

# A Study on International Brand Strategy of Multinational Corporation: The Case of Taiwan Leading Brand of Bicycle ...

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## ABSTRACT

How does this research main discussion transnational enterprise manage the multi-national brand strategy, from the company exterior research analysis international brand strategy brand and the brand operating mode, quotes the inferential reasoning company from the literature the brand strategy execution research technique. This research penetration nature research literature discussion as well as the thorough way, sells the department personnel in view of the main research object manager perhaps the company, further makes the thorough understanding company integrity operation brand marketing strategy process, from academic comes up the analysis company to manage the goal which the brand strategy and the overall transport business achievements reaches higher authorities. The research literature and in the result obtains several important brands forming process as well as the brand promotion hand of a clock sizing is different can have many influences. According to this finding, research overhead construction this research all has influence the suitable degree to its brand strategy. Conclusion aspect this research the concrete procedure and the implementation direction which becomes according to the brand theory, uses three methods to establish the brand loyalty, respectively is often the member club and the information bank marketing, and joins the customer relates the management (CRM) the concept, considers the customer demand, originally only will exist on the bicycle product body the corona and sells the loyal solidity, also will transform to its company brand body on, will strengthen its company brand. Below future might utilize the way to extend this research: (1) the way increase (2) utilizes the bicycle brand research which the comparatively microscopic angle discusses (3) by the quantification real diagnosis way to confirm the brand strategy influence factor to influence the bicycle multi-national brand strategy.

Keywords : international brand strategy ; multinational corporation ; bicycle industry

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