

A Study of Management Strategic by SWOT Matrix Model Analysis on the Application Atemoya Producing-Marketing Groups

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Abstract

Atemoya is the major valuable culture crop. The improvement of management for atemoya is an urgent business. The concept of agricultural enterprise management and management tactic is showed firstly in the study. The atemoya industry is performed with comprehensive evaluation analysis and SWOT analysis by the result of questionnaire. We provide the statement of formula and question content for atemoya industry to perform cause and effect analysis to get the goal of tactic plan for atemoya industry. we analyze the interna and external environment of the atemoya industry by using the model of the competition type, and discover the advantages of this industry from each activity of the value chain. The advantages and the disadvantages of atemoya fro including financial resources, technological resources, research development, organization culture, human resources, and product characteristics as well as marketing resources etc. that the organization can control. The opportunities and threats of the external environment are exterior factors that the organization cannot control. These opportunities of external environment are high specialty, would not have direct impact after joining the WTO, and long-term preservation technology is not been developed yet. We have established a set of cultivation systems on suitable varieties to adjust producing period in Taitung. With assistance from the farmers' associations in marketing, and from the Agricultural Research and Extension Station in producing technology, many varieties could be chosen by markets and consumers. There is a GAP approved grading system, and each grade has been commercialized, and has its own image. The threats are seasonal import of foreign fruits after joining the WTO, the internal competition from the production area, dispersal strength between production and marketing groups, and the grading system, which is still not unified. Besides, easily be infected by pests, and a lot of physiology problems and so on. These problems are yet to be solved. The superiorities of internal environment are the

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strong wish of developing new products, strong centripetal force of farmers, outstanding production technology, which will earn high award items each year. Besides, farmers also follow farmers' associations in marketing, quality control, and pricing. The inferiority are lacks of marketing independency, and the human resources are not fully used because the production and marketing groups focus too much on the production and quality. In addition, low direct sale ratio and the common work aspect still should be strengthened.

Key words: SWOT Matrix, Management Strategic, Atemoya