

地政士業經營策略分析之研究

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摘要

Nowadays, vigorously IT industry and popularity internet usage has been changing the economic environment rapidly, the competition between companies grown stronger than ever and it affects industry's manage environment. When firms facing those situations, they need to strengthen their competition abilities, and pay more attentions at the social economic development. Dealing with rapidly changing world, seeking opportunities avoiding threaten, evaluating self core ability, drafting strategy and tactics, and strengthen competition are the crucial point of sustain growth for every firm. This study got statistics data randomly from Land Registration Agent (LRA) in Tao Yuan County to analysis the difference relationship and influence between individual attributes and four dimensions (Business Environment, Business Strategy, Core Competency, and Competitive Advantages). Some conclusions are concluded as follow: 1. Individual attributes accept all other dimensions with no significant difference, 2. Partial rejected the hypothesis of business environment have no significant relationship and influence with business strategy, 3. Partial rejected the hypothesis of core ability have no significant relationship and influence with business strategy, 4. Rejected the hypothesis of Business Strategy have no significant relationship and influence with Competitive advantage, and 5. Partial rejected the hypothesis of core ability have no significant relationship and influence with competitive advantage.

At present time LRA is in a tough environment, each LRA has their unique business strategy and core ability. Through the help of this study, LRA can correctly considerate the relative and influence between internal core ability and external environment when drawing up their business strategy, to enhance their business competitions.

關鍵字：Land Registration Agent, Business Environment, Business Strategy, Core Competency, Competitive Advantages.