

Gilda Banica

SOLVING THE STRUGGLES OF FLIGHT FOODS LTD.

Students Name:

Alex-Marin Cornea-2441412

Florin Merian -2511418

Mihai Alexnadru Tanse- 2435231

Petrica Richard Paun-2516669

Gilda Banica-2515680

OVERVIEW:

- The main problem is that Flight Foods Ltd has been trying to increase its market share, but instead of growing it has been losing business.
- We are going to be identifying the main problems in the business and suggest methods on how they could change that.

KEY COMPONENTS:

- .Environmental noise
- .Language/communication/body language
- .Age/Generational
- .Cultural(standards and practices)
- .Emotional

KEY PROBLEMS IN THE CASE.

- Low product quality. (e.g., undercooked meals , poor packaging and meat in vegetarian meals.)
- Poor internal communication between the manager(Gary) and the immigrant workers
- Lack of time in basic training In food hygiene and safety.
- Unable to follow or understand simple rules and signs.

BARRIER ONE- ENVIRONMENTAL NOISE

Alex Marin Cornea

- The first problem is the environment. They are working in a old large bulding with old machines that are definitely being echoed in the large space. This could be a problem as many people will not be able to focus or communicate in such palces. Example from text "Old,noise machines;large, busy floors"
- The signage is also a bad idea as many of them can not read in English, meaning it only more words on the walls.
- **The Shannon & Weaver Model (1949)** theroy states that Noise disrupts transmission of the meassge, factory sounds cause miscommunication.

Solutions:

1. One of the solutions is to add visual aids clear graphical signage for easier understanding.
2. Improve machine maintenance or upgrade to different machines.
3. Have designate "quite zones" for instructions and resting.

BARRIER TWO-LANGUAGE/COMMUNICATION

Florin Merian

- Another problem is language barriers, with many of them being immigrant workers they primarily speak their own languages with very little English knowledge This makes it hard for the manager to speak to them and for the workers to understand him leading to misinformed and unclear instructions." Workers primarily speak their own language, little English"
- **Berlos (1960) SMCR model (Source- Message- Channel- Receiver)** The problems seem to occur at the Source (Gary) by unclear and misheard instructions and by the Receiver (the workers) by not understanding or following instructions.

Solutions:

1. One of the solutions could be is providing multilingual training materials.
2. Using pictograms for clearer understanding of the workers.
3. Hire translators or multilingual supervisors

BARRIER THREE-AGE/GENERATIONAL

Petrica Richard Paun

- Over 40 workers aged between 16- 60 years meaning is many different styles and attitudes to learning and working.
- Old workers understand Gary better than younger ones
- **The Schramm's Interactive Model(1954)** states that Understanding depends on shared experience; younger workers meaning limited work experience and shared field.

Solutions:

1. One solution could be is to pair older experienced employees with the younger ones for more understanding and mentoring.
2. Different communications styles more interactive and visual training.

BARRIER FOUR-CULTURAL

- Diverse workforce with five cultural groups; hygiene and authority may be seen and acted differently according to differing norms and expectations.
- Hofstede's Cultural Dimensions/ Halls high vs low context (1980) theory states that Cultural norms may affect how workers interpret authority , hygiene , and communication.

Mihai Alexandru
Tanase

Solution:

1. Provide cross-cultural awareness training for example, experiencing different methods and traditions in others culture
2. Encourage inclusivity and respect for each other and experience each others diversity.
3. Adjust leadership styles (other nationality leaders)

BARRIER FIVE- EMOTIONAL

- Gary,s Furstration and his shouting "idiots" to his workers leads to workers feeling less motivated to work.
- Rushing and stressed behavior for Gary leads to defensiveness from workers and leads to more stress.
- **Golemans Emotional intelligence(1995)** Theroy states that emotional self-awareness and regulation are needed to maintain trust and cooperation.

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Solutions:

1. Hire or train managers in emotional intelligence
2. Allow open feedback for suggestions and inconvenience
3. Reduce work overload by hiring additional staff and workload balance

CONCLUSION

- In my opinion there are a few barriers that Flight Food Ltd could overcome and increase their market share. One of the biggest barrier is Language and communication a lot of workers not speaking English leads to poor understanding of the tasks.
- Another major barrier is the environmental noise, generally they need to invest in new machinery and in the building itself.
- Understanding of all the theory and following them will lead to a better workspace and better work ethic from all employees.

REFERENCE LIST

- Shannon & Weaver(1949), The Mathematical theory of communication.
- Berlo (1960), The Process of Communication
- Schramm (1954), How communication works
- Hofstede (1980), Culture's consequences
- Goleman(1995), Emotional intelligence