

Technology Transfer & New Product Development -- A Case of Long Chung Farm Sunny Eggs

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ABSTRACT

In Taiwan the way to feed the layer mostly still stay in small scope and traditional method, which is not fit in with the modern tide in whole economic benefit and environment evaluate. Besides, the egg dealers controlled the market, the whole sales system hold back the progress on egg production and marketing. Furthermore, after Taiwan entering to the WTO, the import tax for egg will be dropped from 40% to 25% and reduce year by year, how to improve the egg quality and increase the international market is our key point for the report. The way to make the research is combined "Focus Group" and "Experience Survey", it confers with technical transfer for Taiwan egg industries and new product develop, not only collect all the records and data, but also interview with the practiced operator and professional manager in industries, government official and academic to search the first hand information, as they are very experienced in the field, the conclusion for the interview can make up the deficiency on the documents. This report put in use my own product — Sunny Eggs, to evaluate and analyze the case, brings up the process and essential condition for how to change the farm products to be a commodity, apply Porter (Five Force Model) 1.potential mover 2.existent competitor 3.negotiated power of the buyer 4.negotiated power of the supplier 5.substitute, the analysis prove that only thru technical transfer and develop the new product, the egg industries in Taiwan can improve its image and create another high peak in the business.

Keywords : technical transfer ; new product develop

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