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***Investigating the role of communication in the business environment
of Tesco PLC***

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Introduction

Effective communication plays a crucial role in the success of any business. It supports collaboration, boosts productivity, enhances relationships and drives strategic goals.

Business communication can be defined as the exchange of ideas and information with the aim of meeting organizational objectives (Holliday, Kullman and Hyde, 2017).

The report explores the importances of communication, the methods used and the style of approach when challenges arise within a business, especially in large businesses.

This report aims to outline the various methods used, highlights common communication challenges and offers strategic recommendations to overcome these challenges at Tesco PLC

Communication Methods

Communication has various purposes and functions, this is why it is important to recognize the most effective means of communication within Tesco PLC. This way it can facilitate the flow of information, make decisions and build interpersonal skills in the company (Cliffsnotes.com, 2025). Some of the functions of communication are control, motivation, emotional expression, and information.

Businesses rely on a range of communication methods to operate efficiently. These can be broadly categorized into:

Verbal communication includes face to face conversations, meetings, phone calls and video conferencing. It allows for immediate feedback and clarification (Coursera Staff, 2023). At Tesco PLC verbal communication is one of the main communication methods, it aims to bring the team together almost daily and present the daily issues with customers and providers. Also, it helps facilitate which jobs are carried out first by team members and what are the days priorities (Tesco PLC, 2024).

Non-verbal communication, body language, facial expressions and the tone of voice play a subtle but powerful role in conveying messages. In addition, within a big business such as the company mentioned, it is challenging for the staff to learn about each other's body language and pick up

the signs of irritation and lack of implication (Coursera Staff, 2023). This happens due to the cultural differences and diversity among the employees.

Written communication, emails, reports, memos and instant messaging are vital for documenting and formal exchanges (Queensland Government, 2022). While verbal communication is the primary method used between employees, written communication plays a crucial role in ensuring the smooth operation of the company and maintaining clear documentation among team members and managers, so no misunderstanding or any mistakes take place.

Visual communication, charts, graphs, infographics and presentations help in simplifying complex data (Coursera Staff, 2023). This method is used within the company to ensure that everyone in the company can clearly see whether targets have been met, what areas need improvement, what has been done well and how performance can be enhanced. This approach supports better decision-making, promotes transparency and helps employees understand what actions are needed to achieve better results (Tesco PLC, 2024).

Digital communication platforms transformed workplace communication by enabling real-time collaboration regardless of location. Examples of digital communication are: tools like Slack, Microsoft Teams and Zoom (Coursera Staff, 2023). Digital communication platforms help staff stay connected and facilitate communication among staff, even when they are not in the office. These tools make the workload more manageable for each team member, regardless of their location or prior involvement in a task.

Common issues

Despite the availability of various communication tools, businesses often face several challenges which can lead to poor business development (Indeed Editorial Team, 2022). A couple of common issues organizations, big, or small are facing are miscommunication, information overload, lack of feedback, cultural and language barriers, technological dependence. Miscommunication leads to misunderstandings due to unclear language or assumptions which can lead to errors and conflicts. In the same way information overload, excessive information can overwhelm employees, reducing their ability to prioritize and respond effectively. Insufficient feedback disrupts improvement and leads to disengagement. Diverse workplaces may experience misinterpretation due to different cultural norms or language proficiency levels; this is when cultural and language barriers take over. Over reliance on digital tools may reduce the effectiveness of human interaction and contribute to misinterpretation (Robbins, Judge and Campbell, 2017).

Despite having access to various communication tools, Tesco PLC continues to face communication challenges that can affect daily operations and overall business growth. The issues mentioned above can be particularly harmful to the business and can weaken team dynamics. In a busy work environment, unclear communication, language barriers, or assumptions can quickly lead to misunderstandings. These misunderstandings can result in errors in customer care, internal conflict, reduced customer trust and lower team efficiency (Robbins, Judge and Campbell, 2017).

Recommendations

To overcome the current communication barriers and foster a more efficient and collaborative work environment the following strategies are recommended: implement clear communication protocols, establish guidelines on how and when to use different communication tools. This helps reduce confusion and promotes consistency across the team (Indeed Editorial Team, 2022).

Promote a culture where employees feel comfortable asking questions and confirming information. Simplify and prioritize, use structure communication in emails and meetings to help staff to focus on key information. Schedule regular one on one and team feedback sessions to create an open space for sharing constructive input. Provide light, practical training sessions that help employees navigate cultural differences and communicate more effectively in a diverse environment. Avoid relying solely on emails or messages. Include regular video calls or in-person team huddles to build rapport, strengthen relationships and address issues that digital tools may miss (Indeed Editorial Team, 2022).

Conclusion

Overall, effective communication is essential for Tesco PLC to operate smoothly and achieve its strategic objectives. While the company uses a variety of communication tools, challenges such as misunderstandings, unclear messages and assumptions can still disrupt daily operations and weaken team relationships. Improving communication practices through clearer information sharing, better training and more consistent use of visual tools, can help Tesco strengthen internal collaboration, reduce errors, and maintain strong levels of trust, with both employees and clients. By addressing these issues, Tesco PLC can continue to grow, adapt and deliver high quality service across all areas of the business.

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