

The KSF of LED business development in Taiwan with E company as case study

王明郎, 陳漢堃

Industrial Management

Management

marlon@chu.edu.tw

Abstract

The world today actively engages in energy conservation and carbon reduction efforts to mitigate climate change ever since it has caused a major shift in the ecological system. This has thus led to the growth of LED industry. In anticipation of the market growth, worldwide LED manufacturers had their market expansion planned. Our study focused on how the LED industry in Taiwan remained competitive and its discovery of KSF in the global market.

This study analyzed the local LED manufacturing industry based on the data collected from the case study of E company in Hsinchu Science Park.

Through literature review, the KSF tool was explored to understand the external threats and opportunities faced in Taiwan' s LED industry global positioning, as well as to increase the country' s competitive advantage in the global LED market.

Keyword : Key Success Factors, Five force analysis, SWOT analysis,