

GROUP PRESENTATION – FLIGHT FOODS LTD

Module: Effective Teamwork and Communication

Module code: LCLM4003

Presentation Overview (Agenda)

- Flight foods limited is an airline kitchen providing large number of services
- There are some issues identified in the operation of the company that needs to be removed



Flight Foods Limited is a medium-sized airline kitchen service provider that has a number of critical operational and quality control difficulties, which are largely due to a failure to effectively communicate internally with one another and insufficient training for their employees. The key issues identified are a decline in food quality, health and safety concerns, poor packaging, inadequate training, and high staff turnover (Abdelmagid, 2025). These issues affect the business and services of the company. This study will further provide the company background, identify communication barriers and provide solutions and recommendations to overcome the challenges.

Company Background

- It is a medium-sized ready-meal manufacturer for airlines.
- There has been a recent decline in market share due to hygiene and miscommunication errors.

Flight Foods Limited was incorporated on June 10, 2024. The company filed for voluntary strike off (dissolution) in August of the same year and was dissolved in November 2024. Very little public information is available about its operation. It was a mid-size catering company wholly dedicated to producing ready meals to sell to the airline industry (Flyingfood, 2025). The company had substantial operational problems, such as receiving complaints from airlines about, among other things: undercooked meals, improperly packaged meals and finding meat in vegetarian meals. Additionally, language barriers created from having primarily immigrant workers created problems in terms of communication.

Problems Identified

Issue	Evidence from Case	Result
Poor training	Staff untrained in hygiene before work	Unsafe food situations
Language barrier	Workers speak mixed English/own languages	Misunderstanding instructions
Ineffective communication channel	Manager uses signs + verbal only	Safety errors persist
Cultural differences	different cultural groups	Misinterpretation of expectations
Noise + outdated machines	Loud work environment	Message distortion

- The problems identified are mainly poor training, language barrier and cultural difference
- With this there are other problems which results in the loss of market share of the company

Problems like poor training, language barrier, ineffective communication channels, cultural differences and outdated machines are critical issues that need to be resolved with strategic planning and recommendations (Hayati and Sinha, 2024). If the issues are not solved over time, then it can cause a decline in the market share and services in the company, which will ultimately lead to shutting down.

Communication Barriers Linked to Theory

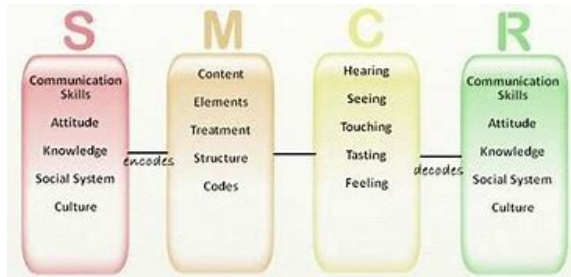


Essential Barrier is the language barrier that serves as the most crucial barrier in communication

The Shannon and Weaver model describes how communication is affected through languages

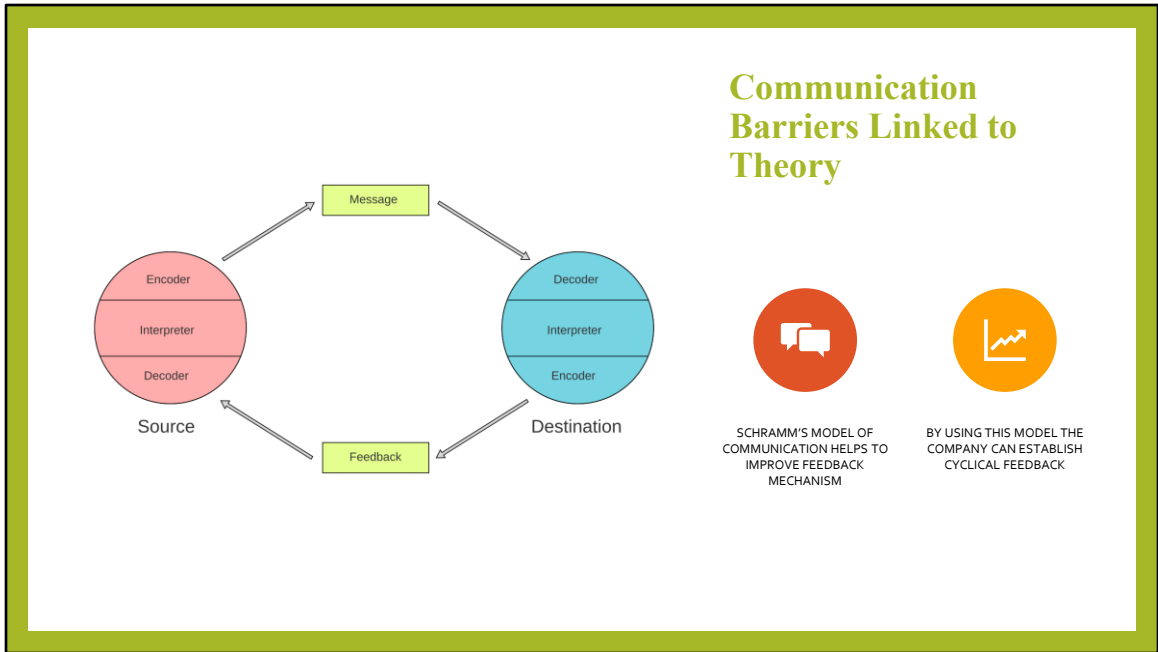
One aspect of the Shannon & Weaver model is that it treats communications as a linear sequence, the sender encodes the message, sends it along a communication channel and eventually arrives at a receiver for decoding. Noise, which disrupts the incoming signal during transmission, is what makes this model important for understanding communications (Pfaff et al., 2025). Its most significant impact on communication relates to semantic misunderstanding (language barriers), which occurs when two or more people involved in the communication process do not have an equal comprehension or interpretation of language or symbols.

Communication Barriers Linked to Theory



- Berlo's SMRC model describes the cultural barriers in the communication process
- It can be crucial as it shapes the cultural knowledge and diversity

The Berlo SMCR Model (Source Message Channel Receiver) has highlighted how cultural barriers can create issues in communication. Cultural differences can be a significant factor related to communication issues for any component of the SMCR Model (Source Message Channel Receiver). In Flight Foods Ltd.'s case, the company operates in an International, multicultural, and global marketplace where flight catering requires the use of an International supply chain with a Multicultural workforce and a diverse customer base (Maneerutt, 2021). When members of distinct cultures use and produce the same symbols (words, gestures, values), there is the potential for miscommunication to occur between them or among the audience.



The Schramm Interactive Model of Communication provides Flight Foods Ltd. with an opportunity to enhance its feedback mechanisms. The model illustrates that communication is a dialogic process, with messages created and interpreted through knowledge and experience. Therefore, Flight Foods Ltd. will develop a cycle of feedback, rather than rely on linear communication as a way to interact with multiple stakeholders (Prusty et al., 2022). Through this model of communication, Flight Foods Ltd. can create a two-way dialogue that establishes strong feedback loops.

Recommended Solutions

- In recommendation it will address the primary challenges that hampers the business
- The food wastage management and supply chain management are sentinel to solve the problems



These issues are causing operational efficiency problems with food waste, excess inventory, fluctuating passenger demand, strict requirements on food safety that require disposal of unconsumed food, and inefficiencies in the logistics of food delivery. One way to optimise food waste management and help minimise waste is to utilise machine learning algorithms as data-driven demand forecasting tools (Sciencedirect, 2025). The problems in the Supply Chain and Quality Control area are due to the need for compliance with strict government regulations, vendor monitoring issues, and losses incurred throughout the distribution process.

Recommended Solutions



The company uses SMART theory to solve its problems and improve the business ideas

Waste reduction principles can be used to decrease the waste in the supply chain management process

Flight Foods Ltd. has several SMART (Specific, Measurable, Achievable, Relevant, Time Bound), theory-based recommendations to enhance business operations, which include enhancing business efficiency and minimising supply chain waste for Flight Foods, respectively. Waste Reduction Principles of Lean Management and TQM principles will minimise waste in supply chains by reducing waste and improving the quality assurance processes (Sciencedirect, 2025). The implementation of the Lean process helps identify, prioritise, and eliminate activities that do not contribute any value to the operation and overproduction of food.



Expected Benefits of Implementation

Strategic recommendations provide different benefits that leads to improvement of the services

It also enhances the team understanding with fewer operational errors.

Flight Food Ltd. experiences numerous advantages when it implements strategies that enhance operational efficiency, increase customer satisfaction/loyalty, improve the company's financial performance through cost savings, and allow the company to become proactive in today's rapidly changing markets. Additionally, implementing strategies will allow the company to develop streamlined processes, provide better resource allocation, and create increased productivity in production planning, inventory management, and order fulfilment.

Conclusion

- Summarising the problems and solution effectively
- Highlighting the recommendations for improvement purposes for the company.



In conclusion, Flight Foods faces criticism for its hygiene risk and lack of proper hygiene. There are communication barriers existing within the company, which cause issues and reduce the working system, forming some loopholes. The barriers are analysed using communication models to analyse them accurately. Moreover, there are strategic recommendations provided to improve the problems, which will provide clarity, feedback and cross-cultural communication.

Reference List

- Abdelmagid, A. (2025). *Improving food standards in airline catering*. prezi.com. Available at: <https://prezi.com/p/7hr8ssfkfluxy/improving-food-standards-in-airline-catering/#:-:text=The%20consultancy%20firm%20identified%20several,the%20company's%20declining%20market%20share> (Accessed: 06 December 2025).
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Module: Effective Teamwork and Communication

Module code: LCLM4003

Assignment Title: Group Presentation – Flight Foods Ltd

Slide 1 – Title Slide

- Presentation Title: *“Improving Communication & Food Safety at Flight Foods Ltd”*
- Student Names + IDs
- Module: Effective Teamwork & Communication (LCLM4003)
- Date of Presentation

Slide 2 – Presentation Overview (Agenda)

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Slide 3 – Company Background

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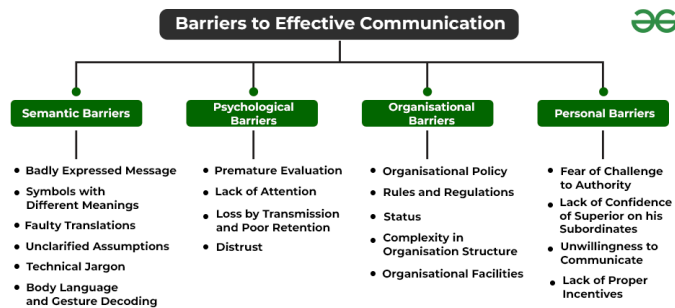
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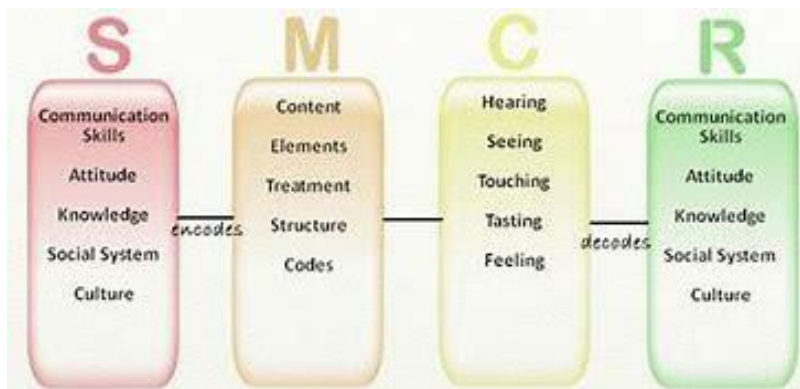
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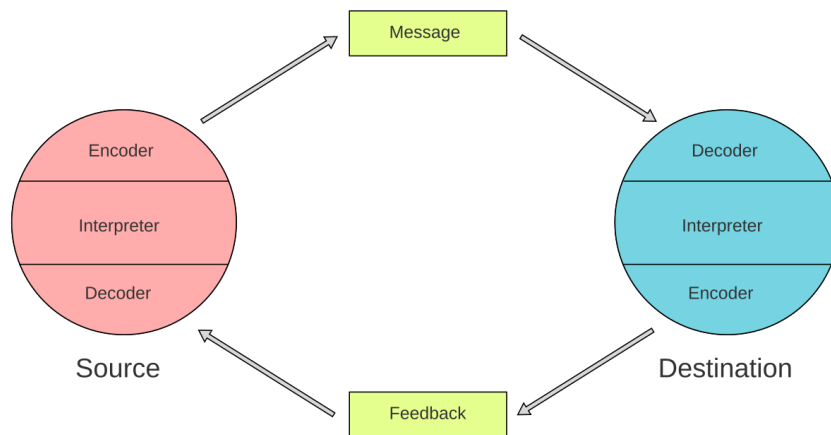


Slide7 – Communication Barriers Linked to Theory

- Schramm’s model of communication helps to improve feedback mechanism
- By using this model the company can establish cyclical feedback

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dialogic process, with messages created and interpreted through knowledge and experience. Therefore, Flight Foods Ltd. will develop a cycle of feedback, rather than rely on linear communication as a way to interact with multiple stakeholders (Prusty et al., 2022). Through this model of communication, Flight Foods Ltd. can create a two-way dialogue that establishes strong feedback loops.



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Slide 10 – Expected Benefits of Implementation

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Slide 11 – Conclusion

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