An Innovative Approach to Selling Wood Material to Makerspaces:

A practice-based research of Woodmall

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ABSTRACT

Since 1991, the central theme of Taiwan’s forestry policy reforms has been the conservation of forest resources. Taiwan has become a country underline on both afforestation and substantial reduction of deforest. A research result in 2012 showed that the wood self-sufficiency rate is only 0.45%, less than 1%. On the other hand, the foreign imports are multiple sources and adequate supplying. Therefore, the demand for local market matter-of-course tends to the imported wood material rather than the insufficient domestic supply. In addition, it is a chance for Woodmall, the only wood material supplier that selling foreign countries material on-line in Taiwan. Woodmall is a start-up since 2016 that try to seek out a better change for the industry and solve the wood material demand problem.

This study aims to focus on Woodmall starting strategies and explore their innovative approach to selling to makerspaces. For Woodmall first phase of strengthen-up strategies, they plan to establish the downstream market, especially the new trend of makerspaces. Not only do they attach makerspaces to develop and increase the brand awareness, but also import the products suit to target users. On the other hand, makerspace is a new type of co-working and design area that mainly blooms in Taiwan since 2015. Woodmall tends to dig in the makerspace market while the market is still a blue ocean. As the strategy is pretty different from the previous that a startup company tends to match a blue oceana, “how can Woodmall make an innovative approach as a sale character?” is worth to be observed.

Go on with the structure, the researcher reaches an outcome for both Woodmall and the industry. Woodmall and makerspaces are making mutual benefit. Woodmall, as an upstream supplier, offers wood materials to downstream consumers, while makerspaces are the blue ocean market with a great demand that can create a new flow chart model. For such interaction, makerspaces can further transform into a co-creation community and even establish an industrial innovation system. As a whole, it is a so-called innovative approach brought about by Woodmall.

Keywords: Wood Material Industry; Innovative Approach; Startup Supplier; Blue Ocean