

# Corporate Writing Editing Sample

## FMCG Hiring Trends (Original)

FMCG (Fast Moving Consumer Goods) is an industry which is highly dynamic and innovative. To succeed in this industry, you need to be adaptable, quick-learning, and entrepreneurial, traits which are attractive to many of our young candidates. There are some great opportunities in FMCG – Hong Kong is one of the world's biggest consumer market and a huge part of this market is still untapped. There is huge growth potential in the market, and working in the FMCG industry allows you the opportunity to be on the cutting-edge of new products and innovative marketing schemes. A career in FMCG gives you not only the chance to work in the fastest growing sector in Hong Kong, but also excellent interpersonal skills which are applicable to any job you hold in the future.

According to Mr Bernard Yeo, Country Manager for the world Hong Kong and China, FMCG companies are on the lookout for candidates who can work in a fast-paced environment and willing to bring an energetic and creative approach to their work. These candidates are ideally deadline driven and service orientated, with the following characteristics:

- Excellent communication skills
- Ability to work in a fast-paced environment
- Conflict Management skills
- Planning skills
- Problem Solving abilities
- Service-orientated
- Results-driven

Top candidates will have an excellent sense of commercial awareness, able to understand and anticipate shifts in the consumer markets. They will also have exceptional communicative and organization skills, capable of understanding the consumer's needs and highlighting the key benefits of the product to them.

Three key functions in the FMCG sector differ to their counterparts in other industries. They are Marketing, Sales, and Research & Development:

## FMCG Hiring Trends (Edited)

FMCG (Fast Moving Consumer Goods) industry is extremely dynamic and innovative. Thus, to flourish within this industry, one needs to be self-motivated, adaptable, fast learner, and should have entrepreneurial skills. Hong Kong being one of the largest consumer market in the world, much of this market still remains untapped. Growth potential of the FMCG market is great as the industry provides their employees opportunities to work with new technologies and innovative marketing schemes. Being a part of FMCG which is the fastest growing sector in

Hong Kong can enhance your interpersonal skills that will help you even in future and in every industry.

As per Mr Bernard Yeo, the Country Manager for the world Hong Kong and China, FMCG companies in Hong Kong are in search of candidates who are fast learners, can adapt in the fast-paced environment, have enthusiasm and are creative at work. These candidates are required to be service oriented and should have capability to adhere to deadlines. Some of the sought after skills in FMCG sector are:

- Excellent communication skills
- Ability to work in a fast-paced environment
- Conflict Management skills
- Planning skills
- Problem Solving abilities
- Service-orientated
- Results-driven

Top candidates in the sector have great commercial awareness and thus, are able to understand as well as anticipate the changes happening in the consumer markets. They also have exceptional communication and organization skills. They understand the needs of consumers needs and can communicate product's key benefits to them. There are three key functions that are specific to FMCG sector and they are Marketing, Sales, and Research & Development.