

Flight Foods Ltd Overview

A LOOK AT COMPANY FOCUS CHALLENGES AND GOALS

Flight Foods Ltd specializes in providing ready meals for airlines, focusing on quality and customer satisfaction



Business focus

Business focus of flight foods Ltd

Core Activity Flight Foods Ltd specializes in producing meals specifically designed for airlines.



Quality Commitment The company emphasizes high standards of food safety and quality to meet airline requirements

Customer Base**: Serves various airlines, providing meals that cater to different passenger needs and preferences.

• Smith, J., & Jones, L. (2019). *Food safety practices in food service* Smith, J., & Jones, L. (2019). Food safety practices in food service operations. Journal of Food Safety.

Challenges faced by flight foods ltd

- Food Quality Issues
 - - Complaints about undercooked meals.
 - - Instances of poor packaging.
 - - Errors such as meat found in vegetarian meals.
- - ****Operational Efficiency****:
 - - Old machinery causing production delays.
 - - Lack of training for staff leading to inconsistent food preparation.
- - Communication Barriers
 - - Diverse workforce leading to misunderstandings and challenges in training.

Brown, R. (2020). *Impact of machinery on production efficiency in food manufacturing*. Food Industry Review.

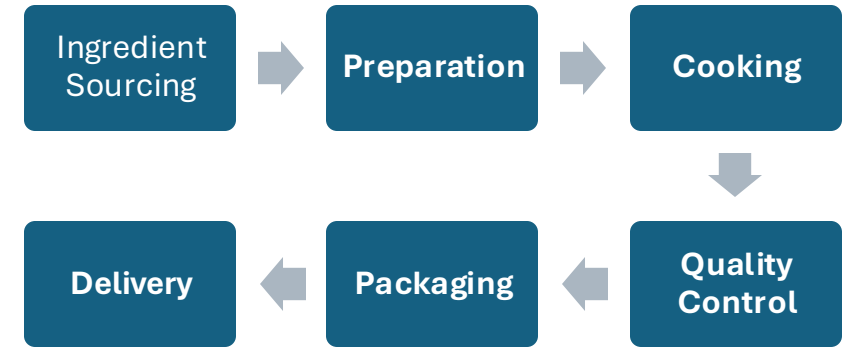
Workforce

Williams, T. (2019). *Importance of training in food safety for food service employees*. Food Safety Journal.

- Workforce at Flight Foods Ltd
- Content:
- Employee Count: Approximately 40 staff members.
- Diversity: Employees come from five distinct cultural backgrounds, which enriches the workplace but also presents communication challenges.
- Training Gaps: Many employees lack formal training in food hygiene and safety, impacting food quality and compliance with standards.
- Team Dynamics: The diverse workforce can lead to different interpretations of instructions, affecting collaboration and efficiency.

Operational Environment

- Operational Environment at Flight Foods Ltd
- Content:
- Factory Layout: The factory is spacious, allowing for efficient movement, but it's filled with old machinery.
- Machinery Issues: The outdated equipment can lead to production delays and inconsistencies in food quality.
- Workplace Conditions: While the factory has good lighting and ventilation, the noise from old machines can create a chaotic work environment.
- Impact on Efficiency: These factors contribute to operational inefficiencies, affecting the overall quality of the meals produced.



Shannon and Weaver Model

Focuses on the transmission of messages from sender to receiver.

-Application: The language barrier complicates the encoding (instructions from the manager) and decoding (

shannon, C.E., & Weaver, W. (1949). *The Mathematical Theory of Communication*. University of Illinois Press.



impact: Limited English skills among staff lead to misunderstandings of food safety protocols.

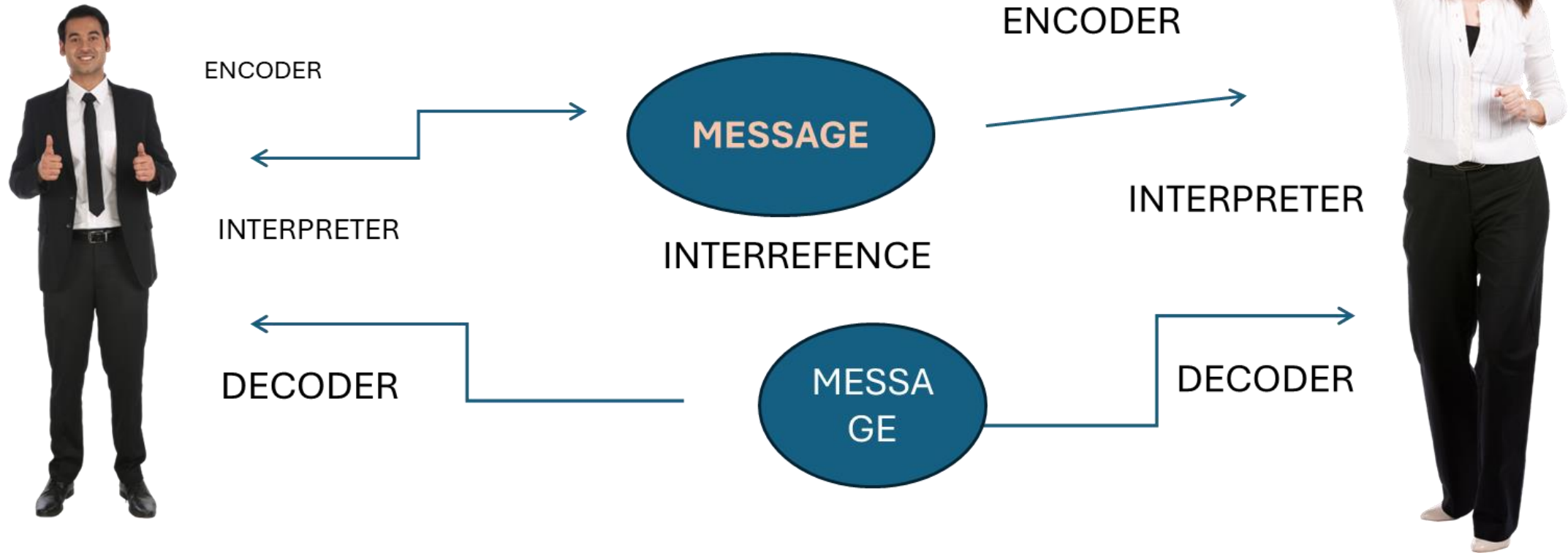
Result: Mistakes in food preparation, contributing to quality issues.

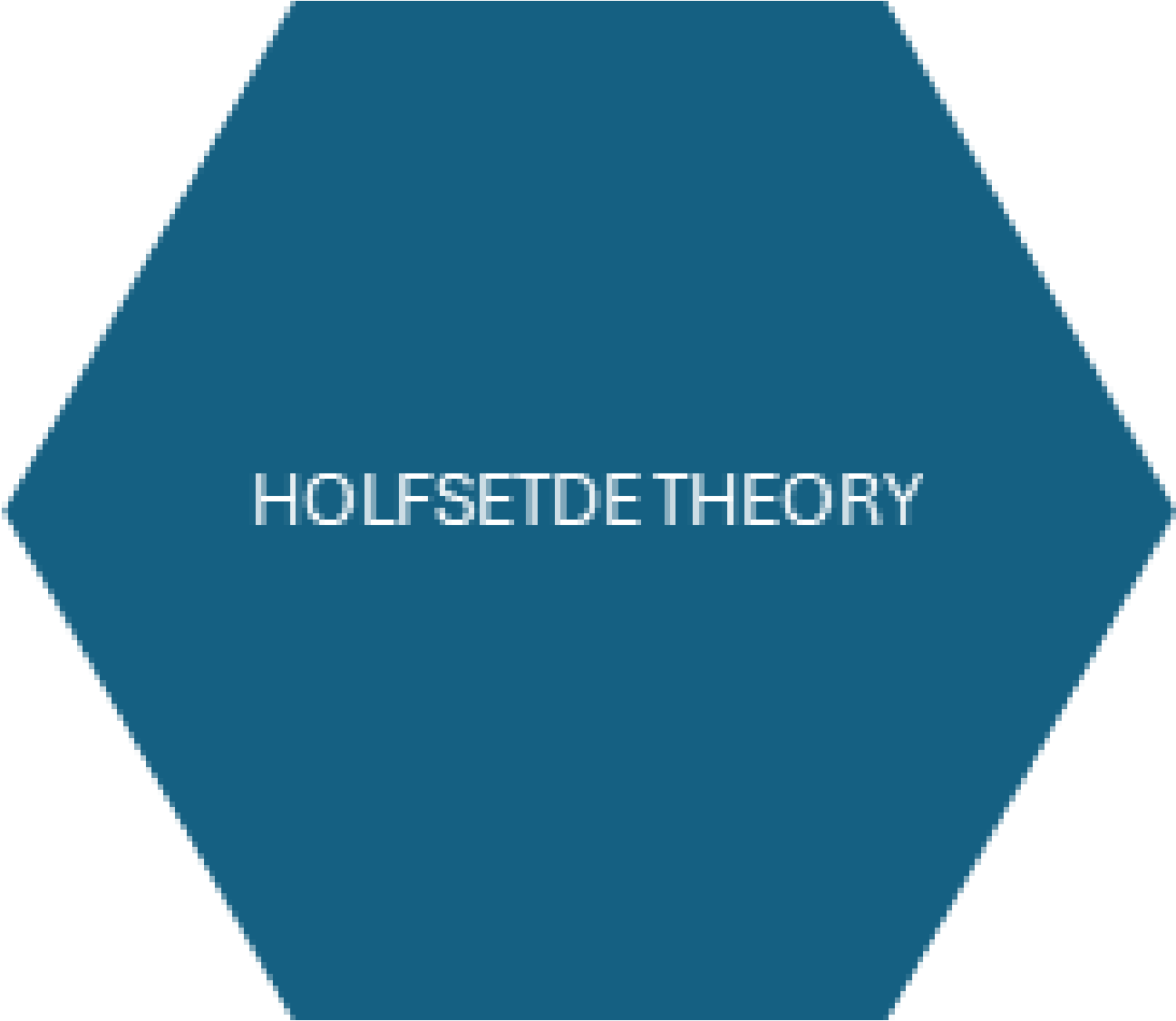
Schramm's Model of Communication

schramm, W. (1954). *The Process and Effects of Mass Communication*. University of Illinois Press.

Emphasizes shared experiences between communicators.

- Application Diverse cultural backgrounds hinder the ability of staff to relate to and understand the manager's instructions, resulting in ineffective communication.





HOFSTEDE THEORY

Hofstede's Cultural Dimensions

- **What It Is**: Explains how culture affects communication.
- **Key Points**: Different cultures have different ways of thinking and communicating.
- **Why It Matters**: Employees from various backgrounds might interpret instructions differently, leading to confusion.

Cultural Dimensions Theory (Hofstede)

(1980). *Culture's Consequences: International Differences in Work-Related Values*. Sage Publications

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Johnson, A. (2021). The impact of cultural diversity on team performance. Journal of Business Management

Schramm, W. (1954). The Process and Effects of Mass Communication. University of Illinois Press.

Shannon, C.E., & Weaver, W. (1949). The Mathematical Theory of Communication. University of Illinois Press.

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