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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 principle 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 the initial few years of 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 contain with more detail about Kung Hsing's history and background information, the deeper analysis about the organizational environment that influence the operation of Kung Hsing, including the political force, technological forces, and market forces, and further understand what resource does the company have. After the detailed information of the company, the following step will be analysis, which Integrated marketing communication area, has been discussed and analysis in Kung Hsing, including focus on describing the main organizational issue that is going to discuss in the project, identify and describe the critical communication problems and opportunities within the company, make a description of the segmentation, targeting and positioning related to the organizational issue, and finally further discussion and deeper analysis of the communication

strategy for the organizational issue. At the end of the paper, one suggestion has been indicted to improve the current situation that Kung Hsing is facing now.

Introduction

Underlying the support of the huge volume and well present result in exporting market, Taiwan's economy has stay in the stable situation without influenced by the challenge of global in the market for the past few years. The machinery industry has played a major role of Taiwan's total export, moreover, the manufacturers of the plastic machinery industry in Taiwan has develop a stable position with high reputation about the well machinery quality and good service offering 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. Most of the business comes from exporting the machinery to the overseas, and only few percentage of the business has been focus 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 the steady increased profits and its good reputation in the market. The following content will focus on having insight analysis of Kung Hsing Plastic machinery Co., Ltd in different areas including the background of the company, the organizational environment and the organizational resources, of the company. And then the rest of the content of the paper will focus on analysis, the issue about organization in the current stage, the critical communication challenges and opportunities that the company is facing now, and the marketing communication strategy that has been process in the company. Finally the conclusion of the paper will combine different theoretical and research literature for the checking the advantage of the communication strategy that has been processed by Kung Hsing and in what area should the company

make the improvement in order to bring the company with more profitability and help the company leap into the higher position in both 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 President Tsai who has over 40 years of experience in the design and making of extrusion machinery. Kung Hsing was operating as the one-person company in the beginning. The President Tsai already worked as the technician in the other plastic machinery company for more than ten years, then after the careful consideration, he decide to have his own factory for manufacturing the plastic machinery. Everything had to start from the beginning, he knew that there was big different between being a operator and being employed, but the ambition for reaching his dream kept him going without fear. Although there were many difficulties for starting an enterprise, underlying his determination and the motivation to make it successes, the business start blooming from the second year the company had been established.

In the initial stage of the business, Kung Hsing did the business only inside the Taiwan area. After few years on developing the domestic market, Kung Hsing has become one of the leading manufacturers in Taiwan's plastic machinery industry. As more and more competitors shown up in the this area, President Tsai found out in order to seek more opportunity and receiver higher profit in the industry, it was good timing to broaden the business from domestic to international organization. The President Tsai believe that as long as they insist on the principle of honest, providing the most appropriate designed machines, and offering the outstanding after-sales service to all it customers the opportunities can be anywhere. After more than twenty years struggled with the other tough foreign competitors from all over the world, the successful



result has just meet what President Tsai believed.

Kung Hsing has improved a lot from the beginning point of the business until now. It has become a global company with rich experience on manufacture the

plastic machinery, well-organized structure of the organizational system, and completed service system toward consumers. All these advantages have lead Kung Hsing for achieving a high reputation in its markets and has been enjoy a steady increase in profit.