

Distribution Channel Strategy of Instant Noodle Industry in Taiwan-Examples of President and Weilih

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ABSTRACT

Instant noodle has been running in the market for 39 years in Taiwan and its product life cycle now is in maturity stage which also appears to be in a stable condition. Recently, due to the change of marketing channels, it has changed from the traditional grocery store to chain-convenient store, wholesale store and supermarket. This change has resulted in suppliers have less control on price, on the contrary, distributors has become the leading role. Therefore, this situation has forced suppliers to have the multi-strategy on channels. The objective of this research is mainly to discuss that how President and Wei-Lih use its own sources to have the different channel strategies in order to deal with distributors and the following lists the main findings : 1.President and Wei-Lih both use different strategies in order to cope with the different channel types, channel length, channel density and Push- Pull channel strategies. 2.President adopts vertical integrated marketing strategy, whereas Wei-Lih adopts both vertical integrated marketing strategy and traditional marketing strategy. 3.Wei-Lih uses the directly sale strategy to some of channels without the third party and also make sure the promotion is fully executed. 4.President has another organization which mainly operates President ' s related stores, develops schools channels and wholesaler. 5.President and Wei-Lih adopt the different Push-Pull channels strategies in Taiwan instant noodles industry. 6.To adopt Push-Pull strategy should be also in accordance with the condition of product life cycle and brand awareness in order to consider adopting pull strategy in an appropriate timing. 7.In Taiwan instant noodles industry, President gets the sufficient supply from its own corporation; therefore, channel strategy varies and even has better performance on channels.

Keywords : Resource-based theory , Channel strategy , Push-Pull strategy , Instant noodles industry

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