

## Business Communications

1. Describe who a business needs to communicate with and for what purpose (don't forget to mention all the different stakeholders)

A business needs to communicate with stakeholders and stakeholders are people affected by the business' internal stakeholders are people in the business such as workers, managers, and security and promotion prospects. External stakeholders are people outside the business like customers, suppliers, local community and the government <sup>1.1</sup>

Why does the business communicate with these groups e.g. why with customers....?  
The business communicates with the customers to show them new offers or new employees who have just join the company.

2. Explain why it is so important that businesses have good communications (give lots of examples of how good communications help a business and bad communications prevent a business from achieving their objectives)

It is important that a business have a good communications because a good communications helps in lot of ways it makes the business more clearer and also the people inside the business know how to talk to each other this will make the business achieve its objective and a bad communication will mean that the people inside the business will not be able to understand and probably wont be able to talk to each other clearly all of this will lead to a business not achieving it objectives<sup>1.6p</sup>. Well if a manager tells his assistant to fire a person and the assistant is not sure how to say it and let's time ago he won't be able to concentrate probably and won't be working at his best this is not good communication.

Give examples of good communication...

Good communication is when like the sales department communicates with the production department to let them know how many orders have been placed and when the customers expect delivery so then the production department knows how much to produce and by what date

3. State the difference between internal and external communication

Internal communication is people inside the business like workers, managers and security. External communication is people outside the business like customers, suppliers and local community<sup>2.1</sup>

4. Describe the different methods of communications that businesses use, giving detailed examples of what each one might be used for

Written methods is use for a permanent record of a message

Verbal methods are use for receiving information quickly. Body language and tone of voice can reinforce the message and feedback can be easily obtained

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1.1

1.6p

2.1

Visual methods is use for complicated information being summarised so the message is received quickly

## 5. Explain the advantages and disadvantages of each type of business communication

The advantages of each type of business communication is that written communication is an advantage because you know what your writing it easy to do but the disadvantages is that it can take long to be received.<sup>1.4p</sup> Written communication includes letters, email, faxes and messages on notice boards, memos and reports. They are used for keeping a permanent record of the message also the reader can study the message over and over again and copies can be made.<sup>1.5</sup>

Verbal communication is an advantages because it can be given quickly and feedback can be obtained easily but the disadvantages is that there no permanent record and people sometimes forget.<sup>1.4</sup> Verbal communication includes telephone calls, one to one conversation, group meetings in person. They are used for receiving information quickly body language is shown and feedback can be obtained easily.

Visual communications is an advantages because complicated information can be summarised so the message is received quickly but the disadvantages is that people interpret images in different ways or people find diagrams hard to understand. Visual communication includes films, posters, diagrams and charts. They are used for complicated information being summarised so the message is received quickly and pictures can communicate feelings and emotions better than words

### Desk and Field Research

In my project I am going to use Desk and Field Research. The difference between primary data and secondary data is secondary data is data that has been collected from somebody that has collected it from somebody else or from where it was publish and primary data is finding new information

The difference between desk and field research is that desk research is finding out information which is already available and field research is information taken from; surveys, observations and interviews

The different methods of carrying research is Consumer panels (focus groups), in depth interviews and Observations

I will use field research because it more efficient and it easier to draw more conclusions from. The method of field research I will use is face to face surveys.<sup>2.3</sup> I will use face to face because it is easier to do and you get instant feedback.

I won't use Postal surveys, Telephone Survey, E-mail Survey and Web based surveys because it is harder to do. For a telephone survey you have to ring someone and you might not get through. You also can't see their body language. It will also be expensive to make lots of calls. I can't use a web survey because I don't know how to design one.<sup>2.7</sup>

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1.4p

1.5

1.4

2.3

2.7

## Questionnaire

Organisation name: \_\_\_\_\_ Job Role \_\_\_\_\_

1. what communications methods do you use in your business
2. what is your structure in your business
3. what is your job in your business
4. who are the stakeholders(people who have take part in your business) in your business
5. Does your business have good internal and external communication? please explain why
6. Who do you communicate internally in your communication
7. who do you communicate external in your communication

**Papa you have to show all three completed question results**

3.1

My cover letter

Salesian College  
Surrey Lane<sup>1</sup>  
London  
SW11 3PB

The Manager  
HSBC Bank  
Lavender Hill  
Clapham Junction  
London SW11

17-01-08

Dear Sir

### Questionnaire Results

I am a year 10 student doing business communications I have done a questionnaire. Completion of the questionnaire indicates you have been informed and will be considered your consent to participate in data collection for the purpose of project evaluation.

Yours faithfully

*P. ROWE*

Papa Rowe  
ENC  
2.5

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1

2.5

## **Part B Coursework**

### **Introduction**

I am a consultant to a medium sized manufacturing company and this year my production and administration have been located in central London. The Marketing Director, Production Director and Human Resources Director will be based at the company new facility in central London. What I have to do is find out the communication problems between the two places and find out a solution to the problems<sup>1.1</sup>

I have research about the different communication methods. Written is the main communication method and it includes reports, memos, notice boards but those are for people inside the business the stuff I would use to for good communication between the two places are letters, emails, faxes. Verbal is another main method and it includes telephone calls, face to face conversations, group meetings in person and group meetings through video conferencing. Visual is also a main method which includes films, poster, diagrams and charts. This is the research I have done to help me in this report

### **The Problems**

The organisational structure of the business is the Board of directors, Managing Director, Finance Director, administration Director all in the head office production director, marketing director, Human resource director will be based at the company new facility site outside London

### **Solutions/Recommendations**

The methods of communications I recommend is Written communication because it includes letters, emails, faxes. I recommend this method because this communication way is good for external communication. letters are good when sending to someone outside the business, a permanent record of the message is kept for both the sender and receiver and use it for future reference also it easy and can be quickly sent if used 1<sup>st</sup> class stamp.<sup>4.1</sup>

Emails are good to send to people anywhere it is quick and documents and images can be attached also you can send the same email to lots of people at the same time and no unnecessary paperwork is created.<sup>4.4</sup>Faxes are good because they basically another way of sending letters but they use the telephone line also it's really cheap cheaper than a phone call.<sup>4.3</sup>

I recommend Visual communication as well because it includes telephone calls which are used to communicate to someone in a different location and instant feedback is given it also includes group meetings in video conferencing which is used to transmit

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1.1

4.1

4.4

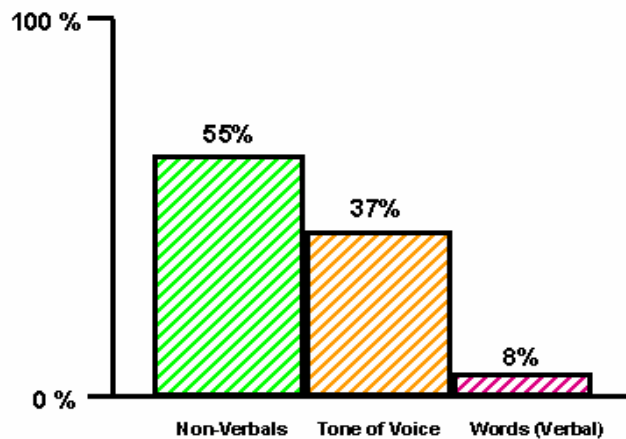
4.3

a visual image and body language is shown. I believe these methods of communication are the best if you're trying to communicate externally and will help the business by knowing what's happening in both places<sup>4.2</sup> also making sure everybody is doing what they have to do and keeping everything up to date this will lead to the business achieving its objectives

**Suggest some more methods... face to face???**

I also recommend face to face because it is easy to talk to the person and you'll receive body language and instant feedback is given

This is a bar graph showing face to face communication. The non-verbal bar is showing the body language you use in a face to face communication and the tone of voice



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## Implications

The implications for the business will firstly be about the cost because Video-conference is very expensive and getting each place to be using video conference for group meetings will be more expensive so the business will be using up a lot of money also the everybody that uses the video conference will have to have the training of video conferencing technology being able to set it up or fix it when it has any problems. Secondly to have faxes in every place will cost quite a bit and a little training of having to know how to work a fax machine and thirdly to do emails everybody has to have a computer which will be quite expensive and everybody has to have training in knowing how to send messages.<sup>4.6</sup>

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<sup>4.2</sup>

<sup>4.6</sup>

## Evaluation

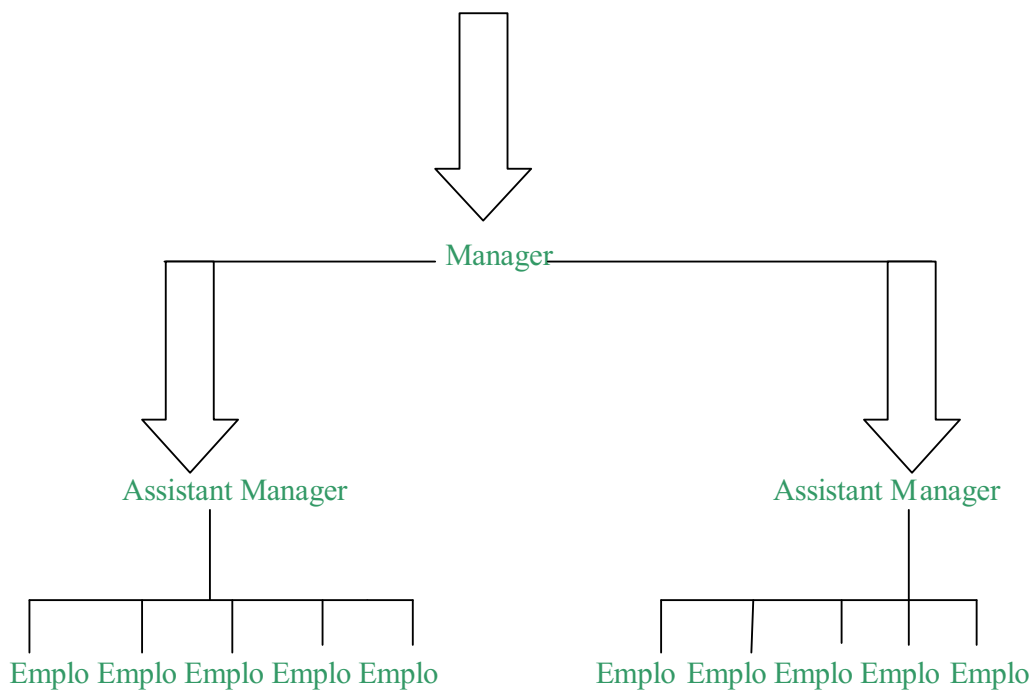
I am confident my recommendations will work because they are the best for external communication. I could research on more implications for the business and how the communication methods will be used in the business. I could improve my report by adding legislations for my implications

## My Work Experience

### About the organisation

1. The name of my organisation is HSBC. They are based in Clapham junction. Their main activities are creating bank accounts for people, taking money in or out of people accounts and helping customers with their problems.

2. Flat Structure



3. The Bank main objective is to get more customers to have HSBC accounts and their second aim is to get customers doing their mortgage with them

## Communication at your work experience placement

1. The methods me and the other employees use were phones which we use to contact our colleagues and customers also to other employees at different branches for help about what to do with a customer , all the employees except employees working at the cashier used fax for external they used it to send documents to another branch, used the post for external she used it to send letters to customers or to send applications forms that have been completed to FAV , the manager used memos to remind employees to try and get customers to do a mortgage , the manager use the notice board to show employees a notice about employees lunch time, reports for internal it is used to gather information about something, all the employees except employees working at the cashier used emails for external and internal they were used for sending messages to customers and employees at different branches they also used a big long tube which was used to sends objects from the staff room to the cashier room it is used for external. All the employees except for the employees working at the cashier use emails and faxes only the manager uses memos and notice boards.
  
2. I interview the manager and the methods of business communication she used was a phone which she use to contact employees or managers at different branches she also uses email which was used to talk to managers at different branches. I interview another employee and she is a business specialist she uses faxes, emails, phones and she gives her letters to the . I interview 1 more employee and he is a business adviser he uses emails and phones and gives what he needs to be posted to .
  
3. It is important for my work experience organisation to have good communication internally because have good communication internally means the staff will all get along nicely so information gets through clearly and even if somebody needs to be fired it will be done easy this will lead to everyone working feeling relieve and happy at the job there doing. It is also important to have a good communication externally because with the customers they will feel like they have had a good service and will feel free to ask any questions if they have any problems and this will also lead to customers telling their friends about the good treatment they have received bringing my work experience more customers
  
4. The business is affected by some laws and those laws are employees have the right to be consulted about issues which affect them **Papa got to add more stuff about the company laws**



5. The organisation I am working in communication is strong but could be improve because sometimes the fax machine does not work and need repair which takes a couple of days so they could get a spare fax machine. More face to face communication is needed because not everybody in the business knows each other then the business will have an effective communication

## Bibliography







