

動態競爭模型之研究-以台灣進口汽車為例

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摘要

Base on 2011 the statistical data of vehicles industrial guild in Taiwan, auto market sale in Taiwan 2011 has reached to three hundred seven thousand, comparing to 2010 which has grew up 15.5%. Since the economic meltdown in 2008, while the market has revived, this has aroused our desire of purchasing the car. This research is base on 4 biggest auto companies in Taiwan, M-Benz, BMW, Volkswagen, Lexus, and constructs the pattern of dynamic competition and the competitor image by the market common traits and the resources similarity, through the analysis on the dynamic evolution of competitive strategy among market shares and market resources of automobile industries. The dynamic competition refers to all competition conduct, which is in a specific market; All competitors compete with each other other is taken by the sum of Competitive behavior and competitive response. Furthermore which makes analysis of the dynamic competition strategy market of sale quantity and the market resources compatibility using automobile industry, Different manufacturers sales in Taiwan' s market, affect with others manufacturers.

關鍵字：competitive dynamics, Competitor Mapping, automobile industry