

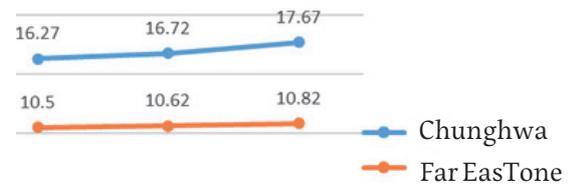


萬「中」無一，「華」開新世代中華

— FINANCIAL RATIO ANALYSIS OF CHUNGHWA TELECOM AND CONSUMER SATISFACTION SURVEY.

This study investigates the operational status, business performance, financial condition, and customer satisfaction of Chunghwa Telecom. The research findings will be used to provide guidance for businesses and consumers regarding investment decisions. The study involves analyzing relevant financial ratios from literature and comparing them with financial statements and data from a competitor (Far EasTone) over the past few years. Finally, a survey will be conducted to assess customer satisfaction with Chunghwa Telecom.

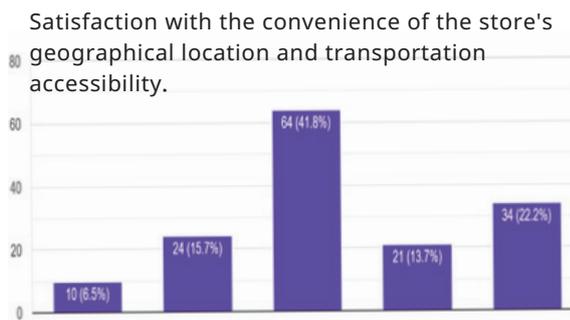
Profit rate



Financial ratio graph

Based on the literature review and questionnaire survey, the following recommendations are proposed:

- Internet quality can be further improved in areas with less stability, ensuring that both urban and rural areas have access to the same level of internet quality.
- Personnel costs are high due to a large number of employees. It is advisable to allocate resources appropriately by providing guidance and support to employees with lower performance and contribution levels.
- Customer service personnel can undergo additional training and improvement in terms of attitude and professionalism.
- In terms of geographical location, collaboration with nearby parking facilities can be established to address consumer parking issues.
- For store layout indicators and planning, it is recommended to increase the size of text and graphics, and use color differentiation to make the routes clear and easily understandable.
- The operating hours can be extended and service personnel can be scheduled according to the business volume to meet consumer demand.
- The comfort of the store space can be enhanced by adjusting seating, temperature, and incorporating green plants to increase comfort levels.



Customer satisfaction graph

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Company Profile

Largest in scale, highest number of users, development of Internet of Things and artificial intelligence, promotion of internationalization, social responsibility.

Business Philosophy

Improve operational status, expand product scale, gain economic benefits, and enjoy life.

Company Vision

Stay core, target enterprise clients, venture into emerging markets, transform business model, build extensive alliances.