

From the Perspective of Small and Medium Enterprise to Investigate the Key Successful Factors of Enterprise Management: A Case Study of Molding Industry in Taiwan

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Abstract: This study intended to lead to an understanding the key successful factors in terms of mold industry. The purposive samplings which are high rank managers and bosses with years mod-making experiences in mold industry were adopted based on 61 valid questionnaires. Results of the Analytic Hierarchy Process indicate that manufacturing serves as the most important element in the first layer in mold industry of SMEs. Second, the top three important factors in the second layer are superior quality, process innovation, and improvements of productive processes. That is, results suggest that the future mold SMEs in Taiwan should put great efforts not only on providing customers high quality products, but also on the process improvements and innovations.

Keywords: Analytic Hierarchy Process, Manufacturing, Marketing, Human Resource, Innovation, Financial Plan

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