

十一、研究計畫中英文摘要：請就本研究計畫要點作一概述，並依本研究計畫性質自訂關鍵詞。

(二) 計畫英文摘要。(5 百字以內)

In 2008, Taiwan shoes market to the world that total sales is about three billion New Taiwan dollar, and the important market of Taiwan shoes is America, Japan, and Mexico (Taiwan Footwear Manufacturers Association, 2009). The development of global sport shoes focus on comfort, function (air cushion, shockproof, torpque system), and plastic design, especially the sole (of the shoe). So the famous sport shoes of manufacturers put into research and development on the sole, this shows the design and manufacture of the sole plays a major role.

The Chen-Cheng-Wang Corporation deals with developing and manufacturing to the sole mold of sport shoes. It has developed and manufactured the sole of famous sport shoes, such as NIKE, PUMA, MIZUNO and so forth. The Chen-Cheng-Wang Corporation pursues the better competitive advantage, so it needs academe provides an information method for understanding customer requirements fast and accurately. The information method could improve manufacturing process and increase consumer repurchasing rate. The brand companies usually fill the fuzzy meaning and uncertainty with product requirement, so this plan will use Fuzzy Quality Function Deployment (Fuzzy QFD). Fuzzy QFD could help the Fuzzy Voice of customer requirements change to the concrete Voice of Engineering (VOE), so that The Chen-Cheng-Wang Corporation could control the critical information of customer requirements. This method help not only engineering designers understand the critical factor and demand, but also the company integrates effective enterprise manufacture, development, technique, purchase and so forth. This plan hope The Chen-Cheng-Wang Corporation could cut cost, reduce information worse, satisfy customer requirements, increase competitiveness, and pursue sustainable operation by this Industry-Academia collaboration.

Key Word: Fuzzy, QFD, Customer Requirements