

Enterprise Transformation or Fading from the Market: Case Study of YEOU WEN Printing Material CO., LTD

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ABSTRACT

The research aimed to find out whether enterprise transformation can help the development of the enterprise or make the company fading in the market. This research took YEOU WEN printing material CO., LTD (YW) as the research case to examine the theory of enterprise transformation. YW is a company which acts as an agent of foreign print inks and print consumables. Its clients are printing factories. As we have already known that printing industry does many works, such as calendar, shoe box, poster, business card, and etc. It means that printing works are part of the supply chain of all most every product. However, with the increase of science and technology progress, the printing business gradually declines, and the printing enterprises fall down one by one. As a result, there are some reasons to explain the situation. In order to explore YW's future development possibility, this research applied qualitative research method, by interviewing the director of YW, to understand YW's background and the company's vision of company management. With that foundation, the research found out what were the difficulties of the company. Following on, the author arranged a project to help YW to cope with current difficulties and to promote the future development of YW.

Key words: Enterprise Transformation, The Printing Industry Market, Southeast Asia, Agent.