

The Acknowledge and Discussions Before Investing Viet Nam--- A Case Study of KENDA

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ABSTRACT

ABSTRACT As the viewpoint of international division, the first investing choices for Taiwanese businessmen are still the Mainland China and South-East Asia countries. In addition, Taiwan traditional industries have to expand oversea markets under the pressure of rising production costs and saturated markets. First of all, the target market and entry mode are prior considerations. The target market considerations include a lot of factors, such as GDP, the energy resources stability, traffic facility and so on. As for the entry mode, every entry mode has its advantages and disadvantages; therefore, enterpriser had better evaluate these considerations in advance. This research tries the theory of “ Factors in the Entry Mode Decision ” (Root, F.R., 1994) to the case study of KENDA investing Viet Nam. Moreover, the integrated analyses of South-East Asia macroeconomic and other entry mode factors theories is to form the research structure and discuss the topic of “ The Acknowledge and Discussions before Investing Viet Nam --- A Case Study of KENDA. ” The results of this research are as followings: Subject 1: The local market factors affected entry modes. Topic1: The large market potential affected the industry to choose the foreign direct investment way. Topic2: The local incomplete market competitive structure and sales markets affected the industry to choose the foreign direct investment way. Subject 2: The local environment didn ’ t always affect entry modes. Topic 1: The local country has been stable economics, the foreign industry tend to choose the foreign direct investment way. Topic2: The local country policies are favorable for foreign industries, the foreign industry tend to choose the foreign direct investment way. Topic3 & Topic4: The geographical distance and culture gap didn ’ t affect entry modes too much. Subject 3: The local production factors didn ’ t always affect entry modes. Topic1: The production materials didn ’ t always affected the industry to choose the foreign direct investment way. Topic2: The labor costs affected the industry to choose the foreign direct investment way. Topic3: The local convenient infrastructure didn ’ t always affected the industry to choose the foreign direct investment way. Subject 4: The investing country factors affected entry modes. Topic1: The investing country production costs affected the industry to choose the foreign direct investment way. Topic2: The investing country market structure affected the industry to choose the foreign direct investment way. Topic3: The investing country policies affected the industry to choose the foreign direct investment way. Subject 5: The company product factors didn ’ t always affect entry modes. Topic1: The company different products degree didn ’ t always affected the industry to choose the foreign direct investment way. Topic2: The company high products service affected the industry to choose the foreign direct investment way. Subject 6: The Company oversea investing resources and successful international investing experiences didn ’ t affect entry modes. Topic1: The company oversea investing resources didn ’ t affected the industry to choose the foreign direct investment way. Topic1: The company successful international investing experiences didn ’ t affected the industry to choose the foreign direct investment way. Key Words: Viet Nam, entry modes, the considerations factors of entry strategies, KENDA, South-East Asia, tire industry and so on.

Keywords : Viet Nam ; entry modes ; the considerations factors of entry strategies ; KENDA ; South-East Asia ; tire industry and so on

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