

## **2. Approach and Analysis Method**

The study on Taiwan mold and die industry is designed to have two parts, questionnaire and visit.

The first one is to design a set of questionnaire covering a wide range of questions ranging from management to technology. Basically the questions are based upon the understanding ground of Japanese mold and die industry. Then it is translated into Korean and Chinese and sent to companies in the industry. Although there are some inevitable difficulties due to different technical and cultural background, the questionnaire design is still very precise and adequate in accordance the response from the company's personnel involved in the study program.

The second one is on site visit. Around twenty companies in total are selected and arranged to visit. Most of them are in Shulin city, some are in Taichung area. By the assistance of TMDIA, those adequate candidates could be selected from the pool of the members. The on site visit is conducted by the researchers following basically the same questionnaire. This kind of face to face communication takes time and cost, however it may get more precise and right answer from the people who answers the question, only because the researcher may have the opportunity to explain the meaning of the question and to interpret the correctness of the answer immediately. The visit results a core part of the study, and some feedbacks are used to improve the original design of the questions.

This report only depicts the result of the questionnaire study in Taiwan. The on site visit result may be arranged in the other form or issue of publication. For those who are interested in the result of visit, please refer to the related publication of IDE and Chapter 1.

The questionnaire contains 54 main questions including some related sub-questions. Actually, it is quite a load for the company to answer it. The total number of returned answer is 75, however some of them are of poor quality, the remained is reduced to 47. Nevertheless, among those remained there are still some questions left as blank, because of business consideration like confidentiality or difficulty. Hence, the result is analyzed and expressed by use of EXCEL, based upon sufficient valid data of remained answers.

Without any cross checking question design embedded in the questionnaire, all valid data are considered and used into analysis, even some answers of the questions in the same case seem to be inconsistent with others. Of course, this conflicting situation will lead the analysis to a rather vague condition, the trend and common characteristics are clearly deduced.

Besides, the questions are so many that only critical issues will be presented here for discussion. The result presented is only the first step of the research. Based upon these

first finding, further study is expected to proceed in the area of the possibility of international collaboration in mold and die manufacturing. The analyzing method will be improved as well as question design in the questionnaire. However, from the actual response of questionnaire study, the main direction in the future to change will be tailoring the size of questionnaire into the state that people can finish the answering job within half an hour.

The other direction in the future could be suggested is to study the business model of the mold and die industry in Taiwan in addition to individual management data study, because of their quick response to the environmental change and flexibility. To understand their business models may aid a lot of insight study. Naturally, the required analyzing method will be different.