

**- SAMPLE DOCUMENT ONLY -**

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Dear XXXX,

Below I have included a copy of your document with the changes I made highlighted by the 'Track Changes' function in Microsoft Word (Tools > Track Changes on your menu). You may like to compare your original with this version to see in detail the corrections I have made to your document.

I have cut quite a lot of your overview of the content section, because you seemed to repeat yourself. Also, at the end of this section you state that a suggestion has been made – I would advise that you actually explain what that suggestion is.

On chart 2, I can't change the legend, but Queen's Machinery is spelt wrong.

I noticed that you tended to write recourse instead of **resource** (e.g. the natural resources of the company - the c and the s are around the other way). Spell check won't pick this up as recourse is another word. Just check this in future.

You have not added a page number for this reference:

Avlonitis, G. J. & Papastathopoulou, P. (2000). Marketing Communication and Product Performance: Innovative VS Non-innovative New Retail Financial Products. *The International Journal of Bank Marketing*, 18(1).

You forgot to add the journal name to this article:

Feess, E., Ossig, S. & Walzl, M. (2005). The Impact Of Truth-Telling And Limited Wealth In A Principle-Agent Model, 57(1), 29-57.

If you have it, you need to add the actual day to this reference (e.g. (2005, June 5):  
Howe, P. J. (1995). Lottery Ad Budget Hits A New Low. *Boston Globe*, p. 29.

For this reference you need to list at least the first 6 authors – after that you can put et al.

Rouzies, D., Anderson, E., Kohli, A. K., Michaels, R. et al. (2005). Sales And Marketing Integration: A Proposed Framework. *The Journal of Personal Selling & Sales Management*, 25(2), 113.

There is a problem with two of your references in your paper – page 17:

<http://www.taiwantrade.com.tw/tp/2005machinery/1/pl/htm>, and  
<http://www.taiwantrade.com.tw/tp/2005machinery/6/pl/htm>

There is no reference for the first one at the end of your paper. However, there are two references that end in /6/pl/htm – the Yonts reference and the Meyer reference. I am guessing that one of these is written incorrectly. Please check this out. I have coloured these references red in the body of your paper, because you will have to change the year of publication depending on which reference it is referring to. And, you should replace the internet address with the author's name if you have it.

Also, on page 19, your reference to the website that you got your table data from is not in you references at the end: [http://www.tami.org/st/week3\\_2002\\_2004.htm](http://www.tami.org/st/week3_2002_2004.htm). I have highlighted this red as well, because you will need to get the info and put it in your list of references.

I would also advise that you go through all your references and make sure that all the names are spelt correctly, as this is something I cannot check.

As it stands, your conclusion only summarises the last section of your paper, rather than the whole report. I would advise that you have a close look at it and try to write a conclusion that sums up the whole report.

If you decide to add any more content to your introduction or conclusion, please remember that you can send it through to me to have a look at – as long as you haven't written substantial new content.

If you have any specific requests or questions regarding my changes to your work, please don't hesitate to contact us at [admin@betteredit.com](mailto:admin@betteredit.com). Thanks for trusting your document to BetterEdit, Wendy!

Best Wishes,  
Jessica Wassenberg,  
14/10/2005.

## 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 ~~the~~ an initial few years ~~of~~ 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 ~~contain with more~~ detail ~~about~~ Kung Hsing's history and background information, ~~including an~~ ~~the deeper~~ analysis of ~~about~~ the organizational environment that influences the operation of Kung Hsing, ~~including such as~~ the political forces, technological forces, and market forces,

in order to, ~~and~~ further understand what resources ~~does~~ the company has ~~es~~. This will be followed by an analysis of the company's integrated marketing strategy, ~~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,~~ with a focus on the area of communication. The different parts of the company and their functions will also be discussed. The ~~identify and describe the~~ critical communication problems and opportunities within the company will be described and analysed., ~~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.~~ Finally, ~~At the end of the paper,~~ one suggestion has been ~~indicted~~ made that should ~~to~~ improve Kung Hsing's ~~the current situation that Kung Hsing is facing now.~~

## Introduction

Due to the ~~Underlying the~~ support of a very successful export market, ~~the huge volume and well present result in exporting market,~~ Taiwan's economy has stayed ~~in the~~ stable for the past few years, avoiding the current challenges present in the global market ~~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 in~~ Taiwan's total exports;; moreover, the manufacturers ~~of from~~ the plastic machinery industry in Taiwan have developed a stable position ~~with due to a high reputation regarding about the well the quality of their~~ ~~mmachinery quality and good~~ and customer 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. However, most of the Kung Hsing's business comes from exporting the machinery to the 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 content report will focus on having insight 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 organizational environment and the organizational resources, of the company. And then the rest of the content of the paper will focus on analysing, the issue about organization in the current Kung Hsing's current positionstage, the critical communication challenges and opportunities that the company is facing now, and the marketing communication strategy that has been process used in by the company. Finally, the conclusion of the paper this report will combine different theoretical and research literature to for the assess checking the advantages of the communication strategy that has been processed by Kung Hsing and the company has been using. It will also describe the improvements that in what area should the company should make the improvement in order to bring the company with more profitability and help it to rise to a the company leap into the 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 making-manufacture of extrusion machinery. Kung Hsing began as a was operating as the one-person company in the beginning. The President Tsai had already worked as the a technician in another plastic machinery company for more than ten years; and then after the careful consideration, he decided to have create his own plastic machinery factory for manufacturing the plastic machinery. Everything had to start From the beginning, he knew that there was big difference between being an operator and being employed, but the ambition for to reaching his dream kept him going without fear. Although there were he faced the many difficulties of for starting an enterprise, his underlying his determination and the motivation to make it a success es, resulted in the business start beginning to blooming from in the its second year of operations the company had been established.

In the initial stage of the business, Kung Hsing did the business only traded inside the Taiwan area. After few years on 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 this area, President Tsai decided that found out in order to seek more opportunities and receiver a higher profit, in the industry, it was the time good timing to to broaden the business from being a domestic to an international organization. The President Tsai believed that as long as they the company insisted on the principles of honesty, providing the most appropriately designed machines, and offering the outstanding after-sales service to all it their customers, the opportunities would present themselves can be anywhere. After more than twenty years struggling led with the other tough foreign competitors from all over the world, Kung Hsing the

~~successful result~~ has just met ~~with the success that what~~ President Tsai believed it was capable of.

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

~~of the~~

plastic machinery, and it has developed well-organized structures and ~~systems of the organizational system,~~ and as well as a ~~completed~~ comprehensive service system ~~toward for~~ consumers. All these advantages have lead Kung Hsing ~~to for~~ achieving a high reputation ~~in its markets and has been enjoy~~ and a steady increase in profits.