



Prifysgol Cymru
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University of Wales
Trinity Saint David

Business Management

Module Community Engagement

Module code: LCBB4002

Analysing the best practices of community engagement in Benugo limited company

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INTRODUCTION

This report is going to discuss about the community engagement. Community engagement is a procedure of operating or working collaboratively with groups and the individual which is affiliated by the Geographic proximity for same situation in order to address the problems that create impact on the wellbeing of the individual. In other terms community engagement is a involvement or participation of the individual in the company for the well being of the community of the society. This report is going to discuss about the benugo company and about their community engagement activities. Benugo is the British catering organization and it working on High Street Cafe restaurant dining spaces inside the buildings which are public and in the house corporate cafes (Gone, 2017). The founder of the Benugo Company is Ben Warner and the company was founded in 1997 in London United Kingdom. As of 2014 March the company banner go had more than 70 invisible places in the United Kingdom and most of the places are located in London in some location outside the Bath, Oxford and many more. This report is going to analyze the best practices and function which are connected to the community engagement and the stakeholder's participation in the company. Also the relationship which the company have with their stakeholders and how company engaged themselves with the stakeholders in order to maintain a amended connection.

MAIN BODY

Community engagement is the procedure of operating effectively and collaboratively with the people who are working with the company in order to improve the health of the community and their member. Community engagement enhanced partnership and coalitions which help the company to influence system and change relationships among the groups and partner. Community engagement has 4 pillars which are people practice policy and performance these four pillars are much important for the community engagement in order to maintain the welfare and well being of the community (Loosen ,2019). Community engagement matters a lot for the company in order to to maintain their image in the community and build a sense of purpose and the belongings for the individual of their community. Benugo Company follows few practices in order to maintain a community engagement and these are community meetings focus groups surveys and web-based engagement.

Community meetings in the public or Town Hall meetings can be effective way of sharing information in the community. In this the company they considered or launched a meeting in order to know about the concern and feedbacks of the community because as these events caterers a great opportunity to the company in order to demonstrate openness and transparency to stakeholder for stop it is very required for the company to consider what will make the event comparing to stakeholders and also encourage or motivate attendance (Tan and Apisit-Isariyah, 2018). Community meetings the company gets opportunity to transfer the information and collect the feedbacks.

Communities meetings can be used potentially and effectively at the starting time of the meetings and also help them to explain processes and outcomes. It also helpful for the community to attract media attention for the company's new project or program and also maintains a transparency among the stakeholders and the community which are connected to the organization.

Focus groups focus groups motivate discussion and work amended when reaching out to the lower or small stakeholder groups. The active groups or discussion among the individual or group in hence the focus questions and A comfortable environment in the company. This way of practices is a very efficient ways to utilize resources and identify the most important issues in the company. Focuses groups can be e modify and planned in order to reach a specific theme of the stakeholders or enhance around a particular project. Through this groups and Company can resolve any conflict or handle the conflict easily.

Surveys: Surveys or questionnaire is the most effective program it is useful for the company to identify the opinion and the thought process of the stakeholders and community. It is very useful for the company to collect quantitative data. The data or the information which are used to compare the outcomes from another Period of the time or towards the different stakeholders . This method is very quick and cost effective in order to communicate with large team of the individuals.

Web based engagement online public participation is a very effective way to reach and engage with several stakeholders and community. Reaching out using social media platforms for cloud based service is term and Organization can reach with many stakeholders and community and build effective relationship with them. This method is very flexible and convenient for the the participants and also motivate them to communicate with the company or stakeholders. It create a positive for the company to motivate the discussion and Reflection about the complex and difficult projects (Forrester, 2019). All so it will enhance the outcomes of a consultation initiative and develop the correct set of the questions.

There is no perfect mode to engage with the stakeholders because as requirements are the needs of the stakeholders in the community will modify according to the groups an issue which arising in the environment. Using more than one method in order to reach with them for the engagement process the company Benugo uses several programs and methods in order to create a strong relationship with the stakeholder community. From the discussion, social network analyzation is a mixed method of Concept which can be applied to the evaluation of community partnership and community engagement. When you go company follow this method in order to engage with the community. This method is considered social connections and the strength of the connection. The connections with their community may be among variety of individual entities organization Institution. Community engagement skills need competency of managing community engagement and being capable to enhance and develop a meaningful mission objectives goals

group process documentation and communication cycle these are the skills which are required for the company in order to engage with the community.

How the company uses different social media platforms as an outreach to support the programmed business

The company use several social media platforms in order to reach with the consumers and target the market. So that they can raise the productivity and efficiency of the company. Developing and creating a online website is very important for the any company. Along with having online application or website the company are required to expand their outreach in social media platform because social media networking sites provide several kinds of benefits and help them to get several kinds of opportunity. Social media sites such as Twitter, Facebook, Instagram, YouTube, are very essential for maintaining a competitive edge in the market. The company uses social media network in order to connect with them audience or connect with the market in order to interact with target market. This is the major advantages of social media for any organization because it enables the company or their employees to interact with their customer. Social media platform provide facility to interact with consumers and receive their feedbacks mean if customers have any concern or issue regarding the product or any services they can ask the company in a very timely manner. Social media platform also caters services and accessible way to express what the customer fields and give a possibility to the company to respond there feedbacks. With using social media platform incomplete capable to view complaints and make them sure about their issues and problem that will be dealt for overcome by them (Berland, 2019). The company also using social media platform in order to raise their competitive advantages and in digital marketing full stop as digital marketing is a very effective way to promote the goods and services which are provided by the company (Dirksen, 2020). Digital marketing is a very effective strategy to promote and advertise the product and services. Social media platform spread consciousness and awareness about the business while providing the company to get a opportunity in order to constantly reminding the consumers about their product and services which are provided or offered by the company this also help them to find more and more customers who are interested in in the products and services which are provided by the company.

Training and development required to equip employees in dealing with socio-cultural issues within society.

Training and development is a very effective process and much important for any Organization in order to develop and enhance the skills of the employees. Employee development it is much required for any Organization in order to get more opportunities towards the community or to gain several kinds of positive outcomes. Training and development provide several kinds of benefits and development to the Benugo company in order to grow in the market. As training and development help the company to deal with social culture issues which are arising in the society

because through training and development an employee got to know about several culture changes and about the Dynamics of the environment.

Training and development improve the performance of the employees so that they can get to know about the circumstances and situations which are rising in the company because of dynamics of the environment and issues of social culture (Biruk and Trapence, 2018). This will also help them to handle unexpected situation which are rising in the company. Indian development plays a vital role for the work force because through training and development make themselves capable to handle evolving condition and circumstances much effectively and quickly. This will also help them to learn about culture and outside of the organization and also support them to track new workers and improve their loyalty (Dilay, Diduck, and Patel, 2020) (Sytsma and Piza, 2018). Training and development a much required for the workers because through these sessions they learn about community involvement and importance of social culture an issues or conflicts which are rising in the company or in the environment. Through these session they make capable to themselves in order to deal with issues and problems that are facing by the community in context of the Chosen company and several kinds of dynamics in the environment.

CONCLUSION

From the above mentioned report it has been concluded that community engagement is very important for the company in order to make them feel and make them as your about their social welfare and their security. For raising the community engagement in company, they follow several Strategies and planning to make them feel comfortable and enhance or build the strong relationship with their stakeholders and community. This report is also described about the training and development requirements in the company in order to overcome the conflicts and issues which are rising in the community because of social culture dynamics and problems. To advise the company this report describes or mention some recommendation on the basis of the indentifying of the report so that they can improve themselves and enhance their capabilities in order to engage with community and their stakeholders

RECOMMENADATION

The company are required to focus on several as for their development and growth in the market. Also, to get several opportunities and success for the company.

- It is recommended to the company to use effective strategies of community engagement in order to satisfy the community needs and desired and make them sure about their welfare and security.

- It is also advised to the chosen organization that they should enhance their training and development session so that they can raise employees skills and knowledge in order to solve the issues and problems which are arising in the community in context of chosen organization.

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