

The Study on Marketing Strategy of Stainless Steel Industry - An Example of Taiwanese Company

張泰瑜、羅世輝

E-mail: 9608344@mail.dyu.edu.tw

ABSTRACT

The stainless steel is a green material, which has many characteristics such as an easy process to shape, a long life cycle, an exquisite appearance and so on. The additional value of stainless steel products is relatively high. With the current of environmental consciousness, the stainless steel substitutes for the carbon steel and the lumber. Therefore, Taiwan stainless steel industry plays a key role in international markets and affects quotations in Asian markets with the largely increasing of the quantity of output. Also, it accomplishes the domestic stainless steel processing industry vigorous development. The case of company of this research is one of the processing factories in Taiwan. In the last few years, large-scale expansion on both operation and capacity leads to vastly growth of business. The whole earning of 2002 is 3 billion only; then, from 2003 to 2006, they ' re 4.3 billion, 7.8 billion, 8.6 billion and 16.8 billion, respectively. This year, the earning has the opportunity to challenge 20 billion checkpoints. This research aims at the case company, the industrial structure and its current situation and so on to pursue the most suitable marketing strategies to expand the market share for achieving intermediate stage of plan goals.

Keywords : stainless steel ; stainless steel processing factory ; competitive strategy ; marketing strategy

Table of Contents

中文摘要.....	iii	英文摘要.....	iv	誌謝辭.....	v	內容目錄.....	vi
表目錄.....	vi	圖目錄.....	viii	第一章 緒論.....	ix		
1 第一節 研究背景.....	1	2 第二節 產業概況.....	1	3 第三節 研究目的.....	4	4 第四節 研究流程.....	4
7 第二節 策略管理.....	7	15 第三節 行銷策略.....	15	18 第三章 研究方法.....	18	25 第一節 研究方法.....	25
28 第四節 研究限制.....	28	31 第四章 台灣不銹鋼加工產業概況分析.....	31	32 第一節 不銹鋼概述.....	32	32 第二節 鎳市場需與價格分析.....	32
37 第五節 個案公司介紹回饋與定期檢討.....	37	38 第五章 研究結果與分析.....	38	44 第一節 個案公司銷售情形分析.....	44	44 第二節 個案公司主管訪談.....	44
52 第四節 個案公司產業環境分析(五力分析).....	52	53 第五節 個案公司之SWOT分析.....	53	55 第六節 個案公司行銷策略探討.....	55	58 第六章 研究結論與建議.....	58
65 第二節 研究建議.....	65	67 第三節 未來研究建議.....	67	68 參考文獻.....	68		

REFERENCES

- 一、中文部份 大前研一，策略家的智慧，黃宏義譯(1982)，長河出版社。方至民(2000)，企業競爭優勢，前程企管。林棟波(2004)，台灣家用處理設備廠商競爭優勢之探討 以A公司為例，大葉大學事業經營研究所碩士論文。李崇偉(2003)，台灣不銹鋼產業於大陸行銷策略之研究 以台灣鋼鐵個案公司為例，中山大學高階經營碩士班碩士論文。唐鴻霖(2004)，目標行銷策略之探討 以和大工業公司為個案，逢甲大學管理碩士論文。陳明璋(1994)，台灣中小企業發展論文集，聯經。陳慧娟(2006)，金屬中心ITIS 鎳市場供需與價格分析。許士軍(1980)，管理學，東華書局。麥可波特(1998)，競爭策略：產業環境及競爭者分析，周旭華譯，天下文化。陳玉麟(2001)，台灣鋼鐵產業網絡 不銹鋼之生產與行銷策略，中山大學高階經營碩士班碩士論文。蕭世豐(2002)，兩岸加入WTO後我國汽車產業經營策略之研究 以C汽車公司為例，大葉大學事業經營研究所碩士論文。黃國材(2004)，食用油脂行銷策略之研究 以A公司為例，屏東科技大學食品學系碩士論文。Dolan, R. J., & Simon, H., (2000)，定價聖經，劉怡伶，閻蕙群譯，藍鯨出版 Kotler, P., (2000)，科特勒談行銷：如何創造、贏取並主宰市場，高登第譯，遠流出版 Mc Carthy, E. J. & Perreault, W. (1999). 行銷學，第六版，余佩珊譯，滄海出版。Marconi, J., (1994). 品牌行銷：創造出價值與魅力來，李宛蓉譯，臉譜出版 二、英文部分 Barney. (1995). Looking inside for competitive advantage Philip Kotler, A Framework For Marketing Management, Prentice Hall. Chang, T. Z. & Wildt, A. R. (1994). Price, Product Information, and Purchase Intention: An Empirical Study, Journal of the Academy of Marketing Science, 22(1), 16-27. Faria, A. J. (1979). Generics: The New

Marketing Revolution, Akron Business and Economic Review, Vol.10, Iss 4, 65-79. Maykut, P. & Morehouse, R. (1994). Beginning qualitative research: A philosophic and practical guide. London: The Falmer Press. Porter, Michael E. (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors, N.Y.:The Free Press, 4. Theodore Levitt (1980). Marketing Myopia, Harvard Business Review, July- August, 45-56 Theodore Levitt (1976). The Industrialization of Service, Harvard Business Review. William F. Glueck & Lawrence R. Jauch, (1984). Strategic Management and Business Policy, NY: McGraw-Hill, 6.