relative weighted value, from the weighing of the value to realize the most emphasis element for the semiconductors suppliers is service, and in orders are strategy, management, marketing, information and company, the 7th is relationship.

Keywords : Semiconductor ; Distributors ; Grey-Relationship ; AHP

Table of Contents

目錄 封面內頁 簽名頁 授權書.....	iii	中文摘要.....	v	英文摘要.....	vii
誌謝.....	vii	目錄.....	x	圖目錄.....	x
表目錄.....	xii	(空一行)		第一章 緒論 第一節 研究背景與動機.....	1
1 第二節 研究目的.....	4	第三節 研究架構及流程.....	5	第二章 文獻探討 第一節 通路商的定義與功能.....	7
7 第二節 通路結構.....	16	第三節 選擇因素.....	20	第四節 產業概況.....	26
26 第三章 研究方法 第一節 研究對象.....	35	第二節 研究流程.....	38	第三節 研究方法之介紹.....	40
40 第四節 問卷設計.....	61	第四章 資料分析與結果 第一節 通路商選擇因素之篩選.....	66	第二節 重要影響因素之相對權重分析.....	74
74 第五章 結論與建議 第一節 結論.....	95	第二節 研究涵意.....	97	第三節 未來研究建議.....	99
99 參考文獻.....	101	附錄.....	107	圖目錄.....	107
圖1.1 研究流程圖.....	6	圖2.1 通路商之功能.....	13	圖2.2 通路結構的分類.....	16
16 圖2.3 資訊業的通路結構.....	18	圖2.4 台灣電子工業的通路結構.....	27	圖2.5 IC產品分布圖.....	29
29 圖2.6 國內半導體產業結構圖.....	30	圖2.7 上、中、下游關聯圖.....	32	圖3.1 研究範疇.....	35
35 圖3.2 研究步驟.....	38	圖3.3 局部性之灰色關聯分析.....	46	圖3.4 AHP步驟流程圖.....	53
53 圖3.5 完整(左)及不完整(右)層級結構圖.....	55	圖4.1 通路商選擇因素.....			

.....75	表目錄	表1.1 我國電子零組件歷年產值.....2	表1.2 我國主動元件歷年產值.....2
.....2	表2.1 通路商的定義彙總.....9	表2.2 通路商之功能彙總.....9	
.....14	表2.3 其三種形式所執行的任務與差別.....19	表2.4 我國IC產業發展狀況.....19	
.....31	表2.5 2000年台灣半導體通路商營收一覽表.....33	表3.1 2000年全球前十大半導體產業排名.....33	
.....36	表3.2 評估尺度.....56	表3.3 研究變數的衡量方式.....56	
.....63	表4.1公司因素之資料分析結果.....67	表4.2策略因素之資料分析結果.....67	
.....68	表4.3管理因素之資料分析結果.....69	表4.4關係因素之資料分析結果.....69	
.....70	表4.5行銷因素之資料分析結果.....71	表4.6資訊因素之資料分析結果.....71	
.....72	表4.7服務因素之資料分析結果.....72	表4.8七大因素之資料分析結果.....72	
.....78	表4.9公司因素之資料分析結果.....81	表4.10策略因素之資料分析結果.....81	
.....84	表4.11管理因素之資料分析結果.....86	表4.12關係因素之資料分析結果.....86	
.....88	表4.13行銷因素之資料分析結果.....90	表4.14資訊因素之資料分析結果.....90	
.....92	表4.15服務因素之資料分析結果.....94		

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