

The Relationship between Competitive Strategy and Operation Performance in Taiwan for Foreign Aviation—the Case Study o

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ABSTRACT

The aviation industry is the most important international shipping industry in the 21st century, widely influencing international economic commerce, politics and culture. Also, this industry brings enormous and widespread benefits. Taiwan, being an island nation surrounded by the sea, naturally develops international trade. The airplane is the fastest transportation vehicle that connects Taiwan with the rest of the world. Therefore we must have a thorough understanding of this reality as well as communication with foreign national airlines. The primary purpose of this research is to study the relationship between "competitive strategy" and "operation performance" and to point out the connections between them. Faced with a rapidly changing environment, and having a need for different strategies for competition. Organizations such as airlines must give attention to ways to obtain the competitive advantage of being unique. Then the suitable choice of "competitive strategy" can be made. Finally, "operation performance" can evaluate whether the competition strategy is appropriate or not and explains the relationship connecting them. This research uses the electron particle materialization method of analysis, and uses the largest airline of South Africa as the research object to draw the conclusion: 1. For a foreign airline to enter the Taiwan aviation market, it must first consider its own organization ability to develop a competition strategy formulation. Having unique product features will be helpful to establish brand image in the Taiwan aviation market. 2. For the foreign airline to maintain global consistent service quality and image, the transport business uses its corporate headquarters to plan management, and uses various subsidiary companies to carry out strategic roles. The South African Airways uses the whole world as its market and its remarkable achievements prove this to be a road of success. 3. For foreign airlines to enter the Taiwan market as they want to do, they must have a clear understanding of three highly interconnected things, organization ability, competition strategy, and operation performance. A continuous review of this three item list will lead to the discovery of the most effective way of creating the highest operation performance.

Keywords : Competitive Strategy, Operation Performance, Organization Capabilities, Foreign Aviation

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