

Editing & Quality Assurance

Strategic Management — Before & After Editing Sample

Sample Type	Editing demonstration
Document Topic	Strategic Management
Focus Areas	Grammar • Spelling • Punctuation • Sentence Structure • Academic Tone • Clarity

Note: This is a demonstration sample created to showcase editing improvements. The “Before” text contains intentionally introduced language errors for comparison. Personal, submission, and originality-report details have been removed.

1. Before Editing

Selected excerpts from the supplied Strategic Management report are presented as a focused editing demonstration. The Before versions below contain limited, intentional language errors.

1. Introduction — Current Business Scenario

BEFORE

Parsons Corporation is facing numerous challenges within the business environment that is experiencing technological changes, enhanced competition and growing client demands. In doing so, they have responded to this environment through a mix of infrastructure and defence sectors by embracing digitalisation and the concept of sustainable infrastructure.

AFTER

Parsons Corporation is facing numerous challenges in a business environment characterised by technological change, increased competition, and growing client demands. The company has responded to this environment through its infrastructure and defence activities while embracing digitalisation and the concept of sustainable infrastructure.

Editing focus: Grammar • sentence structure • clarity

2. Environmental Analysis — Economic Factors

BEFORE

The economic conditions that may be called for during the course of a project's development are influenced by economic disparities between years including recessions or changes in public spending. For instance, economic downturn may lead to a cut in government expenditure on its public projects while exchange rate may create problem of profitability.

AFTER

The economic conditions affecting a project's development are influenced by factors such as economic disparities, recessions, and changes in public spending. For instance, an economic downturn may lead to reduced government expenditure on public projects, while exchange-rate movements may create profitability challenges.

Editing focus: Grammar • word choice • academic tone

3. SWOT Analysis — Strengths

BEFORE

Parsons have had technological prowess, skilled employees, and international market access to its operation. It is the distinguished competitive advantage based on the company's ability to include into the latter projects the advanced technologies like smart infrastructure and cybersecurity.

AFTER

Parsons has technological expertise, skilled employees, and international market access. These capabilities provide competitive advantages through the company's ability to incorporate advanced technologies, such as smart infrastructure and cybersecurity, into its projects.

Editing focus: Subject–verb agreement • clarity • concision

2. Before → After Comparison

The examples below show how the editing changes improve readability while keeping the original meaning and topic intact.

4. Strategy Identification — Differentiation

BEFORE

Porter's Generic Strategies framework identifies three primary approaches to gaining a competitive advantage: global strategies which include cost leadership, differentiation, and focus. To Parsons, differentiation is the most appropriate strategy given the fact that it has competitive advantage.

AFTER

Porter's Generic Strategies framework identifies three primary approaches to gaining competitive advantage: cost leadership, differentiation, and focus. For Parsons, differentiation is an appropriate strategy because the company can leverage its technological capabilities and innovation.

Editing focus: Punctuation • wording • academic tone

5. Implementation of Strategy

BEFORE

Making the necessary changes to effectively pursue differentiation and actively manage market development for Parsons Corporation requires developing an implementation plan of key operational areas, stakeholder engagement, and principles of change management.

AFTER

Effectively pursuing differentiation and managing market development at Parsons Corporation requires an implementation plan covering key operational areas, stakeholder engagement, and change-management principles.

Editing focus: Sentence structure • concision • readability

6. Leadership Values — Transformational Leadership

BEFORE

Transformational leadership is whereby leaders engage the followers to go beyond self and self-interested gains for the benefit of the group. This style is especially appropriate when the work milieu is volatile and unpredictable as is the case with Parsons.

AFTER

Transformational leadership encourages followers to move beyond self-interest for the benefit of the group. This style is particularly appropriate in a volatile and unpredictable work environment, such as that faced by Parsons.

Editing focus: Grammar • natural phrasing • clarity

3. Quality Checks Demonstrated

Grammar: Corrected agreement, grammatical construction, and sentence formation.

Spelling & Consistency: Standardised wording and usage where appropriate.

Punctuation: Improved punctuation to make sentences easier to read.

Sentence Structure: Reworked awkward or overly long constructions without changing the intended point.

Academic Tone: Replaced informal, vague, or subjective wording with clearer academic phrasing.

Clarity & Concision: Removed unnecessary wording and made ideas more direct.

Portfolio note: This single PDF is designed to be uploaded under *Editing & Quality Assurance*. It is a demonstration sample and should not be presented as an unedited client document.