

A Study on Marketing Strategy of Agrochemical Industry—A Case study on Changhua County

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ABSTRACT

Taiwan is situated in Subtropics. The warm weather and wealthy rain make the crops in Taiwan grow luxuriantly. On the other hand, they easily brought insect pest and negative effects on crops. To maintain the output and quality, farmers use a whale of pesticide to prevent and cure insect pest. Changhua county is a major place of agriculture in Taiwan. It ' s necessary to use pesticide during the process of growing rice, grapes, and flowers, developing the industry of agrochemical. The detailed list of national factories before Jan, 5th , 2005 provided by Council Of Agriculture shows that there are 948 agrochemical importers and 69 manufactories in Taiwan. The member list of Taiwan Crop Protection Industry Association shows that 434 importers and 4 manufactories are located in Changhua county. The lists reveal that Changhua county is an important place to develop agrochemical industry. Agrochemical industry in Taiwan is a kind of small and Medium-Sized Enterprises (SMEs). It doesn ' t have enough fund and qualified person to develop. Relying on importing original medicament or product is the main way to run business. The imported original medicament will be processed or be graded and the imported product will directly be sold by distributors. That is why gaining the proxy from factories overseas is the first thing to do to the national agrochemical distributors. In recent years, fake agrochemical has made the narrow market more competitive. The yearly price of consumption is around 5 billion, CropLife Taiwan estimated one third of the 5 billion are fake. This research by deep interviewing 4 distributors in Changhua shows that the dominance of the agrochemical in Taiwan is owning the proxy of different foreign agrochemical. On the other hand, the inferiority is the spread of fake agrochemical and competitors. The solution is to change marketing channel and to develop biopesticide. The crisis is that fake agrochemical will not only imperil the existence of qualified distributors but also exert an influence to the environment. The most suitable marketing channel is a necessity to the distributors. They have to gain the only proxy of new medicament or unique products to raise the price to win out and reorganize marketing channel to raise profit. These ways make themselves more competitive. In other ways, they can find another way to go in Taiwan ' s agrochemical market by positively spreading other marketing channel, popularizing the correct ways of using medicine to consumers and working hard on developing biopesticide market.

Keywords : agrochemical ; distributor ; marketing strategy ; biopesticide

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