# The Influence of Manufacture Product Development Proficiency and Product Development Project Flexibility on Product Flex


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**ABSTRACT**

The Taiwanese industry wants to face fast variety and dynamic state environment under, in addition to knowing how to handle the flexible advantage that the current manufacturing leads to, must also with develop a new product actively, can create higher value for the enterprise. Therefore, the enterprise can also extend internal folio to deliver an activity each well-trained degree of stage in pursuing to appear on market results as. This research draws up to take cross-straits manufacturing industry as to study topic, inquiring into the product development well-trained degree commercial to product project results a relation; And does the product develop? The case flexibility will have to the in the interval relation to regulate and have to the results what influence. After statistically analysis, the findings are as follows： 1. The level of Taiwan new products development positively is positively significant with the market performance of new development products, but China is not positively significant it. 2. For the products with higher flexibility to the firm, if matching with better new products development proficiency, leads to a higher financial market performance of new development products.



Keywords : product development proficiency ; marketing proficiency ; technical proficiency ; product development flexibility ; product commercialization project performance


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