Discussion 8

The United States of America is a big country with a vast economy. There are a number of companies that are working in various parts of the country. These companies are in thousands of numbers and are not only working in the United States of America. Some of them have a vast presence in other countries as well. These companies use different kinds of marketing strategies to attract customers to their products and increase their sales and profits.

One of the prominent companies working in the public sector of the United States of America is Kapstone Paper and Packaging. The company is not very old and was recently established on April 15, 2005 (14 years back). The company has its headquarters in Northbrook, Illinois. The company has its Kraft paper manufacturing facilities Roanoke Rapids, NC, Cowpens, SC, North Charleston, SC and Longview, WA. It also has a lumber mill in Summerville, SC, 65 packaging distribution centers and 21 corrugated box and corrugated fiberboard plants. The company has currently employed 6200 employees.

Kapstone Papers and Packaging make outstanding products and that also form recyclable wood. It needs to expand its business worldwide and attract the customer to its paper and clipboard products. The best marketing strategy that can be adopted by Kaptone Papers and Packaging is the positive note that it manufactures its products out of such forests where the rate of replacement of wood is much higher than the rate of consumption (Kotler, & Armstrong, 2010). This factor can be used as a strong pint in its favor as forest cutting is a great concern in the current times. Moreover, it can also market its products by keeping the pint that it recycles the paper and clipboard products to produce new paper and cardboard products.

**References**

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. Pearson education.