

# 台灣表演藝術產業經營策略分析-以X劇團為例

鄧瑞兆, 林恩萱

企業管理學系

管理學院

rjteng@cc.chu.edu.tw

## 摘要

Taiwan society of today is the age of rapidly developing science and technology, but as most of the performing art work still requires a lot of manual or physical endeavor, not precision replication can take the place of science and technology, so has the performing arts industry is still in the handicraft production of models. Given the present arts groups to operate on nonprofit organization management, presence, in addition to need constant innovations and creative efforts on the performance, marketing is becoming more and more important. So not only is committed to business combination of art and community, is to create demand for literature and art market, to be able to build its own brand and new social values. Inheritance of the performing arts industry, became an integral part of the development of cultural and creative industries. Above, this article is intended for a discussion on the status of the performing arts industry in China and analysis of the application of competition policy, to examine the business strategies of China's performing arts industry, look forward to contribute to the management of the performing arts industry made policy recommendations. Literature analysis to analysis of research methods in this article to understand the business of theatre x system and theory of internal analysis through SWOT analysis to gain advantages and disadvantages, and external opportunities and threats analysis made, combined with theatre of the five forces analysis method x analysis of external environment, and are disadvantages into advantages of the theatre of the x, or strengthen the advantages, improvements and suggestions.

關鍵字：Performing Arts、Business strategies