

Communication in business: currys analysis



**ASSIGN
BUSTER**

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 with a customer service representative at Curry's is an example of verbal communication. 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. The telephone department, information to update customer's knowledge because this will help the customer to have product. External and internal customer service is used by the customer service department, information to update customer's knowledge because this will help the customer to have product. External and internal customer service is used by the customer service department, information to update customer's knowledge because this will help the customer to have product.

customer
 service
 department information
 is giving about the
 information products,
 want to buy about the which will
 product help them
 which is to decide
 inside the what to buy.
 business and
 its interval.

Speech Internal- The speech This
 about finance conversatio communication
 finance of department n could be Is important
 curry. The This Is an used by the because it
 manager is internal finance keeps all the
 giving source department, shareholder of
 speech to because the to inform the business
 the manager is future known about
 shareholder talking about developmen the finance of
 about the the finance t of the the company
 finance of of the products and what losses
 the business to because if or profit the
 business. the the product company is
 shareholders is developed

and
 improved
 which are which
 internal means more
 finance is customers
 inside the will buy it
 business as and the sell making.
 same as will increase
 shareholders and the
 . business will
 make more
 profit.

Face to face External- The face to This
 about product face conversation is
 product department conversatio important
 developmen The source n could be because it
 t. The of used be the helps the
 manager of information product business to
 curry is is external department, achieves
 taking to because the to inform customers
 the customers future needs and
 customers are giving developmen create the
 about the they own t by getting product as
 product and opinion the customer
 getting the about the feedback wanted. it also

	product		important
	which means		because if the
	the		business keep
	information		they customers
	is coming		happy with the
	from outside		needs, the
	the business	from the	customers will
opinion/	and the	customers	retain and also
feedback	product	and make	the customers
about the	department	changes or	will tell other
product.	going to use	develop the	people about
	that	products.	the business
	information		and the
	to help to		business
	develop the		product, which
	existing		will increase
	products.		the customers
			and the sale.

Written

Email about	External-	The email	This
HR The	human	conversation	conversation is
employee of	resources	could be	important
curry is	(HR) The	used by	because it
sending an	information	human	helps the

email to its manager about he can't make it to the work because he's not feeling feel. 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. 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. 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 Internal- The data This
sale/finance sale/finance could be conversation is
Curry is The used by the important
showing the information sale/finance because it
data about is internal department, keeps all the
the because the to make record of the
sale/finance company is strategic sale and
to the keeping the direction and finance of the
shareholder record swot analysis business which
s. about the because the helps the
sale and sale/finance company's to
finance of data helps make
the them to look important
business at the aims decisions e. g.
which and objective long term
comes from to see if the decisions. It's
inside the business is also important
business achieving because the
and it's that or not company can
shared with and also it see where the
the will help business needs
company's them to to be more
shareholder make a long forced or need

term decision improvement,
 e. g. so the
 expanding company can
 s so it's according to make changes
 internal. according to
 the date of according to
 the sale and the data or
 finance. records

Letter to Internal- HR The letter This
 members The source could be conversation is
 The of used by the important
 manager of information HR because it
 curry is is internal department helps the
 sending the because the to update candidate and
 letter to the business is knowledge, the business to
 candidates sending the because the give detailed
 who have information candidate information
 been from inside has to know about the job,
 selected for the that he/she is so that the
 the job and business to selected for candidate can
 achieved all the the job and have all the
 the candidates the letter important
 requirement who have gives that details about
 s which the been candidate the business
 company selected for the and job role.
 was looking the job e. g. information 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.

telling them
 they are
 selected
 and what
 they job
 role is etc.

which he
 required for
 the job e. g.
 time, date,
 uniform etc.

in a
 candidate.

Multimedia

Television	Internal-	The	This
about	marketing	television	communication
marketing	The source is	conversatio	is important
Curry's	internal	n could be	because
marketing	because the	used by the	majority of
departmen	advertisemen	marketing	people watch
t is	t of the	department,	television which

advertising product
 a new comes from because will make them
 product on marketing they want to to watch the
 television department increase sell advisement of
 so that the to promote a promotions the product on
 people can product to make TV. The product
 know which is more profit will get known
 about the inside the in the and people will
 product. business. business. buy it.

Nonverbal

Sign Internal- The sign This
 language- customer language communication is
 customer service The conversation important
 service A source is could be because it help
 deaf external used by the the business to
 customer because customer make
 of curry's the service improvement on
 came to customer is department the product by
 the store making to update the customer
 to make complain knowledge, complain, so that
 complain about one because the the other
 about a of the customer is customers don't
 product products, giving the have the same
 which he which information complain which

will affect the
 business name.
 It's also
 (complain) important
 means the about the because for a
 bought 1 information product, so business there
 week ago is coming that the always have to be
 but it was from company can an employee who
 explained. outside the make knows the sign
 business. changes. 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

		Informatio	Appropriaten
		n used to	ess of the
Department	Strategic	arrive at	information
s	decision	the	used to make
		strategic	the strategic
		decision	decision

Product Apple launches The The

informatio information
 n used to is
 make this appropriate
 decision is to use
 marketing because it
 research shows the
 about the business that
 iPhone 5 how the last
 feedback iPhone did in
 a new iPhone 6 from the the market,
 this year (2014) customers so they can
 with new (external) make
 developmen features and e. g. changes on
 t size. making the the coming
 https://www. new new iPhones.
 apple. iPhone 6 The another
 com/iphone-6/ thinner. reason why
 http://www the
 . information
 phonearen is
 a. appropriate
 com/phone to use
 s/AppleiPh because the
 one- company can
 5_id7378/r develop new
 eviews 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 This information
information is
used to • Appropria
make this e to use

decision is because it
 by finance carries out
 data of the all the
 business finance
 because if data of
 the business business
 is making and
 profit every makes a
 year then record of
 they can that.
 look forward Another
 to make reason
 new why this
 products. • Informatio
 (Internal) n is
 appropriat
 e to use
 because it
 shows the
 sharehold
 er the
 finance
 records,
 when they
 make the
 strategic

decision.

Possible

drawback

with the

- Informatio

n is that,

the data

could be

not up to

date.

- In my

opinion

this

informatio

n 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 informatio n used to make this decision is finance team budget report and project cast projections . (internal)ht	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.
		tp://investo r. apple. com/secfili ng. cfm? filingid= 1193125- 13- 416534&ci	Another reason why this information is useful because it helps the business to

k= 320193 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
 shareholder
 s of the
 business.

- This
 informatio
 n is
 appropriat
 e to use
 because
 the
 business
 need to be
 sure if
 they
 sharehold
 ers are
 interested
 and
 agreed
 with the
 business
 decision.

- Another

reason
why this
informatio
n is
appropriat
e to use
because
the
business
runs with
its
sharehold
ers, so
that the
business
need to be
show if
the
sharehold
ers are
happy
with the
business
decisions.

- Possible
drawback

are that
sharehold
er might
not be
agreed or
happy
with the
business
decision

- In my
opinion
the
informatio
n is useful
because
the
sharehold
ers will
get fewer
dividends,
so the
business
need to be
sure if the
sharehold
ers want

to take
the risk
and invest
the
business
money in
to new
market.