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Business Communication

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Business Communication

Task 4.1

(a)

Type of information	Example	Description	Purpose	Source
Verbal	HR department giving feedback to employees regarding staff training.	It is the sharing of information between different individuals through speech.	Its purpose is relaying of a message to more than one recipient.	CEO and Management
Written	Memos, reports, and employee manuals.	It is the any type of information that involves the use of words.	The purpose of written communication is to inform someone in way that they easily read and understand the message.	HR Department
On-screen	Presentations, Graphical Charts	It is a form of electronic communication in which the	Its purpose is to communicate a message to large number of	Finance department

		information to be communicated is displayed through a screen.	people.	
Multimedia	PowerPoint presentation	It is the presentation of digital information in the form of images, sound, and motion graphics.	Its purpose is to communicate a message to large number of people.	HR Department and Marketing department
Web-based	E-mail, Online webinars	Sharing information or ideas over the internet.	Its purpose is to communicate a message to large number of people.	Marketing Department

(b)*Verbal*

This performance can be in the form of performance feedback regarding a recent training provided to the employees regarding enhancing leadership skills. Once the training of provided the employee can be called to have face-to-face communication in order to give their feedback on the training program.

Written

This communication could be in the form of employee manuals and handbooks that are created in order to educate or provide information to the employees associated with the various policies, missions, values, rules and regulations that are essential to be followed by the employees working inside an organization (Rentz et.al, 2011). Along, with a clear statement of what might be the consequences in case employees fail to follow these rules and regulations.

On-screen

The finance department can use this form of communication in the form of graphical illustrations to present the financial performance of the company (Kernbach et.al, 2014). Thus, informing the management as to what company have achieved and what areas are they lacking and should work hard in order to achieve their objectives.

Multimedia

The human resource department can use a PowerPoint presentation to inform and educate the new employees regarding the missions, values, and policies of the organization. This would be helpful in aligning their personal goals with the organizational goals.

Web-based

The marketing department of a company can establish a website, for a new product that is being launched by the company. The website will be launched in order to generate awareness among the people regarding the new product.

(c)

The different type of information is interrelated to one another. A simple illustration of this relationship could be a decision of management to introduce a new product. The management will verbally communicate to the R&D department to develop a new product. After the development phase is complete the R&D department will present a detailed description regarding the products fulfilling the requirements of the management. Now, in order to market the product the management will communicate the product features to the marketing department. Then the marketing department will develop a plan for the marketing of the product, and present the product marketing plan in front of the management in the form of multimedia and on-screen presentations. Finally after these phases are complete the company might launch a new website for competent marketing of its product.

All these forms of information are helpful for the business, and enable the business to make accurate decision based on the knowledge. It is immensely important that the information collected is authentic and adequate as per the business requirements. A business that does not adapt, develop, and grow will surely suffer huge losses (Robles, 2012). However in order to develop and grow it is essential that a business collects essential information through various mechanisms and make informed decisions. A business will not be able to success until and unless it makes informed decisions.

(d)

Strategic decisions are the decisions that are taken by the highest level of management such as the CEO, Directors or the Board of members (Newman, & Ober, 2012). They determine the long term direction of the business. For this study we have selected retail business offering various products and service to its customer. The strategic decision that is taken by business includes:

1. Expanding of its customer base by entering new geographical markets, which would include going overseas into the Asian markets, and reaching towards new distribution channels
2. Having mergers with other big retailers in order to make the operations efficient for the generation of huge profits for the business

(e)

The information that was used by the business for making these decisions included an in-depth analysis of the Asian market and the preferences of its customers. It was important to understand as to what sort of products are preferred by Asian consumers. Another importance aspect was the distribution channel which the business would use for efficient distribution of their products. Along, with that the company also gathered information regarding the national retailers already operating in Asian markets for having a merger and working together (Meredith, 2012). The company had to collect the information regarding the culture and employee working environment for the merger to be successful.

(f)

The information was highly appropriate as it was collected from various governmental, financial institutions, and other international retail companies working inside

the Asian market. The company conducted survey's among the Asian population in order to find out about their preferences. Along, with that the company conducted an in-depth analysis of the financial performance of the retailer with whom the company merged in order to determine whether the merger would be a success or not (Lauring, 2011). The company had to go through financial statements of past 5 years, along with the evaluation methods for the employees working in the company in order to evaluate the performance of its employees that would play a huge role after the merger since those employees will be working for them.

Task 4.2**(a)**

The business recently took the initiative of healthy living and as a result introduced a wide range of products in the market that improve the life style of the product. The new product that we have selected for this business is fresh farm yoghurt a healthy treat for health conscious people.

(b)

The information was gathered through surveys. The surveys were conducted in the company's retail stores where the customers were asked regarding their healthy eating habits, what sort of products they prefer to stay healthy, what according to them are the attributes a health product should have (Kernbach et.al, 2014). Along, with that the company also conducted a market survey in which the business identified the opportunities associated with the introduction of healthy food items. After an in-depth evaluation the business found out that people are looking for health farm products with low fat, and there are not many companies offering a product like this to its customers.

(c)

The marketing of the product was extremely good as the business used several marketing channels in order to reach its customers. The business adopted campaign marketing strategy by using marketing sources such as television, newspapers, social media and magazines to attract customers. The success of marketing was measured using various tools which included market polls, and survey in order to determine how effective the marketing strategy was. The results revealed that most of the customers are interested in

healthy food like farm fresh yoghurt. The success of marketing can easily be seen in the sales turnover which the company achieved in the year 2014, which was over 50 million pounds.

(d)

In seeking to delight its customers, the business have recognized that today customer prefer healthy foods. Thus, the business responded to that demand of the consumers by fulfilling their needs and providing them a healthy lifestyle (Guffey, & Loewy, 2012). The product was aimed towards everyone from fashion models, athletes to diabetic patients. The company clearly presented the nutritional information over the product panels showing the consumers the total number of fat and sugar present in the product, thus, enabling them to find the product that best suits their requirements. Along, with that the company was successful in developing and implementing a campaign marketing strategy. The companies used various sources for the marketing of its product, which yielded positive outcomes for the company which is easily visible in the profit generated with the product sale.

(e)

The business added a new dimension for enhancing corporate communication for this product, which is community. Through this the business encouraged its employees to become exemplary citizens in their communities (Oso, & Semiu, 2012). It was not an easy task to conduct an extensive and large scale consumer research, the process and data collection an analysis was extremely hard in order to ensure that all the objectives and metric are relevant to the preferences of the consumers. But since the businesses corporate communication strategy ensured that all the employees are made aware of the strategy and the can act on the strategy, the business has made it a part of social mobility enabling all of its employees working towards achievement of its goals.

(f)

The corporate communication strategy for improving the profits generated through the new product would be to establish a common ground on which the employees, community, along with various healthcare agencies work together for delivering a message of benefits associated with healthy food. Those employees, who have some sort of misperception regarding the strategy, must be communicated and educated regarding the strategy (Cornelissen, 2014). This would create a sense of empowerment among the employees and they could design and deliver services that would prove to be beneficial for the business. Finally the business will ensure that joined up and accessible services are provided by its employees that offer value for money and focus on the customer.

(g)

Thus, after critically analysing the overall performance of the product from introduction, marketing, and selling. It could rightfully be said that the product has been successfully accepted by the market. As the results of the survey revealed that the people were fascinated with the product, as they previously did not have a product like this in the market. The product fulfilled the requirements of the consumers, which proves that the surveys conducted by the company were quite accurate and the idea of introducing such a product was justified. Along, with that the product also proved to be very good financially for the company as the total investment in the development and marketing of the market was somewhat 30 million pounds, whereas, the product sales generated a revenue of over 50 million pounds resulting in some huge profits for the business (Fassin, & Buelens, 2011). Further investment in health products will prove to be immensely beneficial both for the

company and its stakeholders, as research the survey results reveal that people are in favour of such healthy products.

Task 4.3

Legal issues in relation to the use of information

All personal information regarding the business is highly confidential. Thus, misuse of this information is strictly prohibited. Businesses hold information differently from one another when people are working for them. It is essential that the business follows various acts such as Data Protection Act 1998, which states that all the employees must obtain the information related to the business fairly and lawfully. The information can only be used for a specific purpose that is stated at the time of permission. Another important Act is the Computer Misuse Act 1990, which prohibits the activities such as misuse of computer software, or having illegal access to the company protected files.

Ethical issues in relation to the use of information

It is immensely important to deal with ethical issues using organizational codes of practice and policies in the areas of e-mail, internet, and whistle blowing. The business should tell its people the rules and limit them doing something that is not healthy for the business. An essential ethical issue within most of the organizations today is whistle blowing, practice in which an employee raises concern in front of the management regarding an unethical practice that is being carried out in the company.

Operational issues in relation to the use of information

Every organization needs to store a huge amount of information which is essential for the effective management and functioning of the organization. Thus, it is immensely

important to secure this information and take some serious measures to prohibit its misuse. It is the responsibility of the management to take several measures to guarantee the integrity and availability of the information. Creation of back-ups for the stored information is another aspect associated with the operational issue. Thus, it is essential that the businesses use various programs in order to minimize the risk of losing vital information that is stored on its servers.

Task 4.4

Electronic Communication Type	Description	Intended Audience
Email	This is one of the oldest forms of electronic communication in business, due to its versatility e-mails can be used for various purposes such as sending sharing information, sending business proposal, passing of documents.	The intended audience in the e-mail could be office employees or even the boss depending on the type of e-mail.
Social Networking Media	Social networking media has emerged as a new frontier in the field of marketing and business networking. With the help of social media marketing businesses can make promotions in order to draw the attention of their consumers.	General Public
Video Chat	Video chatting is a communication technique that has established its place with a fast pace in the business communication, because of	Senior Officers, Managers

	the fact that it provides proximity to a conversation.	
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Memorandum	It is a written message that is used in business, it is much shorter than a letter, and is focused on one practical subject.	Communication between different departments
Invoice	It consists of a detailed list of goods and services that are being provided, with a statement of the sum dues to bill.	Financial Department
Flow chart	It is a diagrammatic illustration for showing the sequential movement of the project flow.	Project Manager, Management

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