

**Title of Thesis** : HOW ORGANIZATION RE-ENGINEERING TO  
REVITALIZE THE CONVENTIONAL INDUSTRIES IN  
TAIWAN - Case Study of Shin-Shin Cement Corporation

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**Name of student** : Chang Jye-Yuan

**Adviser** : Ph.D. Shen Ching-Cheng

### **Abstract**

Focusing on Shin-Shin Cement Corp. as an example, the research aims to study, analyze the shared challenges of those conventional companies, the environment changes, world resources re-allocation and thus less price competitive in market

Eventually and inevitably all study lead to the conclusion that the organizational re-engineering will be the savior and thus been widely studied, discussed and implemented.

Via the SWOT (Strength, Weakness, Opportunity and Threat) analysis and the model of Five competence factors, I penetrate the root cause study and summarized my thesis in the following approaches:

1. The conventional Cement industry should honestly face the environment change realizing the worsen market. It is a must to clearly identity what are the threats and opportunities, who are the major competitors and where is the market...etc. to define company policy and decide the optimal strategy

to make organization re-engineering.

2. The competition of cement market expanded from originally local only now to the Asia whole region which local ones are considered not competitive at all. As such, I proposed to select partners and make strategic alliances with focusing market to set clear policy with our own core competence in price, quality and services.
  
3. Zoom into the Shin-Shin operations to make the detailed diagnosis, noticing due to government regulation to terminate the mining, thus Shin-Shin capacity is limited without expansion plan. Except the above mentioned strategic alliance, the company itself should move toward a more organic organization. organization re-engineering thus play a key role, e.g. simplified personnel with even more effective efficiency to reduce overall costs is actually a key element to guarantee vitalization of the company.

**Keywords** : traditional industry, cement industrial, re-organization