

# The Relationship between Backward Integration Strategy and Competitive Advantage of TFT-LCD Industry

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## ABSTRACT

Recently years, the scale of investment of the TFT-LCD 's industry has become more and more. Taiwan has become the main produce center carry on Japan and Korea. The Product Life Cycle of the TFT-LCD industry has become matured. Factories appear to be engaged in the cost competition, therefore it is important for backward integration strategy to drop the cost . This research is for the purpose of understanding the present whole world TFT-LCD industry, and will attempt to develop the possible situation about the future TFT-LCD industry by Qualitative Research Methodology. This research seeks the relationship between backward integration strategy and competitive advantage of TFT-LCD industry, and it 's to the industrial possible influence, and auxiliary constructs the possible situation which the construction industry future will develop. In thesis final, this research proposes specifically the feasible strategy development suggestion, included:1.Government should to assist enterprises in establishing management of intellectual property rights and commercialize their R&D results in TFT-LCD industry intellectual property. 2. The government should make the organizes R&A alliance, and develop technology platform between the maker and supplier.

Keywords : Thin Film Transistor-Liquid Crystal Display (TFT-LCD) ; backward integration strategy ; competitive advantage

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