

A Study on the Development of Cross-Strait Funeral Industry and Taiwan Funeral Industry Investment in Mainland China

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Abstract

Due to dead and marketization of funeral industry of mainl and China, many Taiwan companies regard it as an opportunity to penetrate the potential market. However, our study finds that the degree of competition force is very low for them because of some factors such as institution, culture, and market. In the aspect of institution, many disputes, even illegal issues are induced by the imperfect law system. For culture, funeral service is still in the scope of social welfare and the acceptance of marketization is not widespread. The third aspect, market, that rigid price regulation and the alliance of public funeral companies and government make an unfair competition environment restricts on the profit of Taiwan companies. On the other hand, financing issue including that the fund from Taiwan is limited by two-strait policy and borrowing barrier from mainland banking hinders Taiwan companies to extend funeral market.

Keywords: *Funeral Industry, Competitiveness*

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