

Exploring the Marketing Strategy of Electrical Discharge Machine Industry in Taiwan from Customer Relationship ...

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ABSTRACT

In the past few years, the machinery manufacturer of Taiwan have been obtaining higher and higher market share and well recognized in global market due to the capability of constantly providing products of satisfactory quality and at reasonable price. In addition, coming along with the global development and being prosperous on semi-conductor, optical and other high-tech industries, the demand for mould making machine keeps growing continuously, and that certainly attracts numerous competitors to join the market. Therefore, as a machinery manufacturer, in order to maintain current advantage, in spite of being capable and innovative technically, it is more likely essential to consider suitable sales strategies for long term operation. This research paper mainly focuses on the development of sales strategies based on “customer relation management” and conduct a case study on one of Taiwan EDM Manufacturers. In this study, kinds of analysis such as SWOT and Porter’s 5 Force Analysis are applied in order to better understand current interior advantage, disadvantage and potential opportunities, threats of this company. Through the data collected and analyzed, it is found that the case company possess abundant experience in manufacturing, long-term recognized brand name and the capability of research and expertise. As long as applying optimum sales strategies such as build up agency for product turn-over and service.

Keywords : Customer Relationship Management(CRM) ; Marketing Strategy ; Case Study ; Electric Discharge Machine(EDM)

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