

# Communication

Businesses need to communicate with a range of different individuals and organisations. Good communication allows a business to be run efficiently.

Method of communication:

External communication: This is communication which takes place outside of the business, such as communication to customers or other businesses. Ways of external communication are: e-mail, television, advertisements, magazines, leaflets.

Internal communication: This is communication which takes place within the business such as communication between different departments of the business or communication between members of staff. Ways of internal communication are: oral, phones, message boards, e-mail.

Open Communication: This is when someone is communicating to a wide range of people in and out the business. Such as oral communication, message boards.

Restricted communication: This is obviously communication which is restricted to a few people, such as: private meetings, colleague discussions, e-mail.

Formal Communication: This is communication which is generally in letter form and has been recorded, such as a formal warning to an employee.

Informal Communication: Communication which is oral such as a conversation over the telephone.

## Methods of communication used in Sainsbury's:

These are methods of communication which is used internally in Sainsbury's these methods can be used between departments and within a single department.

### Written communication:

This is messages written down and passed to a specific member of staff.

- E-mails, messages sent through network to a specific person.
- Memorandum, notes used internally.
- Financial documents such as pay slips and invoices
- A formal letter

### Oral communication

This is verbal communication which can be addressing one or many people at once. Talking face to face with another person, such as an employee telling a customer where they can find a specific product.

- Leaving messages on voicemails.
- Communicating over the telephone such as phoning a supplier to order more stock.
- Making a meeting with employees, or maybe giving a presentation in a meeting, this can also be linked to electronic communication as PowerPoint can be used. Although a presentation is generally used in a meeting between departments.

## External Communication outside of Sainsbury's:

### Written communication:

- An e-mail or letter sent to a specific person
- Financial documents
- A fax

### Oral Communication:

- A conversation over the telephone
- Having a meeting or giving a presentation
- Talking face to face

### The advantages and disadvantages of written communication:

#### Written e-mails:

This has the advantage of being fast, private, and cannot be changed by anyone than the sender. The problems being accounts can be hacked, wrong e-mail addresses can be typed, or people might forget their passwords.

#### E-mail attachments:

The advantages are, quick to send, can be saved for later use, can have complex diagrams sent quickly. The disadvantage being computers or network may breakdown, wrong e-mail address can be typed and passwords can be forgotten.

#### Letters:

This has the advantage of being private, addressed to a specific person, does not depend on electricity or computers, and is possible to make a record of. The disadvantages being could be lost in post, not very quick, and also could be misinterpreted.

#### Advertising:

The advantages being attract new customers, reaches a wide range of people. The disadvantages are being expensive, hard to distribute (leaflets, magazines), takes a long time to set up project, also can be misinterpreted.

#### Memorandums:

The advantages are quick and easy to write, can be recorded, look more professional. The disadvantages are they could be lost and again misinterpreted.

#### Fax:

This is quick and enables the sender to send a lot of information at once and be able to send diagrams. The disadvantages are the receiver need a fax machine this is not private and it is easily sent to the wrong people.

#### Financial Documents:

The advantages are, giving a clear statement of inflow and outflow and enables the person to asses the financial situation easily whilst listing profits.

Disadvantages are could be incorrect, does not list resources, and some people may find it hard to understand documents.

These are the advantages and disadvantages of oral communication:

Telephone:

The advantages are it can be private, quick and easy and also cannot be misinterpreted. The disadvantages are phone line can be engaged, phone lines could be out, and other people may be able to listen in on private conversations.

Meetings:

The advantage of this is being able to get your points to many people at once and can get other people's input. The disadvantages being meetings can overrun and can disrupt your schedule, takes up time to set meeting up and must make sure everyone is free at a certain time.

These are the advantages/disadvantages of using video to communicate,

Web cams:

Can communicate face to face with people far away, can be quick depending on internet connection. The disadvantages are needing to have access to the internet and some people may not know how to use it, also with a slow connection can be hard to communicate.

Video conferencing:

The advantages of this are being easy and allowing wide range of people from all over the world have a meeting. The disadvantages are disruption may mean all people cannot communicate, and finding a suitable time for people to meet at once.

These are the advantages/disadvantages if using graphics (images) to communicate:

Images from fax:

Easy and quick to send, can send many images quickly. The downside is not being private a specific person might not have a fax machine and numbers can be misdialled.

These are my suggestions in which aspects of communication can be improved:

Fax: this is a good way of communication as faxes are typed therefore easy to read and letter headed making it look more professional. Although this could be improved more people having fax machines in offices allowing faxes to be sent privately, and maybe numbers being stored in fax machines so the correct number is dialled.

E-mail; Improvements can be made by having anti virus software installed on machines a contacts list so e-mails are sent to the correct person and employees being trained in IT to have less human errors.

Telephone: More phone lines should be equipped with an answer machine or voicemail service as there is not a person around to always answer the phone so a message can be let. For the business as a whole they could install more telephone lines allowing people to get through directly to the department they want and less lines being engaged.

Letters:

Letters can be typed so it is easy to read than someone's handwriting and the business can have a mail service so letters can be sent faster to different departments. Also letters can be word processed to give a more professional look with a letter head or watermark and sent by a courier to ensure quick and safe delivery.