

3. Conclusion

In this study, the business status of die and mold industry in Korea and the international division of labor was investigated. The following outlines the results of this investigation.

a) The die and mold industry in Korea has grown continuously in 1990s and has particularly strong competitiveness in the field of plastic molds.

b) The die and mold companies in Korea are very active in the application of IT technologies such as the use of CAD/CAM and CNC machine tools. They have extend the overseas markets due to quality improvements and delivery reduction of the products using these advanced technologies.

c) The die and mold companies in Korea are using CAD/CAM technologies and outsourcing the work for cost reduction, but flexible management of human resources like the use of temporary employees has not been adequately considered.

d) The average age of the employees of die and mold companies in Korea is in the early thirties. This young average age can be a positive factor in the application of IT technologies like CAD/CAM, but it can be negative point for the technical completeness.

e) Many of the die and mold companies in Korea choose the middle and high price strategies and distinguished business strategies with their own specialties. On the other hand, relatively less companies choose a low price strategy.

f) The die and mold companies in Korea consider the decrease of orders resulting from the recession both at home and abroad and a heavy burden of investment on manufacturing facilities as the confronting business problems. They expect that the companies will be broadly divided into two categories in the future. The companies in one category will improve their technologies and maintain the competitiveness. Companies in the other category will lose competitiveness because of delayed renovations of their manufacturing facilities.

g) The die and mold companies in Korea have significant business relationships with Asian countries. However, they are still passive to find Asian countries for overseas manufacturing. They consider Asian companies as an overseas market linked to business.