

Kingdom Development Communication

External communication

External communication is the part that Kingdom Development communicates with the outside world like customers, suppliers, and even banks. There is a rule that Kingdom Development has to produce its financial details so that the public can see it. They are two communication used in external communication and they are:

- Advertising
- Internet

Internet

This is a quick useful way to communicate with the customers because Kingdom Development can put as much as they want they can even put pictures that explain the financial details like a graph to show how many phones they sold in the last past half year. The advantage of the internet is listed below:

- Instant feed back
- Saves time
- Contact people that are some really far away
- You can update it easy and quickly
- Little noise is made and you can't be really distracted (noise pollution)
- It is all in colours so it will attract more customers

The disadvantages are:

- Sometimes they are bad connection so you can't get on the internet to look at the details. It can be from something like the internet provider has a problem or that the Kingdom Development website has a problem and is getting fixed.
- Not all of the information can be recorded for comparing details to see have they lost or made more profit.

Advertising

This is good for drivers who are on the road because normally the advertising notice are near the road and they are big and colourful so it attracts the attention of drivers passing. That is just one way of advertising there is lots of ways of advertising. You can have advertising on tv. I think what makes a good advert is it got to have a catchy phase and a song that everybody will recognize. So when ever someone who have seen the advert hear the music from the radio or something like that it will remind them of the advert. The advantages of advertising are:

- Little noise
- Updating is generally easy

- Records can be kept by recording it or take a picture of it.
- It can advertise to people who are a distance away or to people who wasn't interested to mobile phones.

Internal Communications

Internal communication can be used in all different companies from a skate shop to the company that I am doing Kingdom Development. Internal communication have lots of different forms and they are listed below:

- Pagers
- Memorandum
- E-mail system (not the internet but a whole complete system)
- Video-conferencing

E-mailing system

A pager system is a very good invention. It is a small but in some cases a big object that beeps when you get a message. It also has a keyboard and a screen so you can read the mail and write one. You can't talk to people on it which is a down side because for some people who can't write will take them ages. But the advantages of why the people use the system are listed below.

- You can take them anywhere (no wires)
- You can contact someone quickly you don't need to dial you just write the message and send it.
- They are in some case small and compact and it will fit in the person who is using it pockets

The bad point is:

- For some people it mite take a long time
- If you don't know how to use it, it will be a struggle

Memorandum

Memo are for employees to use within the business. Let say for instants a employee wants to tell the boss that he has sent all the files he needed onto his account. He can get a little piece of paper and write a little memo on it and stick it on the door. The boss will see it when he gets in. But it does have it's disadvantages for example a memo could be blown off because someone walk passed it. Or someone could take it by accident.

Pager

A pager is a very compact device. It can be clipped onto the person who is using it's belt. A pager has a little screen on it that tells you who is wanting to contact you. You can use it anywhere you like. But it does have its disadvantage it's that you need another device for example a mobile phone to ring the person.

Both Internal and external

This is a communication which reaches out to everybody from inside Kingdom Development to people outside of Kingdom Development (customers)

- Telephones
- Meeting
- Annual review
- Letter

Telephones

This is very popular with communication because it is easy to use everybody has got one. And everybody knows how to use it. You just pick it up when it rings and talk. I think using the telephone is one of the best ways of communication. Its advantages of using a telephone are listed below:

- Instant feedback (because you are talking to them)
- You can contact lots of people in a very short amount of time
- Contact people whether they are near or far

There are also disadvantages too and they are:

- Can't be updated because if you have said something that's it you can't change what you said
- No record is kept so you can't prove it that the conversation took place
- Costs money
- Sometimes you have black spots where there is no way you can phone them because the signal is so bad
- No face to face communication (so you don't know whether it is a person pretending to be your friend trying to listen to your conversation)

Meeting

It is normally done in Kingdom Development with all the employees meeting up and expressing their opinions to each other and then come up with a final result at the end of the meeting but sometimes it can last for hours and hours. The advantages of having a meeting are:

- Everybody can listen to it at once so you don't have to repeat it.
- You get instant feedback like you would with a telephone
- Records can be kept for example record the whole meeting
- You get face to face communication
- It's cheap so you don't have to pay lots of money to have a conversation

They are also quite a lot of disadvantages too and they are:

- Can't contact people who are not there at the time of the meeting
- People can't always make it to the meeting so they will miss out on the information given out at that meeting
- Someone can disturb the meeting for example if someone comes in late for the meeting. The whole session will have to start again
- Can't really update it
- It creates a lot of noise when people start arguing because they have different opinions on the topic
- If there are lots of people talking at once no one can hear what each other are saying so it's just a waste of time.

Annual Review

This is the review of Kingdom Development it has to be produced for people to see. But it does have its advantages:

- Record is kept
- Little noise is made because an annual review is made on the internet
- People can be contacted from far away
- It can reach a lot of people in a very short time because there are no limits on how many people can get on the internet site.

The disadvantages are:

- No face to face communication
- Only happens once a year so it can change rapidly
- It can't be updated easily
- Rival companies can look at the information

Letter

It is the first form of communication it's even before the telephone and that was invented ages ago. But it has its advantages and disadvantages. Normally people's complaints come in a letter and normally want a written apology. The advantages are:

- Contact people quite far away
- Record is kept if you photocopy it
- No noise whatsoever except when the postman puts it through your door at 7 in the morning.
- It can reach quite a lot of people at once if you address it to lots of people like a company.

Disadvantages:

- Can't update it
- Not that cheap

- It takes along time
- Can even get lost through the post
- Not face to face either

I think the best way of communication for external and internal communication is telephone, internet and letters. It's because they haven't got that mush of a disadvantage to them.