

Preliminary research sources research proposal samples

[Business](#), [Company](#)



I work for a nationwide telecommunications company. For a number of years, the company has enjoyed the privileges of having over 40 percent market share. This is bigger than any other telecommunications company in the region. Over the past few months though, there has been an intense refurbishment in the over companies and this makeover in the other companies can mean serious competition from this point going forward. With these changes promising to transform the current telecommunications market, I wanted to investigate how effective a communication plan will be and how we can utilize it to ensure we remain at the top.

- Binder, J. (2007). *Global project management: Communication, collaboration and management across borders*. Aldershot, UK: Gower. PMI
This article highlights the importance of communication in Project management. The article elaborates on the importance of communication between all the players in an organization. The scenarios highlighted in this book are similar to the work environment that I am in.

- Knutson, J. (1999). *You owe your project players a communication infrastructure -- part 2*. San Francisco: PM Network. PMI
This article demonstrates how to carry out effective communication in the work environment. The article explains in detail the steps that should be taken so that the intended message can be received by the intended recipients. Since in the communication plan in our company will involve advertising, this book will help the company formulate messages that will resonate well with the client, therefore, achieving our purpose.

- Kuga, L. A. (1996). *Communicating in a diverse workplace: A practical guide to successful workplace communication techniques*. Irvine, CA: Richard

Chang Associates, Inc. PMI

This article will help understand how to communicate with the different groups that are within the company. This will come in handy to the company since communication within and from the organization targets diverse groups. This article will help us understand how to formulate communication so that it can be received best by the diverse groups.

Project Environment

This article will show my work environment in which I am employed by a national telecommunication company. The specific work environment in which there is increase in competition over market share will be explained in detail how the company will utilize its communication plan to counter the outside forces like competition that the company is bound to face.

This paper will also discuss the measures being undertaken by the company to stay ahead of the competition in relation to the role communication will play in the process. It will also explain the obstacles that are expected and how the company will combat these obstacles to reaping the full benefits of a good communication plan.

The company's chief counterattack plan is a massive advertising campaign to tell the consumers about the new products and services that they should expect from the company. A good communication plan will ensure that the right advertisements will reach the diverse groups of clients and have the highest chance of a good response. The communication plan will also ensure that the company communicates with the staff so that they can work hand in hand with the management for the best results. The company's plan is

intended to take a 4-month phase; the communication plan will ensure that there is the right consistency all through the duration for the best results.

References

Binder, J. (2007). *Global project management: Communication, collaboration and management across borders*. Aldershot, UK: Gower. PMI

Kliem, R. L. (2008). *Effective communications for project management*. Boca Raton, FL: Auerbach Publications. PMI.

Kuga, L. A. (1996). *Communicating in a diverse workplace: A practical guide to successful workplace communication techniques*. Irvine, CA: Richard Chang Associates, Inc. PMI