

Discussion on the Key Success Factors of Organic Operators- A Case Study of the Aboriginal Farmers in Hualien Area¹

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Abstract

The purpose of this research is to study the key success factors of organic aboriginal farmers in Hualien area, Using Analytical Hierarchy Process (AHP) by interviewing 12 aboriginal farmers, 7 facets and 32 factors were assessed to obtain the relative weight in the various indexes with advantage and analysis consistence was verified. The empirical conclusion indicates that the key point is the financial management facets. The top 10 influential factors are in order sufficient working capital, production and sales records and cost analysis, Investment planning and evaluation, prior assessment and risk taking, product after-sales service and problem handling, family support and cooperation, meet consumers' demands for health, use equipment and agricultural machinery, joint procurement of materials, Innovative marketing model, et cetera. The result will provide with references for other aboriginal farmers manage and official policy making and promotion counseling in the future.

Keywords: aboriginal tribe 、 organic agriculture 、 valuation criteria 、 Analytical Hierarchy Process(AHP)

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