

ABSTRACT

This study analyses the marketing strategy of online direct sell LCD application. Since Chi Mei Optoelectronics (“CMO”) is the second biggest LCD Company in Taiwan and it is one of the leading TFT-LCD manufacturers in the world that previously market channel was to narrow and basically distribute its goods offline. The project follows the marketing trend to adapt its selling method to online business.

The study identifies the problems and introduces the CMO background and its resources that to could facilitates information to managerial concerned.

Indeed, the study analysis marketing situation by scanning the environment and internal situation, than develops the EFAS and IFAS tables plus the TOWS Matrix to deal with SWOT analysis. When marketing strategy has been identified, than define target marketing and positioning, 4p’S Analysis, view the marketing strategy to meet the business goals.

Online direct selling is the mainly marketing strategy, thus the proposed system conduct online and off line research, SWOT analysis, Cost-benefit analysis, and some survey to gain the important information to support the project data accuracy, also some hardware and software to facilitate the project.

The project implementation includes developing the System, developing the Program application, testing, implementation, training, documentation that up the project in practice.

Finally, the conclusions and recommendations will suggest that online direct selling Chi-Mei LCD is bear choice the meet current marketing needs.