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台灣電阻業智慧行銷策略之研究-以某公司為例

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摘要

隨著 3C 消費性電子、通訊及資訊產品的發展，新產品推陳出新的速度越來越快，電阻的市場呈現逐步穩定成長。然而台灣業者持續擴充產能規模，產業競爭激烈。如何在高競爭與智慧化的環境，研擬適當的智慧行銷策略，實是值得深思。

有鑑於此，本研究首先針對電阻產業進行分析，期從不同的面向與角度探討電阻產業的特性與概況。其次，針對行銷與智慧行銷進行文獻探討。再者，採行個案研究，並經由高階主管深度訪談與次級資料分析，進行本研究。接著，乃深入分析個案公司行銷策略，包括行銷組合策略、目標行銷與交叉銷售。最後，根據前述各種分析所得，而提出本研究的結論：1. 電阻產業的特性鮮明，市場需求持續成長，競爭十分激烈；2. 落實顧客導向之行銷策略，提供 Total solution；3. 唯有開發利基型產品，提高差異化，才能擺脫紅海市場；4. 重視交叉銷售的經營與管理，惟其績效尚未完全體現。本研究提出下列建議：1. 強化個案公司海外直營及經銷通路；2. 掌握新科技趨勢、提前切入未來性產品；3. 培養關鍵性材料開發之核心技術；4. 借重集團整合力量持續優化採購、人力及生產成本；5. 同業間策略聯盟及購併；6. 積極推動智慧行銷等建議。

關鍵詞：電阻業、行銷、智慧行銷策略

Abstract

With the development of 3C, that is, consumer-electronics, communications and computer products, new products are launched increasingly rapidly, and the market of resistor is gradually making steady progress. However, Taiwanese companies continue to expand their production

capacities and the competition within the industry is cut-throat. How to develop an appropriate intelligent marketing strategy in a highly competitive business environment is worth pondering.

First, we analyzed the resistor industry, explored the industry's characteristics and profiles from different perspectives and dimensions. Secondly, we focused on marketing and intelligent marketing literature to review. Thirdly, we use case study-through the collection of secondary data and in-depth interviews with senior executives. Then we deeply analyzed the marketing strategy of the case, including the marketing mix strategy, target marketing and cross-selling. Finally, we based on kinds of analysis, we proposed the conclusion: 1.the characteristics of the resistor industry are distinct, market demand continues to grow, and competition is fierce. 2.the customer-oriented marketing strategies are implemented to provide a total solution. 3. only the development of niche products and the improvement of differentiation can help the company get rid of the Red Sea market. 4. attention should be paid to the operation and management of cross-selling, but its performance has not yet been fully reflected. The suggestions: 1. Strengthen Company R's overseas direct sales and distribution channels. 2. Master new technological trends to engage in the development of future-oriented products in advance. 3. Cultivate core technologies for key materials development. 4. Rely on the integrated strength of the group to continuously optimize procurement, manpower and production costs. 5. Inter-industry strategic alliances, and mergers and acquisitions.6.Develop intelligent marketing strategy and practice.

Keyword : Resistor Industry, Marketing, Intelligent Marketing Strategy.