

Communication Barriers at Flight Foods Ltd

Analysing Communication Problems and Recommending Solutions

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Overview

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Environmental Noise

Language, Communication and Body Language

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Introduction



 **Company:** Flight Foods Ltd



 **Business:** Ready meals for airlines



 **Problem:** Poor communication causing food safety and quality issues



 **Workforce:** 40 employees • Ages 16–60 • 5 cultural groups



 **Objective:** Analyse communication barriers and recommend solutions

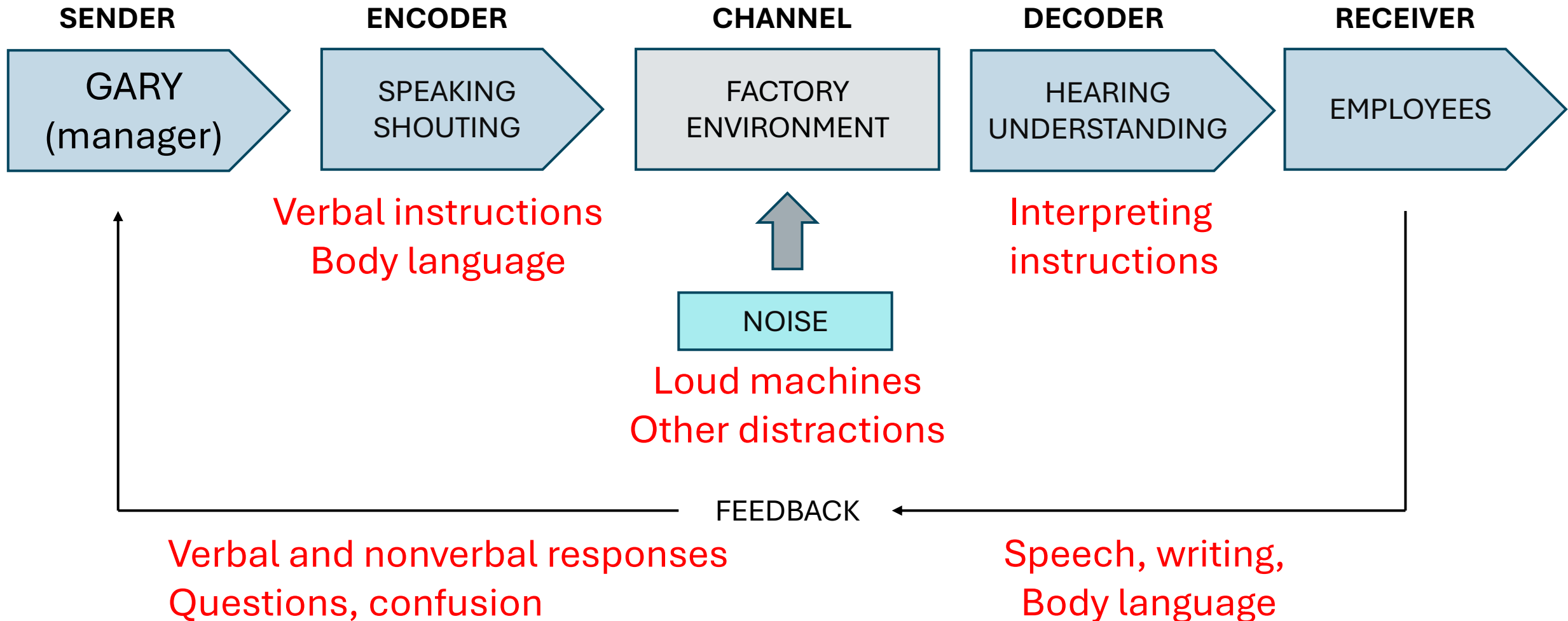
Environmental Noise

Egner
(2441163)

DESCRIPTION

- Old noisy machinery
- Difficult to hear instructions
- Constant factory noise
- Gary must shout
- Messages are misunderstood
- Safety instructions are missed
- Signs replace verbal communication
- Production errors increase

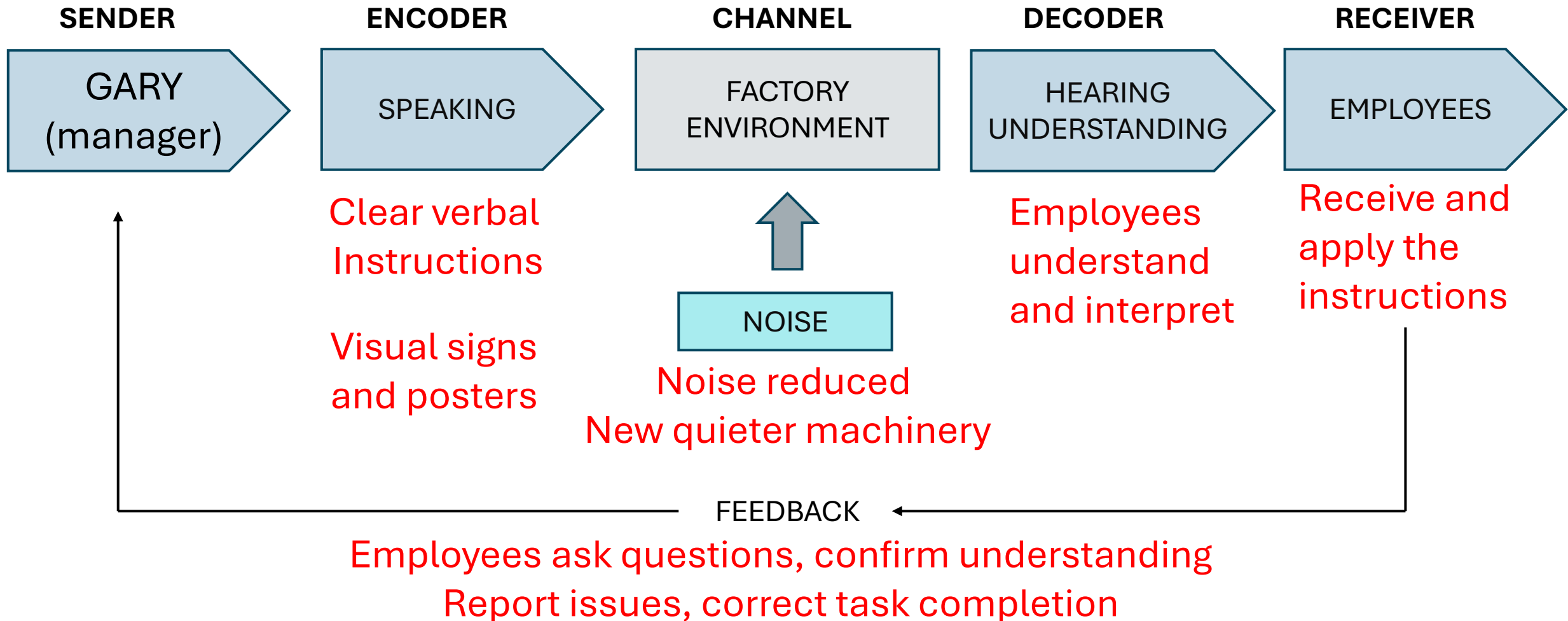
ANALYSIS USING SHANNON COMMUNICATION MODEL



Solutions

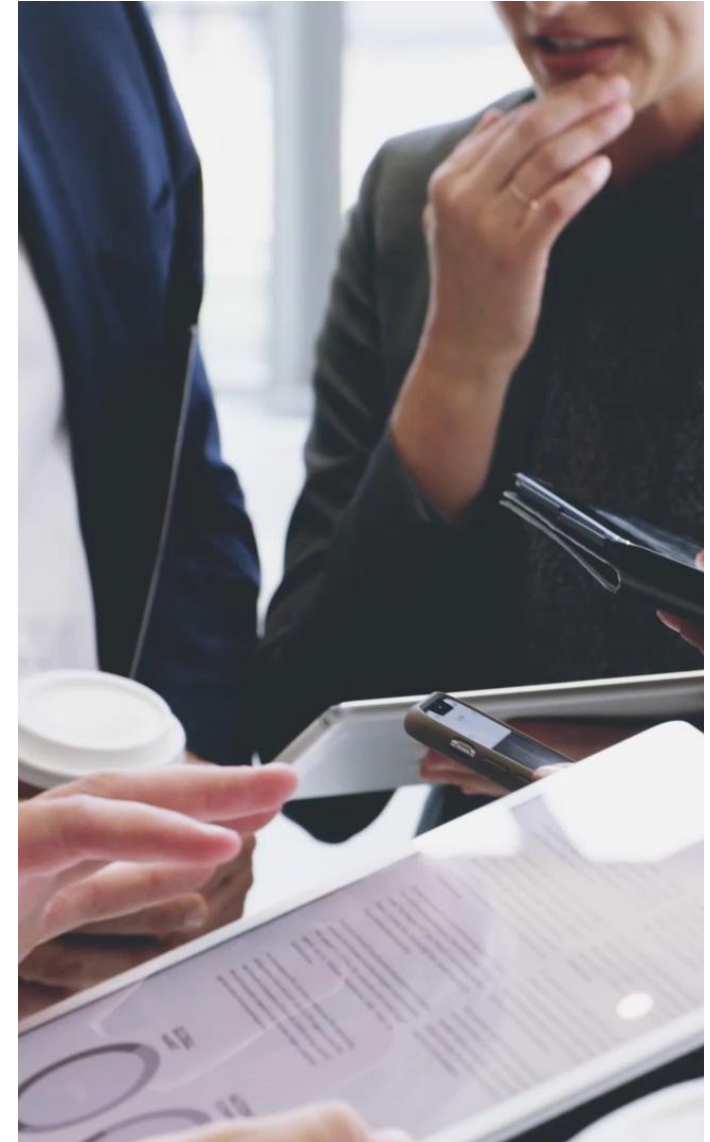
- Replace old machinery
- Use quieter equipment
- Create quiet briefing areas
- Give instructions before production
- Use visual demonstrations
- Provide wireless headsets
- Confirm staff understanding
- Reduce distractions during training

SOLUTION USING SHANNON COMMUNICATION MODEL



Conclusion

- Communication barriers reduced efficiency.
- Communication models explained the problems.
- Practical solutions improved understanding.
- Better teamwork reduced production errors.
- Food safety became more consistent.
- Clear communication supports business success.



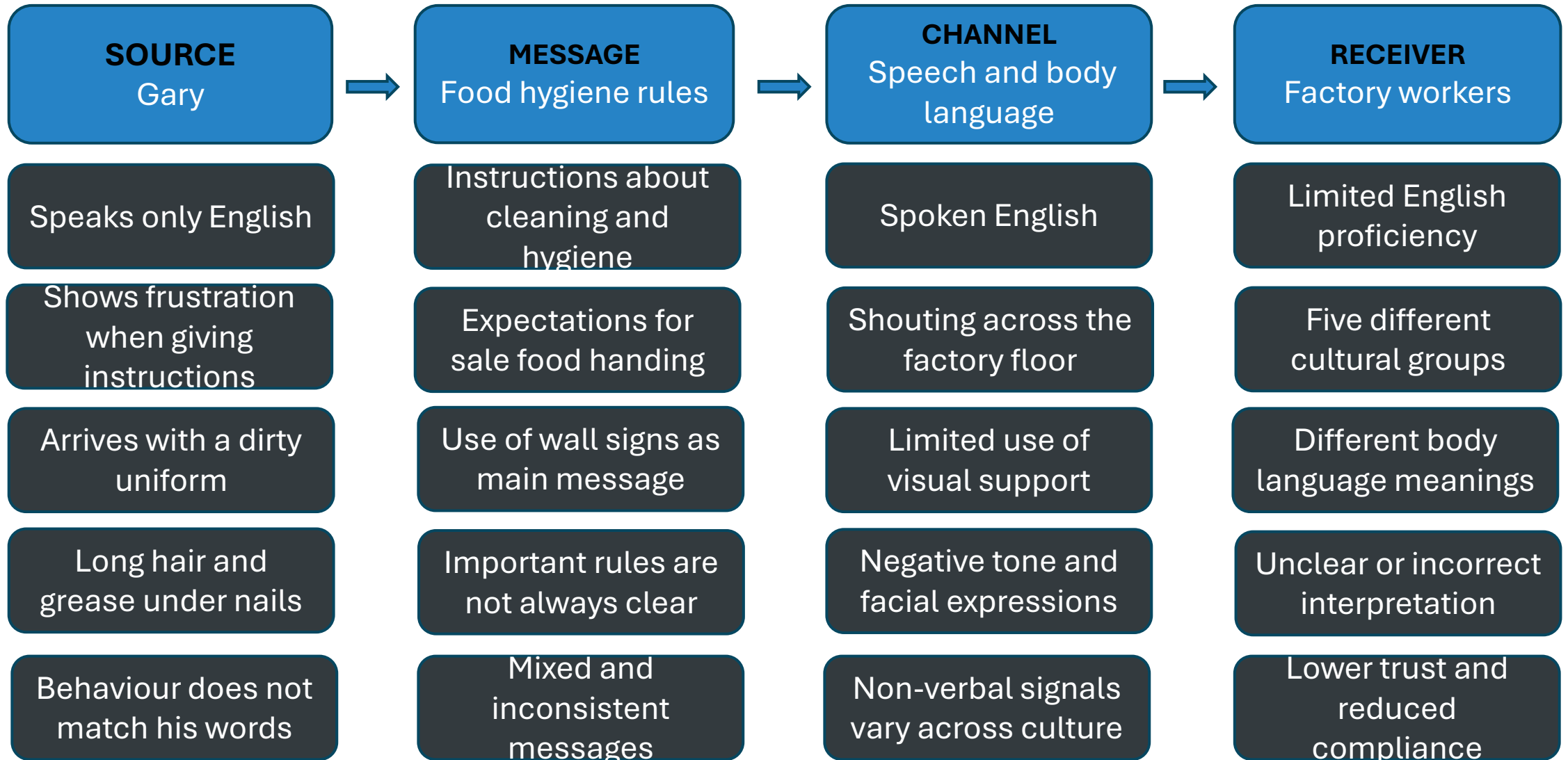
Language, Communication and Body Language

Javed

DESCRIPTION

- Gary gives unclear instructions
- Workers have limited English
- Different body language
- Signs are not enough
- Mixed verbal messages
- Gary does not follow hygiene procedures
- Dirty uniform reduces credibility
- Actions contradict instructions

ANALYSIS USING BERLO'S SMCR MODEL

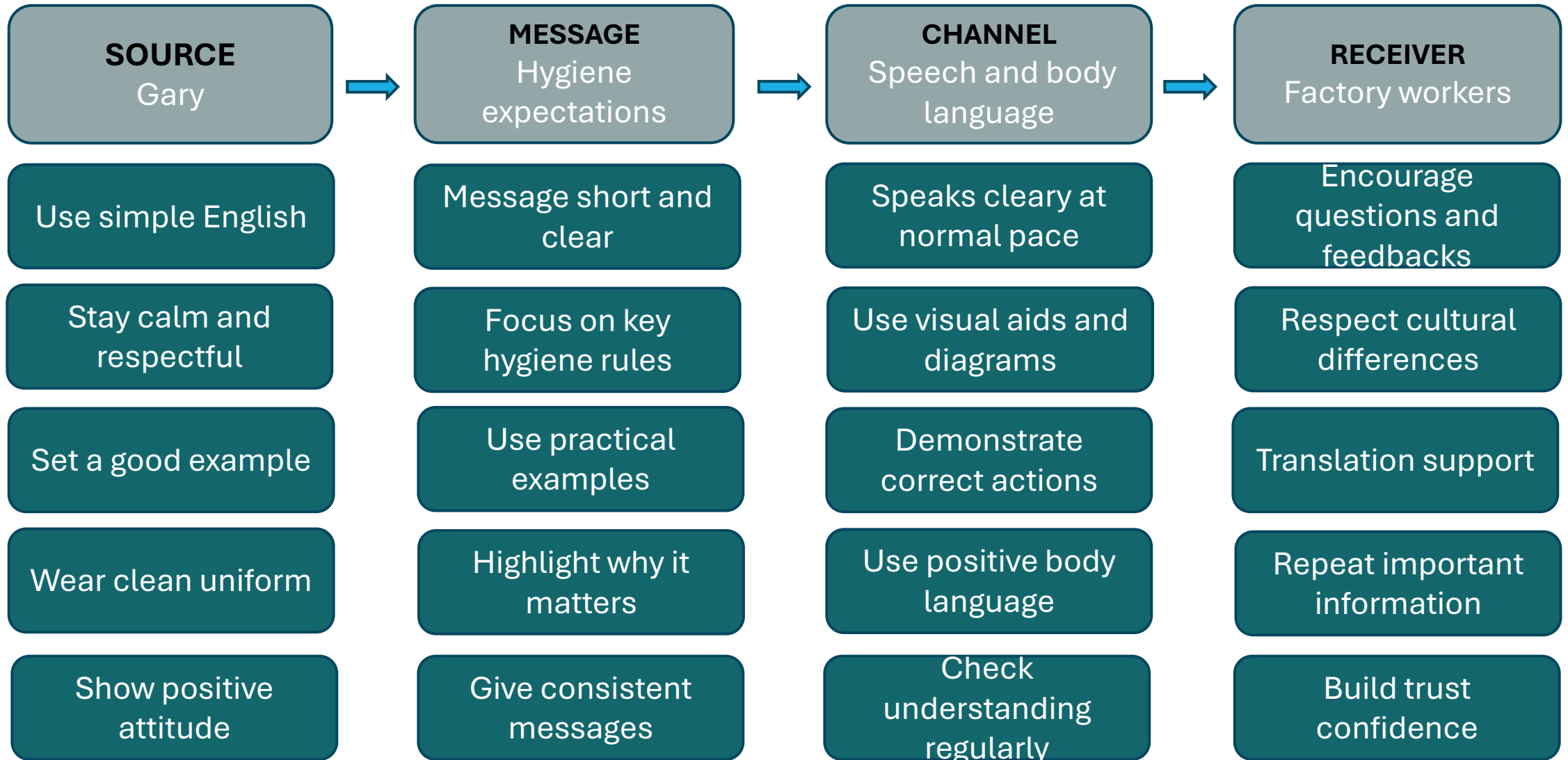


The background of the slide is a dark blue gradient. On the left side, there is a large, lighter blue circle that is partially cut off by the edge of the frame. The word "solution" is written in white, lowercase letters, positioned over the circle.

solution

- Lead by example
- Wear clean protective clothing
- Use simple English
- Demonstrate correct procedures
- Use visual instructions
- Confirm understanding
- Encourage two-way communication
- Reinforce messages consistently

SOLUTION USING BERLO'S SMCR MODEL



CONCLUSION

- Clear communication improves performance
- Actions should match instructions
- Positive role models build trust
- Visual demonstrations reduce mistakes
- Consistent messages improve compliance
- Better understanding improves food safety
- Effective communication increases teamwork
- Clear leadership reduces production errors

Cultural Differences

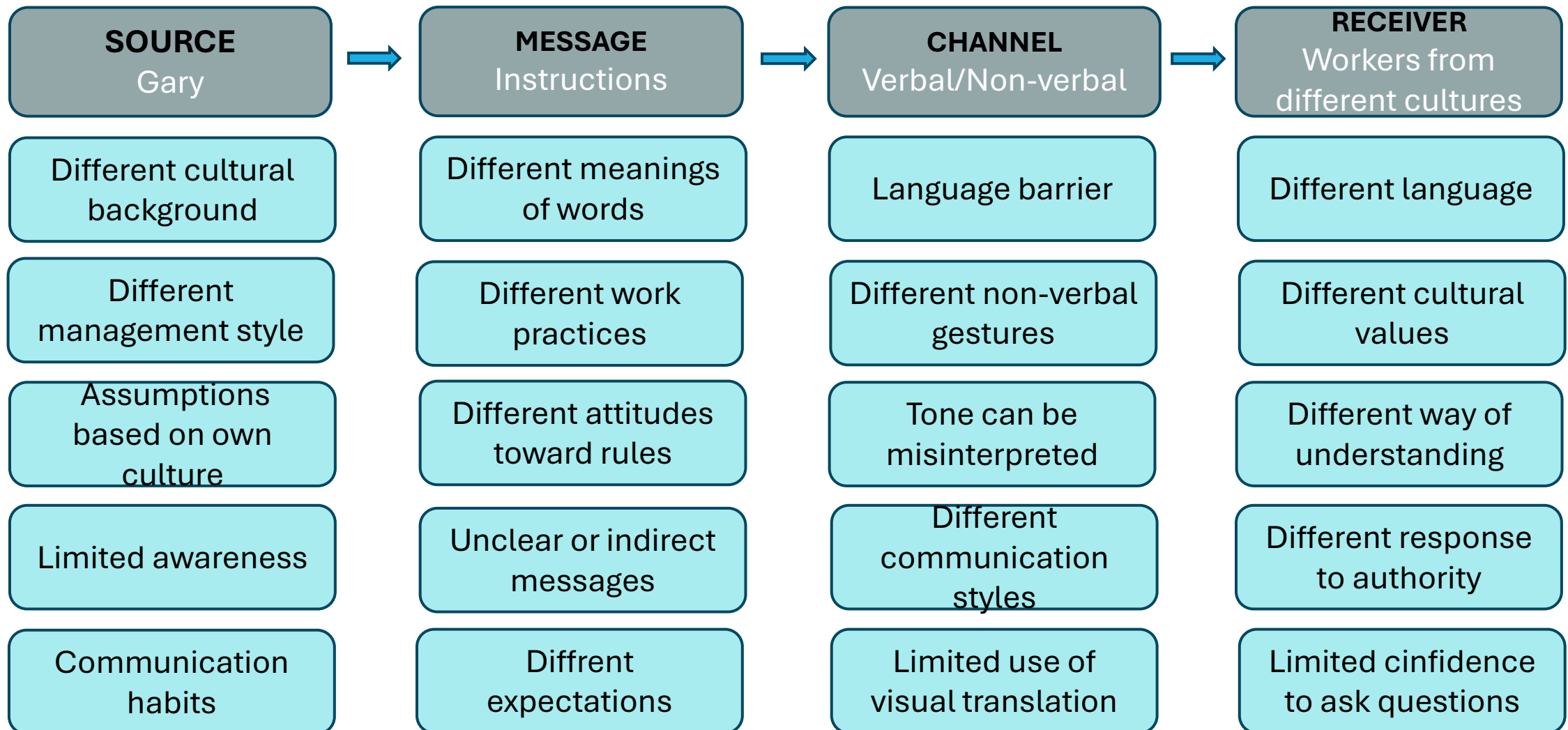
Dominic
(1713916)

Description

- Different cultural backgrounds.
- Different work practices.
- Different communication styles.
- Team coordination is affected.
- More workplace mistakes.



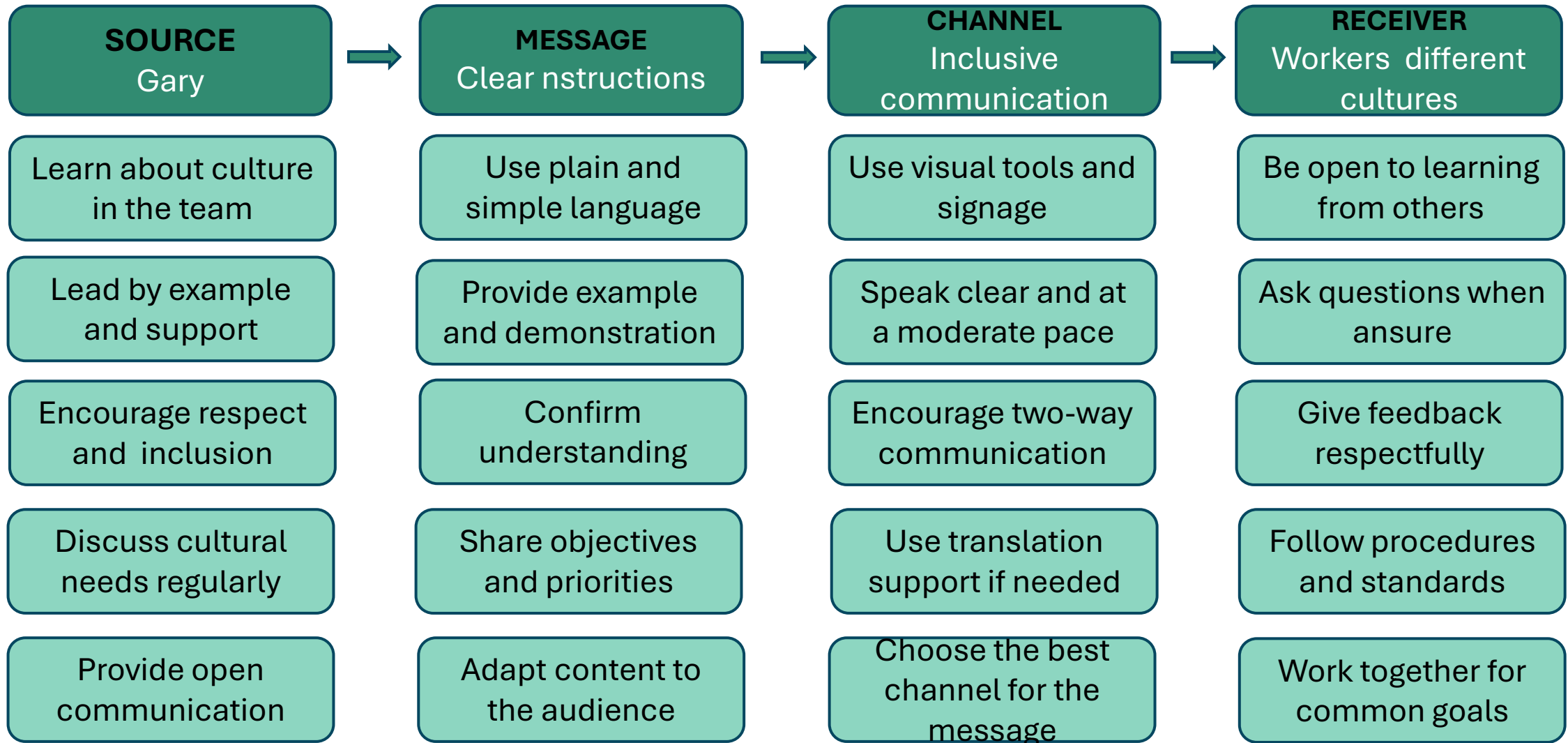
ANALYSIS USING BERLO'S SMCR MODEL



Solution

- Flight Foods Ltd should improve intercultural communication.
- **Recommendations**
 - Provide cultural awareness training.
 - Translate important safety procedures.
 - Use universal safety symbols.
 - Encourage teamwork between different cultures.
 - Create multilingual communication materials.
 - Promote respect and inclusion.
 - These actions improve understanding and reduce communication barriers.

SOLUTION USING BERLO'S SMCR MODEL



Conclusion

- Different cultures affect communication.
- Misunderstandings increase.
- Teamwork improves with respect.
- Cultural awareness is essential.
- Better communication reduces errors.
- Improved food quality and safety.



Emotional Barrier

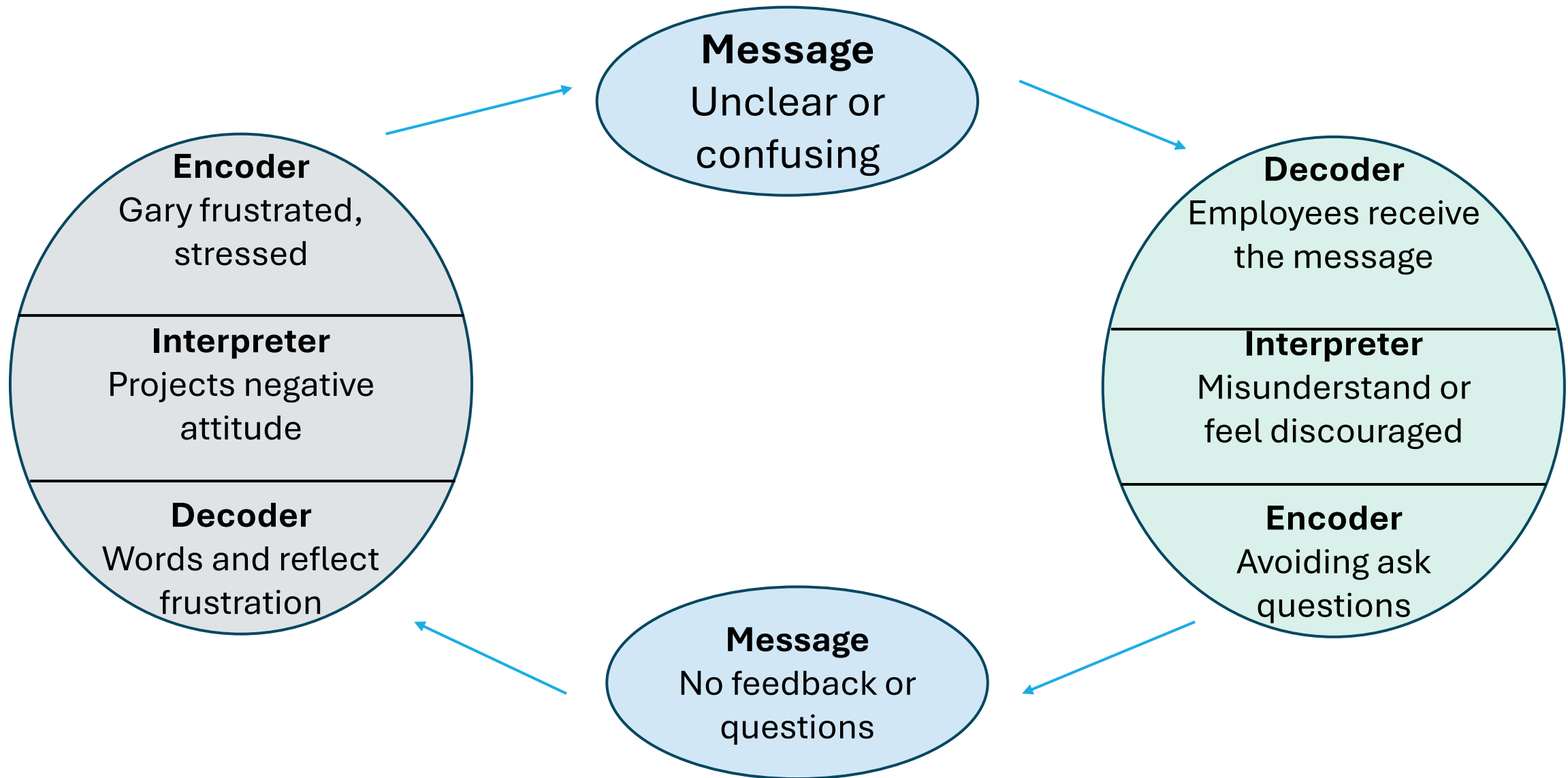
Jhony
(2530402)

Description

- Gary feels frustrated.
- Instructions become unclear.
- Employees feel stressed.
- Questions are avoided.
- Misunderstandings increase.
- More workplace mistakes.



Analysis Using Schramm Communication Model



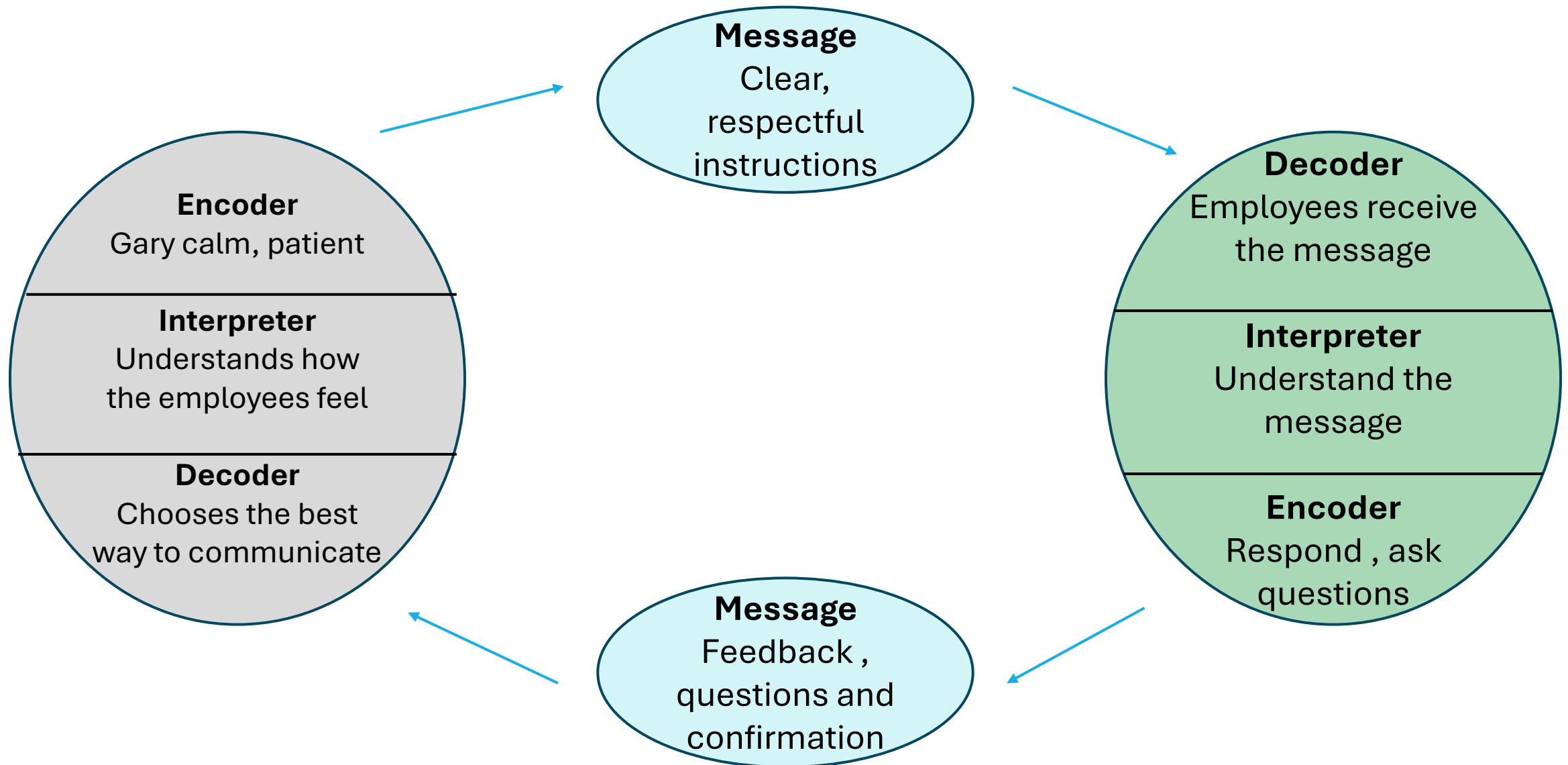
Solution

Recommendations

- Leadership training.
- Develop emotional intelligence.
- Stress management programmes.
- Provide positive feedback.
- Active listening.
- Respectful communication.
- Managers should remain calm and supportive, even when mistakes occur.
- These actions improve employee confidence and communication.



Solution Using Scharmm Communication Model



Conclusion

Communication barriers reduce efficiency.

Misunderstandings increase operational errors.

Clear communication improves teamwork.

Feedback strengthens understanding.

Managers should communicate clearly.

Employees need active participation.

Communication models help identify solutions.

Effective communication improves business performance.

FINAL CONCLUSION

- Communication is essential for business success.
- Flight Foods Ltd faces several communication barriers.
- These barriers reduce efficiency and food quality.
- Communication models helped explain the problems.
- Practical solutions can improve daily operations.
- Strong leadership supports effective communication.
- Better teamwork reduces production errors.
- Clear communication improves customer satisfaction.

References

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QUESTIONS

