

The Study on the Channel Development after Mergers and Acquisitions of Financial Industry

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ABSTRACT

Since Taiwan joined of WTO in 2001, small is it set free on the weak more side than the physique on the high side to exceeding scale have the domestic financial institution with worse efficiency meet with difficulty to face the competition of the international large-scale financial institution Hence, using the merger tactics has become one of the most common methods when those financial institution enlarge their scale or establish financial holdings. Plus the announcement of the government 's 2nd financial reform in 2004 encourages the merger tactics, so it is nearly considered the most directly and fastest shortcut to increase their scale and domain 。 The government claimed to freeze the establishment of the bank branch in 2001, so from the case of financial merger of our country, we can find out merger is the main way that bank to get channel, and the cost ranges from several hundred million NT dollars to hundreds of millions of NT dollars for each branch. So this research is absorbed in the merger of financial circles, emphasize that the policy of channel integration and new channel development tactics feasibility in the thoroughfare. The points of this study include: (1) The basic principle of the tactics of thorough fare after financial merger. (2) Various kinds of tactics of thoroughfare of financial merger. (3) The integration and application of resources of thoroughfare after financial merger. (4) How the financial lines to strengthen the channel that already had after the merger. (5) How the financial lines to develop the new thoroughfare after financial merger. This research adopts exploratory research, review relevant documents and materials at first; secondly have deep interview to the personage of practice circle with financial merger experience in order to collect the materials, and gather together the materials and analysis that sum up. In practice research, most financial merger of practice focus on financial affairs and analysis of organizing, etc. As to the thing that the development of the thoroughfare is quite few, so hope with this research, we can find out the relevant problems after explore financial merger and workable answers. And this can be the reference of strengthen the original thoroughfare and development of the new channel.

Keywords : Financial merger, Channel integration

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