

Title	The Research of the Second Venturing Strategy of the W Enterprise
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Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were: 1) to study the pressure and necessary of second venturing and explains the goal and content of the second venturing. Secondly, based on many kinds of problems of second venturing, 2) to analyze 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 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 PEST model and SWOT matrix and the five competitive forces, through analyzing the external and internal environment of W enterprise's second venturing

The research results revealed that: 1) expanding strategy basing upon the shanghai market and facing the whole country which include the marketing expanding strategy for 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 strive to get a clear and reference strategy, and should be useful for the company's growth.

Key words: Wireless LAN, Individuation, Information service, strategy