

作品簡介

建「竹」歷史，「編」織未來 — 推廣轉型之研究

研究動機

臺灣脫離農業社會後，使竹編產業投入人數日漸減少，造成產業傳承中斷，使竹編產業衰退。但師傅們仍然堅持不懈，實現自我理想，我們被奮鬥精神所感動。

因此本組拜訪一位專門製作竹編產品的師傅，名叫戴阿爐，他利用這項獨特的技能維持家計，讓這項技藝發揚光大，使我們注意到竹編這項傳統技藝。所以本組想應用商業所學，為竹編技藝做出一份貢獻。

五力分析

項目	程度	說明
現有競爭者的威脅	高	產業同質性高 外來競爭者多
替代品威脅力	中高	替代品性價比高 轉換成本低
供應商議價力	無	竹子以師傅進山林砍伐為主， 故無供應商
新進廠商威脅	低	國內市場進入困難 投入成本高
客戶議價力	高	產品無固定訂價 顧客忠誠度不高



結論 產品客製化

可滿足消費者需求，提高購買意願

國內市場進入困難

人力老化，竹編產業缺乏興起能力，市場無法穩定發展

建議

DIY體驗活動

可舉辦簡易竹製品的DIY 手作活動，創造更多經濟利益。

建立顧客忠誠度

提供售後服務及建立有效的溝通管道，提高消費者黏著度和良好的口碑。

INTRODUCTION



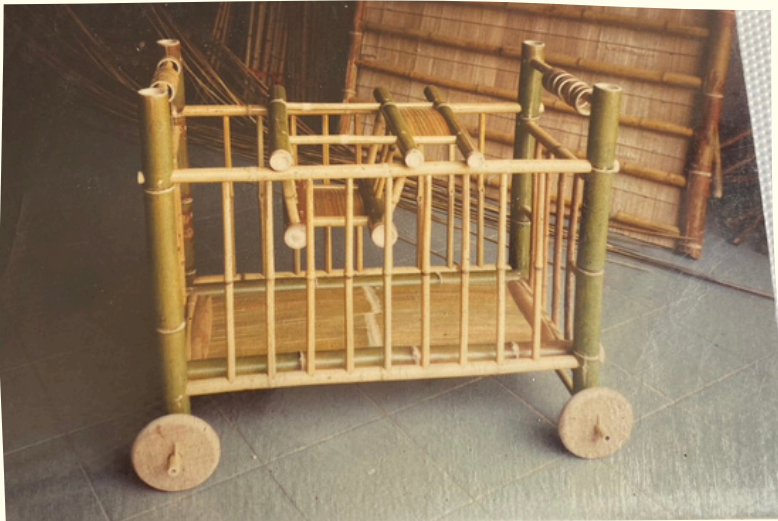
建「竹」歷史，「編」織未來 — RESEARCH ON PROMOTION TRANSFORMATION

RESEARCH MOTIVATION

After Taiwan broke away from the agricultural society, the number of investors in the bamboo weaving industry gradually decreased, resulting in the interruption of industrial inheritance and the decline of the bamboo weaving industry. But the masters still persevere, realize their own ideals, and we are moved by the spirit of struggle. Therefore, we visited a master who specialises in making bamboo products, named Dai Ah Lu, who used this unique skill to support his family and carry forward this skill, which drew our attention to the traditional skill of bamboo weaving. Therefore, this group wants to apply what they have learned in business and make a contribution to the art of bamboo weaving.

FIVE FORCES ANALYSIS

project	extent	illustrate
Threat of existing competitors	high	The industry is highly homogeneous There are many foreign competitors
Alternative threats	Medium-high	Alternatives are cost-effective Low switching costs
Supplier bargaining power	not	Bamboo is mainly used by masters to cut rafts in the mountains and forests, so there is no supplier
New entrant threats	low	Difficulties in entering the domestic market High input costs
Customer bargaining power	high	There is no fixed price for the product Customer loyalty is not high



CONCLUSION

- 1.Product customization
- 2.Difficulties in entering the domestic market
- 1.It can meet the needs of consumers and increase the willingness to buy
- 2.Manpower is aging, the bamboo weaving industry lacks the ability to rise, and the market cannot develop steadily

SUGGESTION

- 1.DIY experience activities
- 2.Build customer loyalty
- 1.DIY handicraft activities of simple bamboo products can be held to create more economic benefits.
- 2.Provide after-sales service and establish effective communication channels to improve consumer adhesion and good reputation.

