

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Noise + outdated machines	Loud work environment	Message distortion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

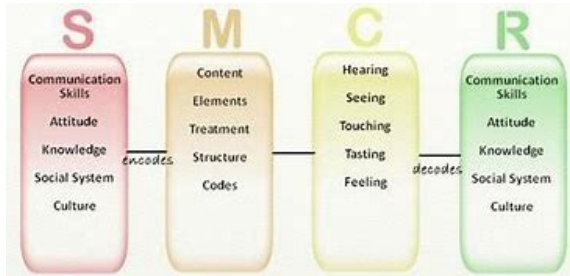


Essential Barrier is the language barrier that serves as the most crucial barrier in communication

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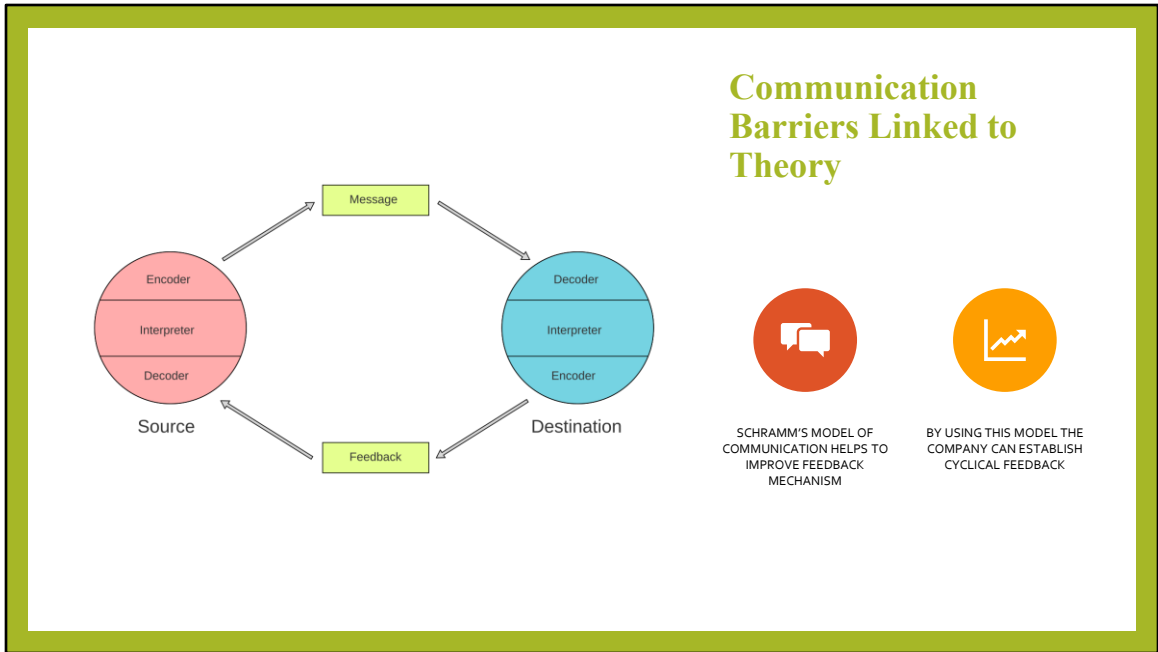
One aspect of the Shannon & Weaver model is that it treats communications as a linear sequence, the sender encodes the message, sends it along a communication channel and eventually arrives at a receiver for decoding. Noise, which disrupts the incoming signal during transmission, is what makes this model 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 SMCR 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



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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

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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
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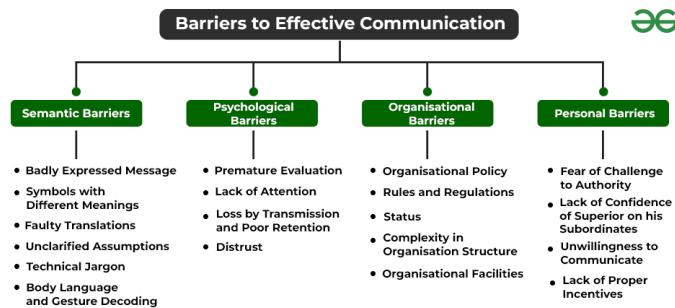
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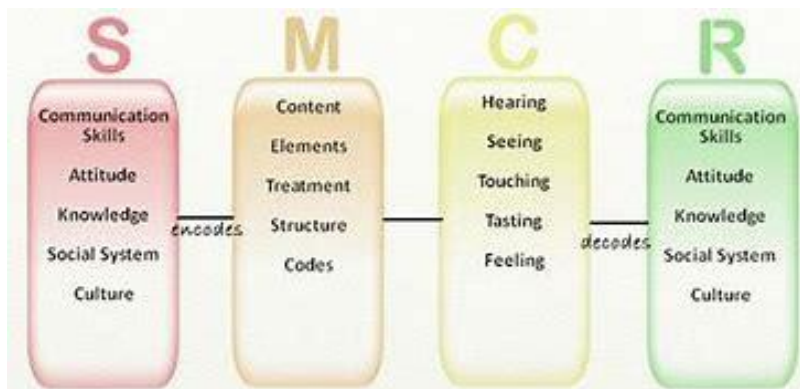
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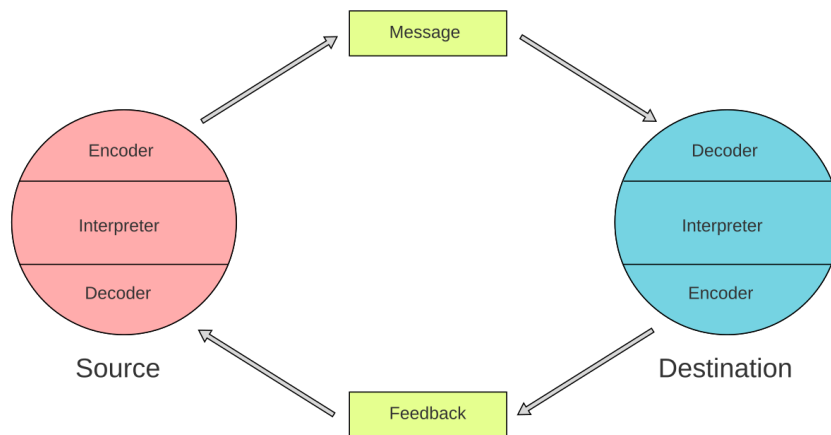


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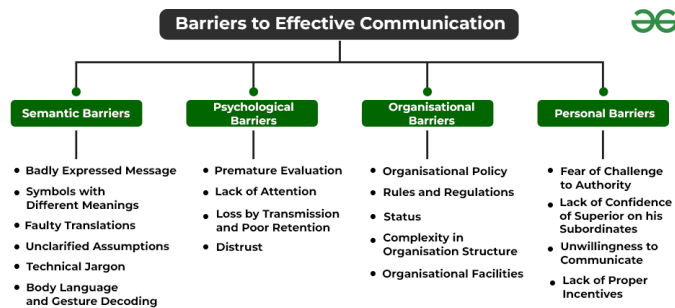
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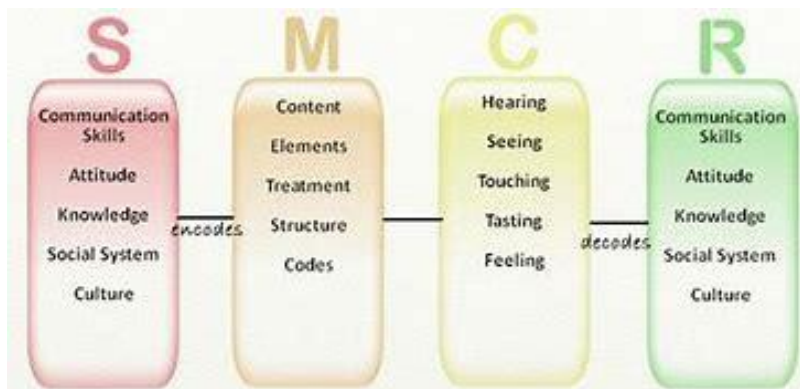
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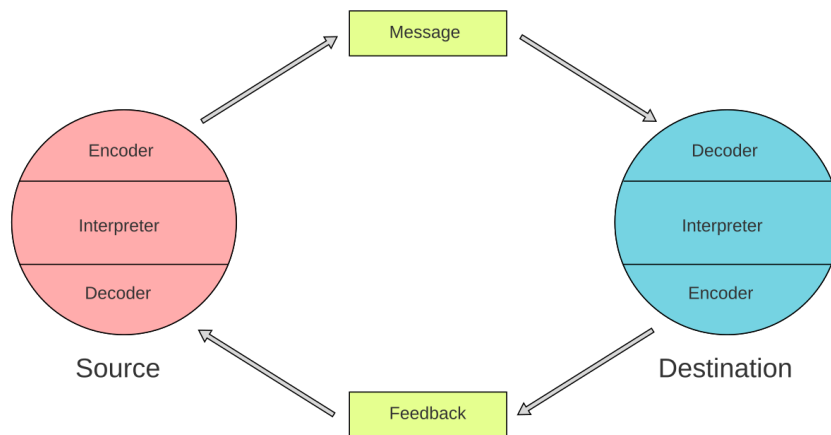


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Assignment Title: Component 2 – Individual Report

Module Name & Code (Problem Solving & Decision Making – LCLM4004)

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Executive Summary

The analysis first examined the primary issue facing Green Haven Florists, which is the 30% decline in physical sales, while the online platform is deteriorating. As a result, two solutions were created for the business, and solution 1 was ultimately chosen after the grid analysis was used to evaluate each solution's efficacy. Additionally, a risk analysis was conducted for solution 1 while considering every factor that could cause the majority of the plan to fail. A plan of action has also been created based on the predictable risk. Nonetheless, it can be said that the study's answer for the business has been well designed.

1. Introduction

From the component 1 discussion, it has been identified that due to the change in the customer's behaviors and the backdated online service, there has in a reduction in the sales of the Green Haven Florist. Sales are reduced to 30% and customers are preferring the large online visible store for the flowers. Even due to the increase in market demands, the profit margin is also reducing in this case, as they are mostly focused on sustainable development. This report is mainly aiming to develop action plans for the Green Haven Florist and how the risks can be mitigated in the process of implementation will also be discussed here.

2. Problem Identification

Root cause analysis theory is the most appropriate means of analysing the core problem, which is fundamental in terms of the declining cause, and it is essential for problem-solving methods that will ultimately give a permanent solution. It is mainly focused on analysing the problem from a deeper point of view and then eliminating the core cause of the problem to not happen in the future. This method mainly uses Pareto analysis, five whys, fishbone diagram, and fault tree analysis to evaluate the cause of the root (Toolshero, 2025). For this analysis, where problems have to be solved, root cause analysis will be an accurate means of measurement to be applied.

In the case of the Green Haven Florist, there is a reduction in physical sales, and there are strong competitors who are competing with the Green Haven Florist. They are also having weak online vigilance, along with the bad reviews given by the customers. In this online era online strong vigilance is mandatory for the growth of any brand, and a negative impact on the online medium can degrade the quality and brand reputation. People mostly prefer the store that has the best reviews and recommendations (Falcon, 2025).

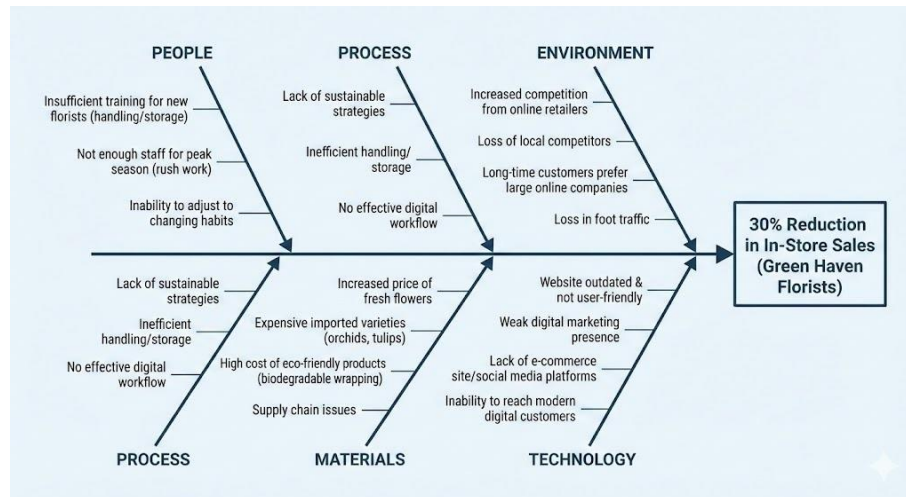


Figure 1: Fishbone structure of Green Haven Florists

Source: (autogenerated)

The fishbone diagram illustrates reasons that have caused a 30% decrease in the in-store sales of Green Haven Florists. There are problems with people, process, materials, technology, and environment: there are training cracks, poor management, increasing prices, an old-fashioned web page, poor digital marketing, online stores taking over the market, and changing customer behaviour, shrinking the number of people coming to physical stores.

3. Two Alternative Solutions

Solution A: Website redesign along with development of a digital marketing strategy

The primary focus of the Green Haven Florist should be on the development of the website, where they can redesign the website through the improvement of an easy-to-use feature where the customer can order the flowers with one click, and through the online platform, people can get their flowers with a flexible delivery process. To promote their website, they can also incorporate social media promotion through influencer marketing. To promote their online order, they can also think of the offers that will be available on the website only.

Solution B: Subscription model and loyalty programme

In this section, all the loyal customers will receive the loyalty bonus from the brand for the regular subscription. The individuals who will take the subscription facilities will get the

cashback offer after one month of subscription; this cashback can be used on the next subscription. The individuals who will take the subscription will have the premium delivery section, where they will be prioritised before the ordinary order, and the order will be delivered to them without any delay within the first hours of the service.

4. Evaluation Using Decision Tool

Grid analysis is mainly designed for spatial analysis, decision-making, and qualitative research. Its decision matrix is the best option for choosing the best option from the various choices. It mainly puts the option in the row and factors that are associated with it in the column and then measures the weightage of each section. Among the options highest score wins (KnowledgeCity, 2024). Here, for solutions 1 and 2 Grid analysis table is developed, and scores are analysed using different parameters. Where solution 1 gets the score of 110 and solution 2 gets the score of 82, which are mentioned in Appendix A. Therefore, solution 1 is appropriate for the implementation of the degradation of the sales scenario.

Solution 1 was focused on the redesign of the website and improvement of the digital marketing strategy. In this scenario, the cost of the implementation is effective as it can gain long-term profit. As the solution is based on long-term goals, it can be effective for revenue generation and securing the competitive edge. It is also directly connected with the customers feedback from the development procedure can also be developed. And it is less risky in terms of finance.

5. Justification of Final Selected Solution

This selected solution is effective as the website is the primary score of the interaction with the customers, so it is required to be improved. In the recent era, digital advancement and development are more acceptable to customers. Websites create positive experiences for the customers, whereas SEO can also enhance the website engagement for the customers. Website vigilance is essential for various reasons, which mainly include CRO, user experience, development of the brand image and credibility, and for the better collection of the data for analysis.

Through this approach, sales volume can also be improved due to the CRO and SEO implementation. Through social media presence, digital marketing strategy, and advertising on online platforms can be beneficial to reach a broad audience. Customer retention can also be developed further due to the personalised experience and website-based offerings. Through the adaptive business model, long-term sustainability can be created (Pfoertsch, 2024).

6. Risk Analysis of Chosen Solution

There are several risks associated with the resigning strategy, which can be modified and managed through risk analysis. The first significant risk is spending too much on website development, since if more technological abilities are needed, the project can go over budget. According to Appendix B, this risk has a medium chance and a high impact rating. Green Haven should settle on a fixed-price agreement with the developer of the website and specify the scope of work up front in order to lessen this. This achieves necessary functionality while guaranteeing financial protection.

Limited knowledge of digital marketing poses a second concern, which could lower customer understanding of the new online offerings. This threat has a high probability and a medium impact. It can be managed by first hiring a freelancer to handle posting and campaign management, or by undergoing fundamental social media branding training. This approach makes sense since it encourages early internet interaction while enabling owners to develop long-term competencies. A third risk is that the opening and recuperation of revenue may be delayed if website updates are not completed on time. The project should adhere to weekly progress check-ins and milestone checkpoints to lower this risk. This method enhances responsibility and facilitates the timely completion of projects. All things considered, the solution can be implemented successfully and with limited risk exposure.



Figure 2: Risk analysis guide

Source: (Safetyculture, 2025)

7. Implementation Action Plan

To guarantee defined roles, deadlines, and quantifiable results, the digital modernization strategy will be implemented using a structured action plan based on the SMART objectives approach. In ten weeks, the main goal is to rebuild the Green Haven webpage with a combined ordering and delivery planning system. Recruiting an independent web developer, redesigning the website, adding updated product photos, incorporating safe online payment methods and shipment slot functionality, and starting a focused social media marketing campaign to advertise the new platform are all important responsibilities. The hired developer will share accountability, with an advertising fund to boost awareness. Appendix C provides precise deadlines and resource allocation, facilitating effective cooperation and responsibility. The plan's anticipated result is a fully operational, user-friendly website that boosts online sales and consumer accessibility, setting the company up for sustained success and digital competitiveness. To turn the goal into

reality, the implementation plan has to be aligned with the budget and target of the company (Asana, 2025).

- Month 1: SEO setup and website rebuilding
- Months 2-3: Collaborations and marketing initiatives
- Month 4: Add new services or provide a subscription model
- Months 5 and 6: Evaluate results and improve

8. Measurement of Success

A set of key performance metrics (KPIs) will be used to gauge the success of the digital modernization strategy, and performance tracking will be used on a regular schedule. It is an effective metric for the measurement of the company's effectiveness on the strategic objectives (GeeksforGeeks, 2025). The main KPIs include a 40% increase in website traffic within six months, a 20% improvement in online conversion rates, and an increase in customer retention through recurrent online purchases. Additionally, regular online sales revenue will be compared to marketing and operating expenses in order to assess financial effectiveness. Sales reports, social media insights, and website analytics dashboards will be used to gather data so that evidence-based changes can be implemented as needed. This guarantees ongoing development and promotes long-term corporate viability.

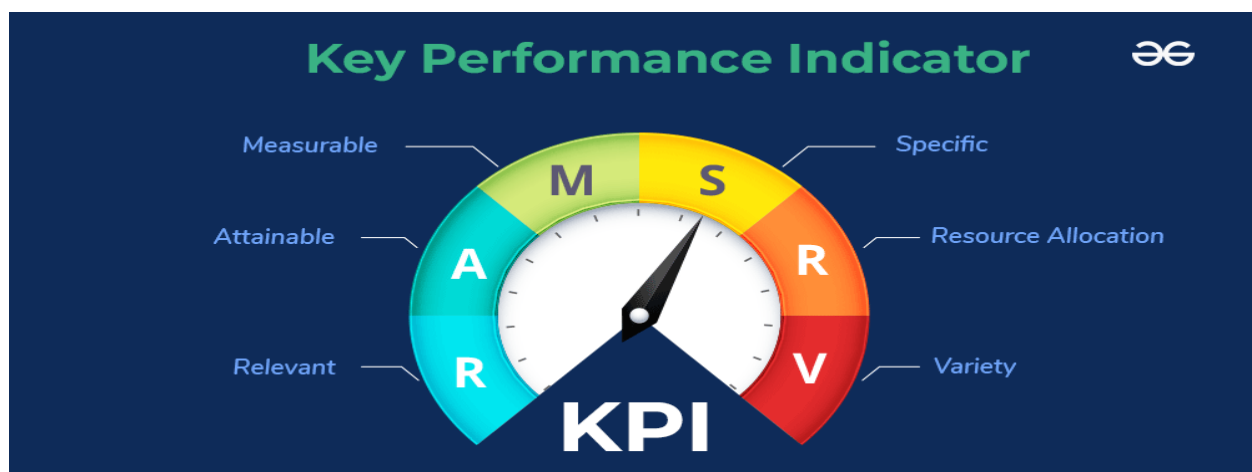


Figure 3: key performance metrics (KPIs)

Source: (GeeksforGeeks, 2025)

9. Conclusion

Initially, the report analysed the core problem of the Green Haven Florists in terms of the reduction of the physical sales by up to 30% side by side degradation of the online platform. Hence, two solutions were prepared for the company, and based on the grid analysis, the effectiveness of both solutions was analysed, and then, finally, solution 1 was selected. Moreover, for solution 1, risk analysis was done while keeping in mind all the parameters where most of the plan can fail. Depending on the predictable risk action plan has also been made. However, it can be concluded that the study has successfully planned the solution for the company.

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11. Appendices

Appendix A: Grid Analysis

Criteria	Weight (1-5)	Solution 1	Weighted score for solution 1	Solution 2	Weighted score for solution 2
Implementation cost	4	4	16	2	8
Impact on the customers	5	5	25	4	20
Operational risk	4	3	12	2	8
Time required	3	4	12	2	6
Financial development	5	4	20	5	25
Competitive edge	5	5	25	3	15
Total score	-	-	110	-	82

Appendix B: Risk Matrix Table

Description	Likelihood	Impact	Risk level	Mitigation strategy
Excess spending on the development of the website	Medium	High	High	The fixed budget and plan should be maintained.
Adaptation scenario of customers	Medium	Medium	Medium	Providing launch offers and training on social media.
Work loads on owners enhancement	Medium	Medium	Medium	Responsibilities should be divided into parts.
Time gap in implementation	Medium	Medium	Medium	Milestone development should be encouraged.
Technical glitch	Low	High	Medium	More testing is required at initiation.
Limitations of technical skills	High	Medium	High	Basic training on digital

Appendix C: Action Plan Table

Activity	Description	Start date	End date	Required resources	Outcomes
Recruitment of a website developer	For the redesign of the website	Jan, 2026	Jan, 2026	2,000 pounds as a budget	Professional outlook of the website.
	Improvement of the navigation, modernised layout, and development of the product category.	Jan, 2026	Feb, 2026	Content and website	Enhancement of the customer's preference
Visual update of the products	Inclusion of the high-quality images	Feb, 2026	Mar, 2026	Photographic requirements	Better online appearance
Social media campaign	Promotion and offers update on social media	Mar, 2026	Will continue	Around 150	Enhancement of the brand value
Development of the online order	Fast delivery slot booking and enhancement of the	Mar, 2026	Apr, 2026	Payment gateway	Convenient online platform

	online orders				
Launching announcement	Promotion of new websites through discount showcasing and advertising.	Arp, 2026	May, 2026	Budget for marketing	Attraction of customers and retention of the old customers.
Checking development	Assessment of the website foot traffic and evaluating customer feedback	May, 2026	Will be continue	An analytical dashboard from Google.	Evaluation of the effectiveness.