

The Case Study About Taiwanese Business Strategies of Furniture Manufacturing in Vietnam

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ABSTRACT

Vietnam since change to adopt in 1986 economy development policy, and the foreign capital continuously flow out into, especially in 1990 ages period, beautiful after moring relate to the normal , the outside company is continuous in the , my country factory investment the production is higher to reside the foreign capital, if plus to have no face Vietnam the government the underground investment registering to be included in, and the investment of my country will be higher. The natural resources of the plentifulness of Vietnam, diligence is with the cheap human resource, the government draw on the measure of reward of the foreign capital, and the possibility of the future the United States market of military advance, provide the outside company to go to invest the inducement. When Taiwanese factory of manufacturing of furniture leaves for Vietnam the investment, although can obtain the abundant natural resources, the labor force of the affluence , advantages such as cheap wages and land etc., but compete the vehemence in the world of environment in, investor would ever strategically obtain to compete the advantage in the management, and this research is with five furniture manufacturing industries that leave for the Vietnam investment the Taiwanese business people the research the detections: 1. Taiwanese business people when the choice leave for Vietnam the direct investment to establish the factory of production, therefore Taiwanese business people is in the Vietnam may material cost and manufacturing cost that undertake it clean comparison consequently is main basis. 2. Regarding efficiency and quality as the Taiwanese business people to compete foundation of advantage than may go to more invest, but then creative and customer the response is then impossible for Taiwanese business people of competing the foundation of advantage to leave for the Vietnam investment. 3. Taiwan if want to will have to compete the factory of the advantage to stay in the our country to establish the factory, and should concentrate resources to to stay with the quality, set up to is a factory of foundation advantage with response of customer.

Keywords : furniture manufacture ; Vietnam ; Competitive Advantages

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