

How effectively does British Airways functional areas co-operate with each other.Criterion 2A

It is good for departments to co-operate with each other as it makes things easier for people as more things will be done and will be more clear understandings. It is also good to co-operate with each other as more things gets done and speeds up the process of work rate such as decision making. It shows teamwork and when working for a big company teamwork and teamwork is required for success.

British Airways have many departments and functional areas. These also include Marketing, Finance and Community Relations. Marketing, Finance and Community Relations all co-operate with each other in different ways (mentioned in 2C).

The effectiveness of Marketing co-operating with Finance is generally good as the Marketing Department need to be able to advertise as much as they can to ensure the members of public use their airline and through finance they can use money to a certain extent which will help them to be known. Marketing needs to also report back to Finance according to research on what prices they should set their tickets. This is good as it is showing teamwork between the two departments and they are working together to achieve success for the company.

The effectiveness of Marketing co-operating with Community Relations is also good as by finding out what the customers want by carrying out different types of research goes to show that the people who work for British Airways care about what the members of the public need.

The effectiveness of Finance co-operating with Marketing is good because it shows teamwork and good decision making. The finance department gives the marketing department a reasonable budget on how much they can spend on advertising and other things such as research etc.

The effectiveness of Finance co-operating with Community Relations is excellent as it really shows concern for the poor and the needy. If the staff members decide to fly out to help with any charity or programme, the finance department help by funding money to them which covers the cost of flight, accommodation, food and drink etc.

The effectiveness of Community Relations co-operating with Marketing is very efficient as it helps them to be known worldwide. As Community Relations do works for the poor and needy, they inform the Marketing Department about their wonderful acts. This then allows the Marketing Department to advertise which will then bring customers to fly with British Airways.

The effectiveness of Community Relations co-operating with Finance is good because just in case the community relations need some money or funds to contribute to the society, they can turn towards the finance department and then they can help them with anything that needs to be given for a good cause.

Changes that I think should personally be made are for the Finance department to be careful as to who and which department they lend money to. This is because their main aim as being a big company is to make a profit and not using their money wisely may prevent them making a profit as so much money will be gone out to departments and other things to do with the business. This is my only suggestion otherwise British Airways is running well and they just need to keep up their excellent service and continue doing a good job for the members of the public giving them everything they need.

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