

Guidelines for communication in simulated business of a food truck

[Business](#)



Guidelines for Communication of Guidelines for Communication This paper aims to present a number of guidelines for the communication in simulation of a food truck business. Important guidelines to business communication remain as the most significant aspect. A business that is newly setting within the market needs to ensure a healthy prospect when it comes to communicating with its client. Following are some of the communication guidelines for a chosen business.

First and foremost, it is important that very simple approach is used when it comes to marketing the business. One can easily note that the food business is a very competitive business sector in any region of the world. In order to achieve success with an average pace of sales, it is significant that tricky or overly set-out statements are not used while communicating (Ober, 2007).

Secondly, there needs to be a clear adjuration between the verbal and non-verbal communication. For instance, if the jargon is being used in a simple manner then the non-verbal elements such as logo and symbol must also be created with a simplistic approach (Ober, 2007).

Since food truck business is one of the widely used model for food business, it is estimated that majority of them are remembered by the white noise. In simpler words, it can be well stated that the customers of the food trucks remember specific brands by their slogans and themes. Therefore, it is imperative to create a slogan or a tune that allows the customers to get attracted. Business theorists consider it as a way to allow customers to memorize your brand forever.

References

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Ober, S. (2007). *Contemporary Business Communication*. New York: Cengage Learning.