

# [Communication in business: currys analysis](https://assignbuster.com/communication-in-business-currys-analysis/)

Introduction: In this assignment I am required to explain different types of business information e. g. verbal, written, multimedia, and nonverbal and their sources and their purpose. I also have to analyse types of business information and their sources. I have chosen Curry’s. Curry’s is an electric retailer in the United Kingdom owned by Dixons Carphone. With its origins in a photographic shop opened by Charles Kalms, the chain now has a store in most towns and cities across the UK and Republic of Ireland.

Reference: http://en. wikipedia. org/wiki/Currys\_Digital

|  |
| --- |
| Verbal  |

|  |  |  |  |
| --- | --- | --- | --- |
| A telephone conversation customer service of curry. A customer is calling to the customer service department to ask about the products which they want to buy  | External and internal customer service The source is external and internal because the customer is calling from outside the business which is external but the customer service department is giving information about the product which is inside the business and its interval.  | The telephone conversation could be used by the customer service department, to update customer’s knowledge because this will help the customer to have information about the products, which will help them to decide what to buy.  | This is important because it could save customers time and easily give them information about the products on the phone rather than coming to the shop and looking for the product.  |
| Speech about finance of curry. The manager is giving speech to the shareholder about the finance of the business.  | Internal- finance department This Is an internal source because the manager is talking about the finance of the business to the shareholders which are internal finance is inside the business as same as shareholders.  | The speech conversation could be used by the finance department, to inform future development of the products because if the product is developed and improved which means more customers will buy it and the sell will increase and the business will make more profit.  | This communication Is important because it keeps all the shareholder of the business known about the finance of the company and what losses or profit the company is making.  |
| Face to face about product development. The manager of curry is taking to the customers about the product and getting the opinion/ feedback about the product.  | External- product department The source of information is external because the customers are giving they own opinion about the product which means the information is coming from outside the business and the product department going to use that information to help to develop the existing products.  | The face to face conversation could be used be the product department, to inform future development by getting the feedback from the customers and make changes or develop the products.  | This conversation is important because it helps the business to achieves customers needs and create the product as customer wanted. it also important because if the business keep they customers happy with the needs, the customers will retain and also the customers will tell other people about the business and the business product, which will increase the customers and the sale.  |

|  |
| --- |
| Written  |

|  |  |  |  |
| --- | --- | --- | --- |
| Email about HR The employee of curry is sending an email to its manager about he can’t make it to the work because he’s not feeling feel.  | External- human resources (HR) The information is external because the employee is sending the email to inform about itself which means the information is coming from outside the business so it’s external.  | The email conversation could be used by human resources department, to update knowledge because the employee is letting the human resources department know that he can make it to the work so HR have to let him know if he can have a day off or not.  | This conversation is important because it helps the business to arrange another employee in time who can work as his place, so that the business won’t be short of employees. It’s also important because the HR department can have the right records about the employees, so when they want to make the decision about who to keep and who not to, they can look at the records and make a right decision.  |
| Data about sale/finance Curry is showing the data about the sale/finance to the shareholders.  | Internal- sale/finance The information is internal because the company is keeping the record about the sale and finance of the business which comes from inside the business and it’s shared with the company’s shareholders so it’s internal.  | The data could be used by the sale/finance department, to make strategic direction and swot analysis because the sale/finance data helps them to look at the aims and objective to see if the business is achieving that or not and also it will help them to make a long term decision e. g. expanding according to the date of the sale and finance.  | This conversation is important because it keeps all the record of the sale and finance of the business which helps the company’s to make important decisions e. g. long term decisions. It’s also important because the company can see where the business needs to be more forced or need improvement, so the company can make changes according to the data or records  |
| Letter to members The manager of curry is sending the letter to the candidates who have been selected for the job and achieved all the requirements which the company was looking in a candidate.  | Internal- HR The source of information is internal because the business is sending the information from inside the business to the candidates who have been selected for the job e. g. telling them they are selected and what they job role is etc.  | The letter could be used by the HR department to update knowledge, because the candidate has to know that he/she is selected for the job and the letter gives that candidate the information which he required for the job e. g. time, date, uniform etc.  | This conversation is important because it helps the candidate and the business to give detailed information about the job, so that the candidate can have all the important details about the business and job role. It’s also important because the business don’t want to give the wrong information, so they use letter to keep everything easier to understand and simple, so that the candidate don’t get confused.  |

|  |
| --- |
| Multimedia  |

|  |  |  |  |
| --- | --- | --- | --- |
| Television about marketing Curry’s marketing department is advertising a new product on television so that the people can know about the product.  | Internal- marketing The source is internal because the advertisement of the product comes from marketing department to promote a product which is inside the business.  | The television conversation could be used by the marketing department, because they want to increase sell promotions to make more profit in the business.  | This communication is important because majority of people watch television which will make them to watch the advisement of the product on TV. The product will get known and people will buy it.  |

|  |
| --- |
| Nonverbal  |

|  |  |  |  |
| --- | --- | --- | --- |
| Sign language- customer service A deaf customer of curry’s came to the store to make complain about a product which he bought 1 week ago but it was explained.  | Internal- customer service The source is external because the customer is making complain about one of the products, which means the information is coming from outside the business.  | The sign language conversation could be used by the customer service department to update knowledge, because the customer is giving the information (complain) about the product, so that the company can make changes.  | This communication is important because it help the business to make improvement on the product by the customer complain, so that the other customers don’t have the same complain which will affect the business name. It’s also important because for a business there always have to be an employee who knows the sign language because this will improve the customer service.  |

D1: Introduction: In this task I am evaluating the appropriateness of the business information used to make strategic decisions. I will be explaining the strategic decision made by Apple.

Apple

|  |  |  |  |
| --- | --- | --- | --- |
| Departments  | Strategic decision  | Information used to arrive at the strategic decision  | Appropriateness of the information used to make the strategic decision  |
| Product development  | Apple launches a new iPhone 6 this year (2014) with new features and size. https://www. apple. com/iphone-6/  | The information used to make this decision is marketing research about the iPhone 5 feedback from the customers (external) e. g. making the new iPhone 6 thinner. http://www. phonearena. com/phones/AppleiPhone-5\_id7378/reviews  | The information is appropriate to use because it shows the business that how the last iPhone did in the market, so they can make changes on the coming new iPhones. The another reason why the information is appropriate to use because the company can develop new products as customer’s need, so that the customers feel happy and excited to buy the new product. Possible drawback with the information is that the company focused on the customer needs and because of that their product (IPhone 6) bends just of being too slim. In my opinion the information is very useful because it show the company that the business is reaching its target customers and what they can do to improve their product, so that the customers stay to the business.  |
| The information used to make this decision is by finance data of the business because if the business is making profit every year then they can look forward to make new products. (Internal)  | This information is * Appropriate to use because it carries out all the finance data of business and makes a record of that. Another reason why this
* Information is appropriate to use because it shows the shareholder the finance records, when they make the strategic decision. Possible drawback with the
* Information is that, the data could be not up to date.
* In my opinion this information is useful because the business have all record to see how the business is doing , if the business is making profit or not etc.
 |  |
| Marketing and product (Diversification)  | To enter a new market by creating iPhones but before they only make computers or laptops.  | The information used to make this decision is finance team budget report and project cast projections. (internal)http://investor. apple. com/secfiling. cfm? filingid= 1193125-13-416534&cik= 320193  | This information is useful because it shows that if the business have enough budget to enter a new market by showing the business profit over the years. Another reason why this information is useful because it helps the business to assess whether they can afford to enter a new market and create new products. Possible drawbacks are that financial projections based on current not future data. In my opinion this information is useful because it shows all the finance of the business, which means it tells that if the business can make strategic decisions or not.  |
| The information used to make this decision is by taking to the shareholders of the business.  | * This information is appropriate to use because the business need to be sure if they shareholders are interested and agreed with the business decision.
* Another reason why this information is appropriate to use because the business runs with its shareholders, so that the business need to be show if the shareholders are happy with the business decisions.
* Possible drawback are that shareholder might not be agreed or happy with the business decision
* In my opinion the information is useful because the shareholders will get fewer dividends, so the business need to be sure if the shareholders want to take the risk and invest the business money in to new market.
 |  |