

A Study of International Competitive Advantage for Stay In Taiwan on Flat Glass Process Industry — The Case of Taiwan M

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ABSTRACT

We have faced with economic depression in Taiwan at present. Many new and developing industries rise and decline in a short time because of the fast changing computer technology. How the conventional industries accept the challenge under the circumstances becomes an important study. I take the traditional glass industry for example in this study. The case study was on Taiwan plate glass processing industry of Taiwan Mirror Glass enterprise LTD. The concrete purposes of this research were: 1.To analysis the present situation of the international competition of the flat glass processing industry. 2.To analysis the management model and resource integrate model of Taiwan Mirror Glass Enterprise., Ltd. 3.To find the stay in Taiwan competitive advantage for the plate glass processing industry in Taiwan. 4.To find the stratagem for the traditional plate glass processing industry in Taiwan. We have to train professional talents in professing technology in Taiwan, and integrate resources with all cooperative companies if we want to compete with other countries in the plate glass processing industries. It is so called resources sharing and simplified management. By utilizing the natural geographical advantage, we can stay the traditional glass industry in Taiwan. We can create resources integration model according to the actual operation of TMG. It also can be an index for us to establish managing strategies in the future.

Keywords : Flat Glass ; International ; Competitive Advantage

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