

The Study on Distribution Alliance Strategy of Brand Golden Manufacturer in Taiwan : Traditional Jeweler ' s Perspective

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ABSTRACT

The background of traditional jewelry stores in our country was the silverwork selling only in the beginning. Then jewelry stores sell treasures like jade, diamond, gold, pearls and so on jointly. Therefore, as the point of view of industry classification, traditional jewelry store is the distributor of the retail store. Since times passed very fast, and the transitions of the technology, the mechanical quantity produces replace the handwork of gold. To operate in coordination of produce new products and customers ' realization of brand had increased, the traditional jewelry stores have to enter the " Circuit alliance strategy " of branded gold company for new products marketing. In that way, traditional jewelry stores have to share part of advertising expenses. I have found that there are three facts of why traditional jewelry stores enter to " Circuit alliance strategy. " First of all, the traditional jewelry stores were for the benefits of advertisement, brand of gold company and to attracted young buyers to enter the strategy. Secondly, the outstanding accomplishment and the result for traditional jewelry stores were zero, which means the strategy they jointed is useless. Their motivation is to increase the numbers of customers. Moreover, if the traditional jewelry stores did not satisfied with the products and the customer services of the brand company, they will give up to cooperate with the brand company and looking for other brand to cooperate because the distinction of scale and capital of domestic brand companies are different. The questionnaires were providing twenty one counties and cities, and to do overlapping analysis of interviews with company and the questionnaires analysis with SPSS software to match the theory that approve the ideal proposal.

Keywords : traditional jewelry stores ; brand of gold company ; strategy ; circuit alliance strategy ; distributor

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