

C1 Methods of Communication at Portmeirion

In this section I am going to describe the different types of communication within Portmeirion together with the use of ICT.

Here are some examples of written communications that Portmeirion use;

- Letters: ICT now have a major part when writing letters because a lot of company's prefer to word process them as it quicker, simpler and neater. Letters can be sent home to make customers aware of the latest offers.
- Notes can be used to inform work colleges of meetings with the rest of the company.
- Faxes
- Text Messages:
- E-Mail: ict is used because letters are sent electronically
- Notices for Notice Boards): ICT could be used as they could display notices on notice boards using Word or Powerpoint or a DTP package – posters done on the computer always look more attractive and neater – also they can be saved and edited in the future.
- Reports: could be written for major areas of development or concern using ICT.
- Agenda
- Records: of customers and daily sales etc could be saved on file using ICT.
- Magazines: company's could publish magazines and other promotional literature for sending out information
- Diaries
- Memos are used to remind workers of certain events and to pass messages between departments
- Contracts and other personnel documents
- Calendars
- Invoices and other financial documents
- Cheques (payments)
- Graphs and Charts
- Reports can be used to make reports on employees, purchases and exports.
- Posters and leaflets are used for advertisements
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Here are some examples of Oral Communication that Portmeirion use:

- Telephone
- Voicemail
- Web Cam & video conferencing
- Meetings
- Answer Machine
- Requests

- Office (could send messages)
- Discussion
- Dictaphone
- Training sessions
- Face to face talking
- Video
- Interviews

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Are methods of communication at Portmeirion effective?

Portmeirion's communication is very effective in my opinion or else the business wouldn't be as successful. This is because every business needs to communicate with its workers or the workers need to communicate with each other. A way that this is shown is if the Sales and Marketing department is doing a new promotion that they can tell the ICT department to send a letter out to all the customers of Portmeirion by mail merging which requires ICT

Written communication outside of the business

Word processing, excel, e-mail and fax are some of the ways that written communication is used outside of a business. These are very effective because if the company is doing a new production they can send a letter to all the companies' customers by mail merging this means that they can send the same letter to different customers by changing the customers names and addresses

Written communication inside the business

Portmeirion's written communication within the business is very effective because they work fast and still to a great quality an example of written communication within the business is if one department needs to tell another department something important they can e-mail them so they know as soon as possible

Portmeirion's communication with people outside the business is very good yet it could be improved it could their methods are meetings and conferences using a web cam these methods are direct

Within the functional areas they can't do any better than they do already. They use phone calls and notice boards. It would probably cost them more money to improve in this area.

One of the things that Portmeirion could improve is that when employees are eating in the company canteen they could have a television in there which displays incoming messages so that employees are alerted when they are needed

