

A Contemplation on Competitive Advantage of the Fresh Milk Industry — To Take Kuang Chuan Dairy Co., Ltd. as an Example

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ABSTRACT

Fresh milk is the main source of dairy products, for which is offering various components of nutrition for us, and also bring us prosperous in many related industries. Dairy product industry is listed No. 4 from total output value of agriculture & pasturage products, we may know dairy products industry is very important in the field. If we study this industry by consumer behavior, dairy products is a structure style of imperfect competition which we called oligopoly market, nowadays there four leading dairy manufacturers who control this market. These industry structure are through & covering pasturage industry, food industry, marketing channel such kind of supply chain system, we presume that our local dairy products industry will be forced the competitive impact while we were joining World Trade Organization(WTO) on January 2002. This thesis is studying by industry analysis and competitive advantage strategy, then to know Taiwan local dairy products industry the course change and development, industry profile, industry character and the differentiation current situation; so as to take case analysis then we can prove this industry 's competitive advantage and what is their factor of successful key point, we would like to suggest following points to our government and related enterprises in Taiwan by this research. 1. Diversification of products. 2. Products life cycle is very short and changed quite fast. 3. Raw material will be globalization. 4. Production & marketing will be divided the work more detail. 5. Cost down from production. 6. Upgrade the quality of raw milk. 7. Counsel the production & marketing to be systematized by contract. 8. Popularize the marker (logo) for our local fresh milk. 9. Enlarge the market size.

Keywords : competitive advantage ; industry analysis ; differentiation

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