

# The Study of the International Marketing Strategies of the Interactive Toy Industry

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## ABSTRACT

This paper includes a longitudinal and in-depth case study during the past year in an international interactive toy manufacturer, which includes qualitative semi-structured interviews and questionnaire with main interactive toy manufacturer and retailers attending the Taipei, Hong Kong and Kwan Chou 2007 interactive toy fairs. This paper discovers that the volatile and the seasonal characteristics of the supply chain management practice in the interactive toy industry. This paper discovers that the dealer and the manufacturer rarely use the RFID technology and the mechanism of the information sharing platform, so this paper initialized the supply chain mechanism of 「Collaborative Planning, Forecasting and Replenishment, CPFR」. This paper use the data reduction technology of factor analysis to reduce the eight dimensions of the questionnaire to two dimensions: competitive strategy and integrative strategy to be the important reference of interactive toy industry.. This paper based on the three research problem compares the results of the inferential and quantitative census with the inductive and qualitative interview, and discover that the above two results are highly consistent and confirms the inference of the results.

Keywords : supply chain management ; toys ; volatile ; seasonal ; economic change

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