For this task we have to find out about the different communications. We have to find the internal and external methods of communications for Marks and Spencer's.

What is communication?
Communication is basically the interaction between people, which focus on the transfer of information.

The internal methods of communication which Marks and Spencer's use are:

1. E-mail
2. Memos
3. Face to face
4. Reports
5. Notices
6. Team briefing
7. Sharing Data base

All these types of communication take place within the organisation in Marks and Spencer's.

The external sources of communication that Marks and Spencer's use are:

1. E-mail
2. Letters
3. Telephone
4. Mail
5. Advertising
6. Meetings
7. Business to business
8. Fax
9. Business to customers
10. Electronic Data interchange
11. Websites
12. Conference
13. Internet

ICT, which is known as information communication technology. This is a good input for the internal and external communication for Marks and Spencer's.

The use of ICT internally for Marks and Spencer's is the use of E-mail because this uses both internal and external sources of

communication. It has replaced communications like letters because it is quicker to receive and also it could be cheaper. The reason why people are starting to use E-mail is because a letter might take two or three days but E-mail would take no longer than five minutes.

The use of memo: This is also done using E-mail, as it is quicker. They used to write it and then send it but now they just E-mail it and it is received within minutes. A memorandum is a little heading or message saying what the subject is about who you sending it to and who it is sent by.

The use of reports: Reports are also written using a word processor it is rarely written by hand any more because it takes too long. If the head office want a report on a branch then they just send it through a computer, as it is quicker it is more likely that they will use E-mail, as they will get a quick response back.

The use of spreadsheet database: This source of technology is used quite a lot as it is used for charts such as pie charts, financial charts and sales reports. This is a source of communication because if the head office wants to see it then you can send it using E mail and they can see it and they can connect on it and they will give a response back as this will be quicker and there is less time involved.

Notes are written by hand so there is no ICT involved, as it is only short messages to staff.

There is also no ICT involved in team briefing as it is like a meeting so there is more face-to-face communication involved.

The use of ICT in Marks and Spencer's externally are:
The use of letters:

If we write a letter we normally write by hand as this is a formal way of writing as there is no ICT involved in it. If I type it then I am using ICT.

The use of a telephone: There is no ICT involved as you are talking to the person direct although you can't see them. This is known as verbal communication.

The use of advertising: They have recently bought out a new T.V advert about shopping at Marks and Spencer's at Christmas because of their new prices during Christmas time. There is ICT involved because they

need to make leaflets as this goes through the process of ICT when they print them out.

The use of fax: A fax machine is like an ICT but it is done by using paper as it sends what ever you want to send like a copy of a letter but you want to keep the original so you send it through the fax machine but the person you are sending to also has to have a fax machine otherwise the process will not work. They get it as the same pace as an E-mail.

The use of an Internet and web page: This is the latest way of using information used through a ICT because it is spreading information. Also Marks and Spencer's have a web page, which you can go on and get information about the company and about Marks and Spencer's new offers. The name of the web page is www.Marksandspencers.com this is good because it gives you a lot of information about the company also you can e mail them and get what ever information you want because they get you mail within minutes and they will send you back with what ever you want to know.

ICT has had a big impact on Marks and Spencer's because when the company first started they had nothing there was no technology to spread the companies information about except for newspapers and the only method of ICT they had was radios. Coming to the year 2000 there has been a lot of changes like there is the Internet where you can spread your information by using E mail because if you are in one country like Marks and Spencer's head office is in France so all they have to do is E mail the head office and they will get the information and receive back to the company with in minutes.
There is also fax machines where you can send information using paper and now even has a mobile phone so you can contact a person if they are out. There is new technology coming out all the time like you got flat screen TVs and DVD players where you can play a film or a disc. I think the main advantage of the company is the method of E-mailing because what ever they want to know they can find out with in minutes. E.g. the branch of Ilford has a chart of profit levels and the head office wants to know about it all they have to do is e mail it and the head office will get it and they can connect to it and send them response back which will save time for the company and it is also quicker because if they are sent by post it will take them a long time to receive it so I think the best way is e mail. I think this has helped Marks and Spencer's because since they had this sort of technology it has helped them communicate a lot quicker and also they have the Internet where they can attract customers and I think that it has helped them.

Overall by looking at the impact of ICT's performance in Marks and Spencer's has been good because they have a webpage and this is good because they have an online service so you can order what ever you want and they will deliver to your door which is good because when a season comes like winter and also when Christmas comes Marks and Spencer's will get very busy and there will long queue so why wait when you got an online service. Most people who have Internet at home are starting to use this sort of service as it is quicker and saves time. This has not become as popular because not a lot people know about this service and not everyone has the Internet at home so still everyone goes to the store and shops. I think in the future everyone will start using this service, as it will become normal for everyone. Also other communication has been built for them like E-mail, which is becoming more and more common as people are starting to use it. Also mobile phones have become common this is also a new type of technology as every has got one even kids carry them about as it is a quick method of talking to a person. I think looking overall their performance has been good in ICT because they are using the most available ways of communicating to people and also to other companies and also to their own company like the head office. This is good because they are benefiting from all the sources of communication they can use. The most useful way communicating I think is using E-mail because every one in their company and also it is quicker to communicate to their head office because they will get a quick response back.

I think the way ICT has affected communication is that every company now has a computer because this is what every works on. The reason why ICT is affecting communication is because every one is using E-mail for when they have to give a quick message. Every one is using this method even at home because it is working out cheaper the using a phone. This is the reason why businesses use computers because it also works out cheaper for the company. Since using ICT I think the performance of Marks and Spencer's has been good because their communication has got better as employees react quicker to their job or what ever they have to do because all they have to is leave a quick message and they just carry out the job. I think this is a good advantage to the company because they get their work done quicker and this way they don't have to keep the customers waiting as they product can be sent down quicker and this way it keeps the customers happy.

The people who Marks and Spencer's communicate inside the business managers to employees this is because they want them to do a job or a

Different level or they want them to do something. The only other communication inside the business is if the manager wants to talk to another manager from another branch.

The people who Marks and Spencer's communicate outside the business are customers because they buy the products of them. They also communicate with people who deliver they products to their business. This is one of their main communications because the deliver the products to them so it is important that the communication is good with them in order for them to deliver good quality clothing.