

女性從事網站之創業經驗之探討——以黑太郎元氣網為例

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摘 要

電子商務的快速發展和其經濟效益，促進了就業型態的改變，因此女性創業已成為一股重要趨勢。本研究將探討女性從事網站的創業過程中，所面臨的相關問題以及目前經營概況。

本研究以創業成功案例「黑太郎元氣網」，作為深入訪談對象。其訪談結果彙整如下：首先，他們是合夥的微型企業，由於彼此間志同道合及互助合作，使得彼此能為共同目標一起努力。其次，家庭成員的協助以及支持，是他們成功不可或缺的因素之一。第三、因佔地利之便，在原料提供上較無大礙。第四，他們的創業成果到目前是持續成長。最後，經營成本一直是他們面臨的大問題，由於他們堅持品質，因此如何在品質與成本上取捨，是他們經營上的最大問題。

關鍵字：知識經濟、女性創業、微型企業

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**The Discussion of Women Are Engaged
In The Entrepreneurial Experience of Websites–Taking
the Otoro Web**

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Abstract

The fast development of E-commerce and its economic benefits, having promoted the change of the employment type, therefore, women entrepreneurs has already become an important development trend. This research discussed women entrepreneurs are engaged in the entrepreneurial achievement of websites and business state

This research interview a business successful case " Otoro Web ". Its interview is as a result compiled as follows: First, they are the micro-enterprises of partnership, sharing common ambition and goal due to each other and the mutual aid cooperate, make each other be able to make great effort together for the common goal. Secondly, One of the factors that family member's assistance and support succeed. The third, the local raw materials for production, have no problem on supplying. The fourth, their starting a business a result to arrive currently is to grow up continuously. Finally, cost had been their trouble problems, because they trade off between quality and cost.

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Key words : Knowledge-Based Economy, Women Entrepreneurs,
Micro-Enterprises