

Functional areas and Communication

Human resources

Human resources are in charge of matters to do with their employees. They are in control of the recruitment process, which includes organising interviews, staff training etc. Dismissal of employees is also controlled by Human resources. Human resources have to provide satisfactory working conditions for the employees. They have to control the health and safety of the workers. When someone gets a job in the business, Human resources have to sort out his/her training. They have to control promoting the company. Human resources have to deal with employee organisations and trade unions.

The human resources department at sainsburys are in control of the training process when they employ someone. Likewise with Wight Mountain.

Finance

The finance department are in control of setting and paying the wages of its staff. The finance department have to pay the costs of running the business. This includes, the rent of the buildings the business own, the light and heating in them. They have to pay for all the advertising the company does, on the radio, television, Internet and in newspapers. The finance department have to pay for the products that the business purchases from the manufacturers (such as Nike, Adidas, Sony and Wilson).

The finance department at sainsburys deal with all the Jamie Oliver adverts on TV. While the finance department at Wight Mountain deal with the advertising on the radio.

Customer Service

Customer Service has to act in a nice way. They provide information for customers about different things like special offers etc. Customer service could deliver goods to customer's houses. You can provide good customer service by:

- 1) Taking action to reduce time taken for customers to be served.
- 2) Producing leaflets and information about their products, their effects on health or the environment, and about the business itself.
- 3) Providing improved access to premises and facilities for customers with special needs.
- 4) Training staff to greet customers with a smile and/or a friendly gesture, making them feel welcome and valued by the business.

Sainsburys deal a lot with customer service, as it is one of their main aims. Sainsburys have a Nectar Card, which customers can combine the reward points they get from Debenhams, Barclays, BP garages and, of course, Sainsburys.

Internal + External Communication within their functional areas

Internal Communication is communication between management and employees in different offices. E.g. giving instructions.

External Communication is communication between anyone inside the company and out of it. E.g. talking to customers, contractors and bankers.

There is internal communication within human resources as they give out instructions to the workers, and to improve morale as they look after the employees (working conditions and health and safety). There is no external communication within human resources.

There is internal communication within finance as they improve morale by paying to keep the employees warm. They also improve morale by paying the wages, which keeps the employees happy. There is external communication within finance as they confirm arrangements for advertising and buying the products from manufacturers for the company to sell.

There is internal communication within customer service as they have to discuss possible new services etc. There is external communication within customer service as they provide information for the public about special offers and new services.

Internal + External Communication outside their functional areas

An example of communication outside their functional areas is talking to other departments to keep everything up to date and getting the right information across. E.g. Sainsburys human resources talking to the finance department about wage limits for new employees.

Internal + External Communication outside of the business as a whole

An example of communication outside of the business as a whole is human resources department putting adverts in the newspapers for new employees. Communicating with agencies

for possible temporary personnel. Communicating with schools about possible apprenticeships.

Another example is the finance department talking to the bank about outstanding loans etc.

Oral Communication

Oral communication (the spoken word) can be by several methods:

- 1) A telephone conversation placing an order with a business. This happens with Sainsburys.
- 2) Telephone conferencing, allowing several people to hold a conversation without needing to travel to a meeting.
- 3) Meetings, a common form of oral communication; for example a meeting of the board of directors of a large company or a meeting of two sales representatives to decide how to deal with a difficult customer. Sainsburys have a lot of these between most of the functional areas. E.g. the finance department have meetings to discuss new services and products.

Video Communication

Video Communication relies on information technology. It is of particular value to businesses whose employees do not work near to each other. Techniques such as video conferencing and video links on the Internet allow people to speak together, and seeing one another improves the quality of communication.

Video communication at Sainsburys could include showing off a new product idea to the board of directors.

Written Communication

Written communication is still used in all types of businesses, despite the widespread use of information technology. IT can take several forms:

- 1) A memorandum (or memo) is used within a business for many communication purposes, for example, to inform employees of the appointment of a new member of staff.
- 2) Letters are generally used to communicate with people and organisations outside the business. A business might write to its customers announcing a new product.
- 3) Companies are required by law to publish financial details in their annual report.
- 4) Advertisements in magazines and newspapers are further examples of written communication.
- 5) E-mails often contain attachments, which include written communication. These can be lengthy documents, such as the records from recent meetings.

Graphical Communication

Businesses frequently send and receive graphical information, for example the design on the front cover of a new book. This may be done on an intranet or the Internet. Sainsburys and Wight Mountain could e-mail a new logo to the board of directors.

How important is it for functional areas to communicate and interact with each other?

It is very important for functional areas to communicate and interact with each other. Functional areas need to communicate

and interact with each other so the different departments know what the common goal is and to keep up to date with other. The communication between functional areas has to be good so they can understand each other 100%. A succeeding business needs good teamwork and to get good teamwork you need excellent communication. Management supervisors must be able to communicate to their employees so they have an understanding of what to do. The morale of the employees also depends on communication with management.

This interaction and communication takes place within sainsburys when the human resources department and the finance department interact when they employ a new person. They have to communicate about the employee's wages. Communication to different functional areas and the management is essential at sainsburys so they can keep up to date with all that's going on.

At Wight Mountain there is not that much communication and interaction because there are not many people running it. They do not need video conferencing and other expensive things, all they need is oral communication over the phone and written communication over the internet.

How does communication and functional interaction helps both of my companies achieve their aims and objectives?

At sainsburys, communication and function interaction helps them achieve their aims and objectives as the functional areas have the ideas for new products and services like the Nectar Card. The customer service department are in control of the new services to help customers, which is one of their aims. Sainsburys are constantly trying to climb to the top of the market ahead of Tesco who over took them in 1995. They are also trying to stay clear of ASDA who are following them

closely in third. Good communication and functional interaction will help them do that.

At Wight Mountain they are trying to expand their services. To do this their customer service must come up with a good idea to try and attract customers. Wight Mountain are always trying to make their customers happy with their purchases. They can do this by treating like they matter to the company like what Sainsburys do. They also want to be known as one of the best bike shops in England. To do this their functional areas will need to communicate and interact with each other to bring in new ideas. Also the finance department will have to concentrate on buying a higher quality range of bikes.