

新竹縣市房地產廣告代銷業核心資源與經營策略之研究

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摘要

REASA is the needed service for real estate market transactions. Its main business is selling its housing for the construction industry, providing market information and development of advertising strategies to promote real estate market of transactions, and as a bridge between consumer and the construction industry. It plays an important role between the real estate developers and real estate buyers.

Because REASA closely integrated with the market needs, so it is significantly impact by the external environment. In the same environment and industrial properties, some businesses can long-term survival, but some are eliminated. This study investigates the corporate resources, core resources, core competencies and competitive strategies of REASA for Hsinchu County to discover sustainable operation factors for REASA.

The study found that intangible resources are more important than physical resources. The survival reasons for REASA are its core resources, core competencies, and differentiation competitive strategies. This show to survive in the rapid change external market environment for REASA must rely on its core resources, core competencies, and differentiation competitive strategies.

關鍵字：REASA, Core Resources, Core Competencies