

<b>Title</b>	The Research of the Second Venturing Strategy of the W Enterprise
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### **Abstract**

The objectives of this research were: 1) to study pressure and necessity of second venturing and explain the goal and content of the second venturing. 2) to study a combination of quantitative and qualitative analysis of all kinds of data provides some help for W enterprise to enter into the new market and establish a strategic plan for sustainable development in its second venture and 3) to propose a development strategy does Enterprise W need to deal with these problems and guide Enterprise W to quickly enter the new market and embark on the road of sustainable development. According to the theory of core competence, based on the method of fixing quality and quantity analysis and tools of the PEST model and SWOT matrix and the five competitive forces, through analyzing the external and internal environment of W enterprise's second venturing. In order to have an in-depth understanding of the overall situation of W enterprise, 500 questionnaires were sent out in this study, among which 400 questionnaires were collected, and Structured in-depth interview with open-end question for 15 interviewers .

The research results revealed that: 1) expanding strategy based upon the Shanghai market and facing the whole country which includes the marketing expanding strategy for the company, difference, focusing competitive strategy for business, branding, development, and innovation, human resource strategy for function strategy. 2) The thesis's research combines the facts of the W enterprises to the second venturing and strives to get a clear and reference strategy, which should be useful for the company's growth.

**Keywords:** Wireless LAN, Individuation, Information service, strategy