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Overview of the content

Kung Hsing Plastic Machinery Co., Ltd. is an international manufacturer of high quality plastic machinery. The company has occupied the leading position in the field of plastic extrusions in Taiwan since it was established in 1972. Kung Hsing insists on the principles of honesty, providing the most appropriately designed machines, and offering outstanding after-sales service to all its customers. Its products include a PP/PE Inflation (blowing film) making machine, a Nylon/Polyester/PP/PE Monofilament making machine, a PP/PE Flat Yarn (Woven Bag) making machine, a PP Packing Band making machine, a PP Sheet making machine, and a Plastic Recycling Machine. The whole range of products is sold directly to customers. After an initial few years spent improving the quality of its products and developing new types of machinery, Kung Hsing now has worldwide distribution outlets and has become a global company.

The following paper will detail Kung Hsing's history and background information, including an analysis of the organisational environment that influences the operation of Kung Hsing, such as the political forces, technological forces, and market forces, in order to further understand what resources the company has. This will be followed by an analysis of the company's integrated marketing strategy, with a focus on the area of communication. The different parts of the company and their functions will also be discussed. The critical communication problems and opportunities within the company will be described and analysed. Finally, one suggestion has been made that should improve Kung Hsing's current situation.

Introduction

Due to the support of a very successful export market, Taiwan's economy has stayed stable for the past few years, avoiding the current challenges present in the global market. The machinery industry has played a major role in Taiwan's total exports; moreover, the manufacturers from the plastic machinery industry in Taiwan have developed a stable position due to a high reputation regarding the quality of their machinery and customer service in the global market. Kung Hsing Plastic Machinery Co., Ltd. is Taiwan's leading plastic machinery manufacturer. The PP/PE inflation machine - Kung Hsing's blowing film making machine - had been a success in the plastic machinery market for many years in Taiwan. However, most of Kung Hsing's business comes from exporting the machinery overseas, and only a few percentage of the business has been focused on the domestic market in Taiwan. The company markets products and services that focus on professional technology, innovative design, and after-sale services. Kung Hsing has been enjoying a steady increase in profits and a good reputation in the market. The following report will be an analysis of Kung Hsing Plastic Machinery Co., Ltd., focusing on a number of different areas including the background of the company and the organisational environment and organisational resources of the company. The rest of the report will focus on analysing Kung Hsing's current position, the critical communication challenges and opportunities that the company is facing, and the marketing communication strategy that has been used by the company. Finally, this report will combine different theoretical and research literature to assess the advantages of the communication strategy that the company has been using. It will also describe the improvements that the company should make in order to bring it more



profitability and help it to rise to a higher position in both the domestic and global plastic machinery industrial market.

Kung Hsing Plastic Machinery Co., Ltd.

History

Kung Hsing Plastic Machinery Co., Ltd. was established in 1972. The company was developed by the current president Tsai who has over 40 years of experience in the design and manufacture of extrusion machinery. Kung Hsing began as a one-person company. President Tsai had already worked as a technician in another plastic machinery company for more than ten years; and after careful consideration he decided to create his own plastic machinery factory. From the beginning he knew that there was big difference between being an operator and being employed, but the ambition to reach his dream kept him going without fear. Although he faced the many difficulties of starting an enterprise, his underlying determination and motivation to make it a success resulted in the business beginning to bloom in its second year of operations.

In the initial stage of the business, Kung Hsing only traded inside the Taiwan area. After few years spent on developing the domestic market, Kung Hsing had become one of the leading manufacturers in Taiwan's plastic machinery industry. As more and more competitors showed up in the area, President Tsai decided that in order to seek more opportunities and receiver a higher profit, it was the time to broaden the business from being a domestic to an international organisation. President Tsai believed that as long as the company insisted on the principles of honesty, providing the most appropriately designed machines, and offering outstanding after-sales service to all their customers, opportunities would present themselves anywhere. After more than twenty years struggling with tough foreign competitors, Kung Hsing has just met with the success that President Tsai believed it was capable of.



Kung Hsing has improved a great deal from the beginning of the business to now. It has become a global company with rich experience in the manufacture of plastic machinery, and it has developed well-organised structures and systems, as well as a comprehensive service system for consumers. All these advantages have lead Kung Hsing to achieve a high reputation and a steady increase in profits.