

**The Challenge and Innovation of Garment Manufacturer in Taiwan: Inspecting
from the Aspect of Enterprise's Scale and Operation Mode**
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ABSTRACT

In today's economic globalization and the intensive competition, more and more enterprises set up branch offices abroad to increase their competitiveness. Many enterprises encountered massive challenges and gradually deteriorated. Nevertheless, some enterprises with strong foundation and applying proper business strategies can sustain successfully in massive rigid competitive environment.

The purpose of this study is to explore the application strategies of individual companies. Taking Garment Factories as case study to explore their business behavior in following aspects: (1) the market segmentation strategy to secure a blue ocean strategy development; (2) diversifying markets instead of rigidly adhere to the market area; (3) strategies for creating new opportunities to set up subsidiaries in low-cost countries; (4) implementing low-cost strategy to stabilize the profit; (5) process and new research and development; (6) implementing specialized strategies to differentiate the strategy for achieving company's expected objectives; (7) making sustained and stable profit growth and performance growth in order to support the use of the strategy worked.

This research applied case study as the research method to analyze collected data. It expects that the research could figure out what kind of business strategy can help enterprises, especially those enterprises involving in garment industry.

Key words: Textile industry, Garment Manufacturer, market concentration, industry environment, competitive advantage, core technology