

Flight Food Ltd

An analysis of communication problems and their impact on Food Safety

Effective teamworking and Communication LCLM4003

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Overview

This presentation will cover

- Background of Flight Foods Ltd.
- Communication barrier identified in the case study
- Communication theories that explain these barriers
- Conclusion
- References

Company Background

Flight Foods Ltd is a moderately sized company that engages in the manufacture of ready meals for the aviation industry.

The company has noticed a decrease in its market share due to complaints by customers about poor food quality.

Some of the complaints raised were:

Food cooked inadequately

Poor packaging

Meat in vegetarian meals

Poor food hygiene

Barrier 1: Environmental noise

Factory contains old noisy machines which make the environment always noisy. They produce very loud noises which make it difficult for effective communication to be achieved between Gary and his employees.

Employees misunderstand the given instructions about food hygiene.

According to Shannon and Weaver (1949) communication can be disrupted by noise.

Noise is anything that interferes with the message being sent.

In this case:

Sender – Gary

Message – Food hygiene instructions

Noise – Old machines producing loud noise

Receiver – Employees

Effects – The employees do not understand the instructions.

Barrier 2: Language and Communication

The workers come from five different cultural background. A significant percentage of the workers have limited knowledge of the English Language. The public notices are written in the English language, but the workers often speak in their own languages.

Berlo (1960) mentions that communication depends on

- Communication Skills
- Knowledge
- Language
- Attitudes
- Culture

Barrier 3: Age Differences

The workforce consists of people between 16 and 60 years old.

According to Gary; The older employees seem to know things while younger employees behave differently.

Generational groups tend to have their own learning and communication style

Communication theory

Model of communication by Schramm

According to Schramm

"Communications is most effective when there is common experience among the people communication with each other."

Barrier 4: Cultural Differences

The workforce consists mainly of immigrants from five different cultural groups.

Different cultures may have different; Communication styles, workplace expectations and food handling practices.

Employees also communicate mainly within their own language groups.

Barrier 5: Emotional barrier

Garry is tired and stressed.

Shouts at employees.

Negative emotions affect communication.

Recommendations

- Train employees before starting work
- Introduce multilingual training materials.
- Use visual communication
- Replace noisy machinery
- Improve supervision
- Hold regular team meetings
- Encourage employee feedback
- Promote teamwork and inclusion.

Conclusion

Communication failures contributed to poor food quality
The five barriers were identified and known as; Environmental noise, language, age, culture and emotional barriers.

If training was provided, they won't need to shout to each employee as each one of them would know what to do and improving customer satisfaction

References

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Schramm, W. (1954). The process and Effects of Mass Communication.

Shannon, C.E. and Weaver, W. (1949). The Mathematical Theory of Communication.

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