



**Effective Teamwork and Communication
LCLM4003**

Presentation Title: Communication Problems at Flight Foods Ltd

Students' names with IDs

MIOARA CONSTANTIN 2436548

COLIN HARRISON 2440392

MA IMRAN BHUYAN 243765 (LEADER)

LUZ MERY LAMBOGLIA PEREZ 2440906

Overview of the key components of the presentation (Introduction)



Through this presentation, the communication problem of Flight Foods Ltd will be shared.

Proper suggestions will be given to the company to reduce these barriers in the near future.

Through this presentation, the communication problem of Flight Food Ltd will be shared. An overview of the key problem that the company is facing will be discussed in the matter. This study will discuss the present problem of the case study. Different theory examples will be given to continue the presentation of the barriers through this theory. The student will give some suggestions through this presentation about the effectiveness of reducing these barriers.

Explanation of the key
barriers presented in the case
study
Language barriers



Language barriers in the workplace create misunderstandings about the working agenda (Salih, 2024).

Flight Foods Ltd is facing these barriers as their employees are from different cultural groups, and they do not understand the manager's English words quite well.

Language barriers often create effective communication problems within the workplace. In the diverse interconnected world, language barriers can create obstacles in idea sharing as well as cause problems in setting an emotional connection between employees. In many cases, cultural nuances present these kinds of barriers in the institutional dynamics. In the workplace, language barriers create challenges due to a lack of clarity. Misinterpretation as well as ambiguity in communication often lead to strained interaction through impaired conflict resolution (Salih, 2024). Communication breakdown in the workplace happens because of language barriers, which hampers organisational success in the globalised world. In this study, the presented company, Flight Foods Ltd, face some language barriers for communication. From their floor manager interview, it is found that this medium-sized company has 40 staff who are immigrants and belong to five distinct cultural groups. They mostly speak in their own language with limited understanding of the English language. So when their manager tries to explain to them something they do not understand manager's view. Managers have tried to connect them through written communication. But for their language difficulty, they have not fully understood the manager's work, which has created language barriers in the company.

Explanation of the key barriers presented in the case study
Operational barriers



Failure in food processing equipment can serve bad consequences for the company (Premierforrester, 2025).



Flight Foods Ltd has to deal with customer backlash because they use old, noisy machine for food processing.

Flight Foods Ltd serve ready meals to the airline companies. Though they have a large storage space within the company, the old, noisy machine makes their food preparation journey difficult. Ageing food processing equipment can often cause several damage, increasing the risk to the food manufacturer. This type of equipment usage can decrease the productivity level of the workplace. Flight Foods has recently faced criticism from its customers about unprocessed food. Using old and noisy machinery is damaging their reputation day by day. An important food hygiene-related standard cannot be maintained by the company for using backdated equipment for this purpose (Premierforrester, 2025).

Explanation of the key barriers presented in the case study
Lower food standards with poor customer service



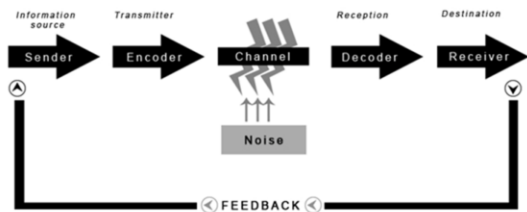
Lower food standards create customer trust issues within the company (Liguori *et al.* 2022).

Flight Foods has also received complaints about its food safety standards from its loyal airline customer base,

Flight Foods as a company is trying to extend its market size in several ways, but in reality, the case study has discussed that the company is losing its reputation instead of gaining. Airlines in which it serve food have made complaints about their poor food standards. Their staff reflects a bad attitude in customer handling. Most of their food is undercooked, and they are serving non-veg dishes to veg customers. Food safety concerns always get high priority in a company's business (Liguori *et al.* 2022). It can increase food-borne disease among customers. Flight Foods' less importance on food safety standards has created consumer trust-related barriers for their business.

Evaluation of Barriers using Theoretical Models

- Semantic noise in Flight Foods Ltd is because the employees do not understand instructions using English (Syahputra and Kholil, 2024).
- Flight Foods Ltd. has very high noises that render all messages unclear (Syahputra and Kholil, 2024).



SHANNON-WEAVER'S MODEL OF COMMUNICATION

Language Barriers

The Flight Food Ltd.'s language barrier could be examined using the assistance of the Shannon and Weaver Communication model, which puts to the fore the influence of noise that disrupts the process of message transmission. The multi-cultural employees of Flight Foods Ltd. find it hard to deal with English, and thus they bring about a semantic noise that is a distortion of what the manager says. Managers fail to decipher all their messages to the staff, thus resulting in misunderstandings and unfinished duties. Written instructions are not effective since the employees cannot translate the meaning in the appropriate way (Syahputra and Kholil, 2024).

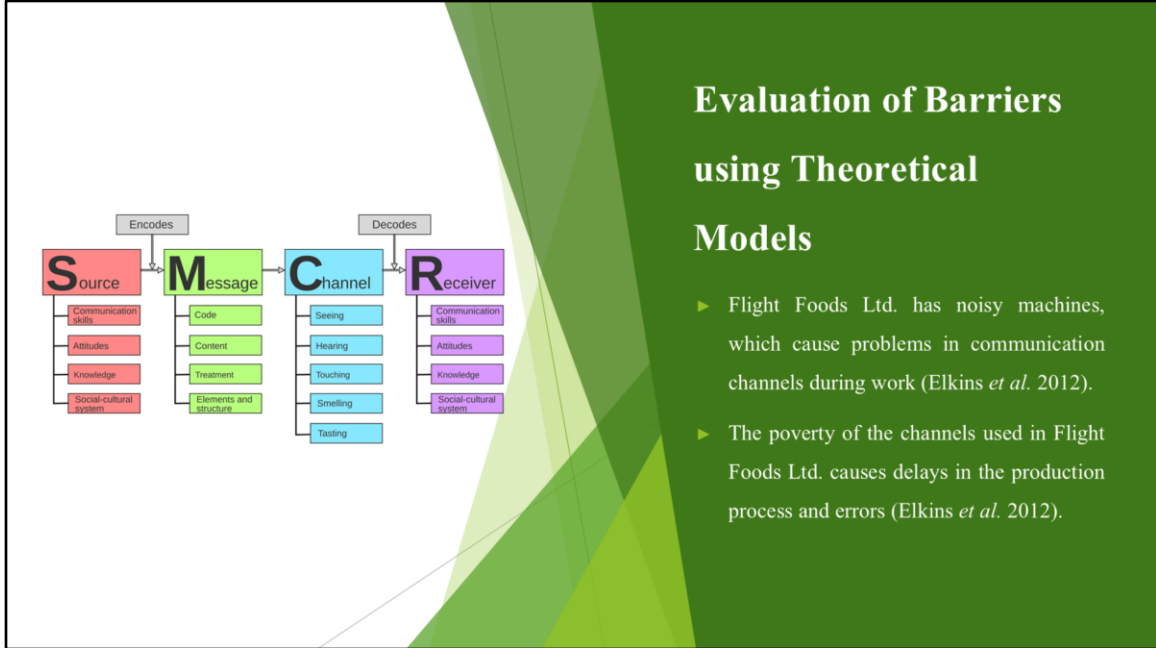
Evaluation of Barriers using Theoretical Models



- There is a lack of common experience amongst the managers and the multicultural employees of Flight Foods Ltd (Elkins *et al.* 2012).
- The Flight Foods Ltd. has, at times, some misunderstandings due to the ineffectiveness of the feedback mechanisms (Elkins *et al.* 2012).

Communication and Cultural Barriers

The communication challenges of Flight Foods Ltd, where the managers and immigrant employees lack a common area of experience, can be understood through an interactive Model developed by Schramm. The lack of understanding of managerial messages hinders the feedback loop of the organisation because of the differences among employees with respect to culture and language. This causes a lack of two-way communication at Flight Foods Ltd. because workers do not easily clarify doubts and provide meaningful responses. The misunderstandings, therefore, lie between shifts (Elkins *et al.* 2012).



Operational Barriers

The SMCR Model developed by Berlo could be utilised during the evaluation of the operational barriers that affect communication within Flight Foods Ltd, namely the way in which the old equipment has affected the communication channel (Berlo's, 2024). The machines used by Flight Food Ltd. are aged such that they create physical noise that the workers cannot hear managerial instructions properly. This compromises the communication channel and flow of messages within the place of production. The model developed by Berlo emphasises the fact that communication is not possible in the problem when the channel and message decoding are inefficient (Elkins *et al.* 2012).

Evaluation of Barriers using Theoretical Models

- ▶ Flight Foods Ltd is affected by semantic noise, which causes incorrect preparation of food (Syahputra and Kholil, 2024).
- ▶ The underperformance of decoding peculiar at Flight Foods Ltd. is one of the key aspects of the complaints raised by the customers (Syahputra and Kholil, 2024).



Poor Food Standards and Service

The quality of food and customer service in Flight Foods Ltd. can be analysed with the help of Shannon and Weaver because it helps to understand why the quality and customer service of this company declined. In Flight Foods Ltd, the employees are prone to misinterpret the instructions on hygiene, recipes, and dietary supplies, which creates semantic noise that disrupts food preparation. The Bering model contributes to the aggravation of these issues in weak decoding ability and low communication competence of employees. This is the reason why Flight Foods Ltd. offers undercooked food, orders, and poor delivery of services (Syahputra and Kholil, 2024).

Suggestions to reduce the barriers and increase operational efficiency and quality

Resolving language barriers

- There are various effective strategies or methods which can be analysed by Flight Foods Ltd. to choose the suitable and effective one.
- Recruiting efficient employees and using short terms and clear language can help in resolving language barriers (Al-Tarawneh and Al-Badawi, 2025).



The major challenges of this business are the language barrier, communication gap, a lack of training, poor food standards, cultural differences, operational barriers etc. The project manager of the company requires carrying the responsibility of guiding employees with simple and short terms to guide or direct them. This way, employees can understand their assigned tasks to execute efficiently. Employees can also be provided with language training to communicate with a common language in the workplace (Al-Tarawneh and Al-Badawi, 2025).

Resolving communication gap

- It is essential to improve interaction among employees of an organisation to develop collaboration and teamwork.
- Communication gap can be mitigated by building a positive and flexible relationship among the team members (Lande *et al.* 2025).



The employees in Flight Foods Ltd. can be supported and encouraged to conduct open communication for open discussion and share ideas. Building strong and positive relationships with each other can help eliminate the communication gap. Active listening should be promoted along with the exclusion of interruption during any speech. This organisation can utilise effective tools, software, devices, social media channels etc. to keep all the members updated (Lande *et al.* 2025).

A lack of skilled and efficient employees



- It is found that the chosen organisation, Flight Foods Ltd., is facing a severe challenge in growing in the market due to a lack of skilled and efficient employees.
- It is important to provide suitable and effective training programs to individual employees to improve their skills and abilities (Rodriguez and Walters, 2017).

The leaders or managers of Flight Foods Ltd. are required to provide suitable and effective training programs to individual employees to improve their abilities and develop their weak areas. Also, it is important to recognise the weak areas and the lacking skills of the employees to eliminate them. Training programs can help employees to increase their operational pace and enhance their service quality by gaining practical expertise. This way, employee performance can be developed (Rodriguez and Walters, 2017).

Implementing advanced technologies and modern equipment



- Flight Foods Ltd. is going through certain challenges in operating in the global market, which is affecting its growth.
- It is important to drive technological transformation to bring advancement in products and services to satisfy customers.

The implementation and utilisation of advanced technologies can help in reducing manual errors in producing food orders and maintaining packaging quality. In addition, advanced technologies can help in increasing operational pace by generating bulk orders within a lower timeline to serve more customers. Modern tools or equipment can help in reducing noise, which can help in promoting active listening and open interaction. All these can play a pivotal role in enhancing customer experience by meeting their expectations and achieving satisfaction. Technologies can help in increasing the performance quality of employees (Ismail *et al.* 2024).

Maintaining food standards and improving service quality

- The major issue of Flight Foods Ltd. is reducing food quality and poor customer service, which causes customer dissatisfaction.
- This chosen business requires emphasising its food quality and customer service and performing according to customer demands and preferences (Kühl *et al.* 2020).



Flight Foods Ltd. should focus on the service quality to drive customer satisfaction by improving its experience. Effective and high-quality services can help in keeping customers engaged. This can help in turning customers into loyal customers. This organisation can utilise artificial intelligence (AI) to gather a wide range of real-life customer data to analyse their behaviours. This can help in identifying their demands and choices. This way, employees can perform accordingly to meet the expectations. Improving the food quality can help in increasing customer trust and loyalty (Kühl *et al.* 2020). All these can help in improving service quality. Flight Foods Ltd. can use software to take orders to reduce errors like serving non-vegetarian food to vegetarians and vice versa. This can help in improving service quality by reducing manual errors.

Resolving cultural differences



- Cultural differences can cause a communication gap and create conflicts among employees due to a lack of understanding.
- Flight Foods Ltd. can resolve the cultural gap in the workplace by fostering a positive and flexible work culture (Szydło *et al.* 2023).

The chosen business is required to foster a positive and flexible work culture. This can help in supporting and promoting an inclusive work environment to provide equal treatment and value to individual employees. This way, employees can be motivated and encouraged to execute all the organisational operations in an organised and efficient manner with dedication and increased interest levels. Showing respect to all the individual cultures of the employees can help in resolving cultural differences. This can restrain employees from harming the beliefs of others. Recruiting diverse employees can help in eliminating this issue (Szydło *et al.* 2023).

Conclusion

- This study has focused on the important factors to improve organisational operational quality and efficiency of Flight Foods Ltd.
- This study has elaborated on the different challenges which are affecting the operations of the selected company.



This assessment has discussed important factors of the selected company, Flight Foods Ltd. All the current challenges or difficulties for the company to grow in the global market have been demonstrated. In addition, various suitable and effective strategies have been provided to resolve or eliminate the challenges.

References

- Al-Tarawneh, A. and Al-Badawi, M., (2025). Addressing Language Barriers in Employee Training and Development Programs. In *From Machine Learning to Artificial Intelligence: The Modern Machine Intelligence Approach for Financial and Economic Inclusion* (pp. 997-1008). Cham: Springer Nature Switzerland. https://dl.wgtxts1s3zle7.cloudfront.net/121640948/a822676e_cc9e_4ea1_8f0f_251bc9a0a8-libre.pdf?1741038806=&response-content-disposition=inline%3B+filename%3DThe+Transformations+and+Evolutions+Enhancement.pdf&Expires=1764613470&Signature=QSY55mtehpM-QiWn2RcLn02k1-odHT2BF7Xp-E5dedUPs7HzKk0kZugfvoqfbFJT4fwP5BcfYzwyCYaLpmbaGDxAgGaSiLLcTDATr0TLJi-lmrm-wIAfrys5AAG4vbAdMqsEpmbZBceO2mfNoTDRnWiuL.Y-G8jvY05f8Rcc69PahONL-z8uGYk665UvcTAZ02oRYCpu0QexJspLnGxEg58uF5j-7LCTvpq8aoSPrs5apmzstQNKaBFzrJmBVX8EhewYGG6N9He2Mvevrlc-BvulxeWF-E6cXRYurw7e6Zd4IROfONZgQ9dfeUk4TLBQ6h20fvwvg3HwV51gg_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=988
- Berllo's, S.M.C.R., (2024). Comparative Analysis of Sadhannikaran Model of Communication and Berllo's SMCR Model of Communication and. https://www.academia.edu/download/115880025/Research_Paper_Comparative_Analysis_of_Sadhannikaran_Model_of_Communication_and_Berllo's_SMCR_Model_of_Communication.pdf
- Elkins, A.C., Derrick, D.C., Burgoon, J.K. and Numanakker Jr, J.F., (2012), January. Predicting users' perceived trust in Embodied Conversational Agents using vocal dynamics. In *2012 45th Hawaii International Conference on System Sciences* (pp. 579-588). IEEE.
- https://www.researchgate.net/publication/254051534_Predicting_Users'_Perceived_Trust_in_Embodied_Conversational_Agents_Using_Vocal_Dynamics?_tp=eyJjb250ZXh0OjI7ImZpcnNOUGFnZSt6Ij9kaXJlY3QILChvYWdlIj9oX2RpmVjdCj9fQ
- Ismail, S., Malone, M.S. and Van Geest, Y., (2024). *Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours (and what to do about it)*. diversion books. https://dl.wgtxts1s3zle7.cloudfront.net/50924823/Exponential-Organizations-libre.pdf?1481919863=&response-content-disposition=inline%3B+filename%3DExponential_Organizations_Why_new_organ.pdf&Expires=1764614970&Signature=HZpySkRQSLiE6mVCHSD0TQub1YA0mi12S-4A0WvTU60yELGvoM1Lz0N03udJ1QHmCof-dUwJQc2JgZ80LzVAl-fT1QaJWAE1zzrvzLDHsA-GD54Euu5WPA4EdxDA4D0-IX0BQzKbwjgBkZzafewKVNI-JVUntPb3sMLG4C1Her603AXvg4Pio7PkOOIcOnwk-4k0pgJeTKA31zd0S8Q1X84-Ghc7cSokLiy3Wvz2v0DNWSch0nqvhlTBS1teFRF8v9mz5YV-frVqFm6N17kQjvD-R5fYXKLApDR3rhBEqkkaWtWIMJQgVFkXoeHYZK-ZLQ_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA
- Kuhl, N., Mühlhaller, M. and Goeftel, M., (2020). Supporting customer-oriented marketing with artificial intelligence: automatically quantifying customer needs from social media. *Electronic Markets*, 30(2), pp.351-367. https://www.researchgate.net/profile/Niklas-Kuehl/publication/333804571_Supporting_customer-oriented_marketing_with_artificial_intelligence_automatically_quantifying_customer_needs_from_social_media/links/611a27cd0c2bfa282a49e290/Supporting-customer-oriented-marketing-with-artificial-intelligence-automatically-quantifying-customer-needs-from-social-media.pdf
- Lande, S.A., Choppe, P.V. and Kharche, N.A., (2025). The Impact of Active Listening on Team Collaboration in a Virtual Work Environment. *environments*, 10(01). <https://ijind.com/VBK25/ASH004.pdf>
- Liguori, J., Trubswasser, U., Pradeilles, R., Le Port, A., Landais, E., Talsma, E.F., Lundy, M., Béné, C., Bricas, N., Laar, A. and Amiot, M.J., (2022). How do food safety concerns affect consumer behaviors and diets in low- and middle-income countries? A systematic review. *Global Food Security*, 32, p.100606 <https://www.sciencedirect.com/science/article/pii/S221191241001140>
- Premierforrester (2025) *How ageing food equipment can damage your process and reputation - premier Forrester Ltd, Premier Forrester Ltd - Food Manufacturing Expertise*. Available at: <https://premierforrester.co.uk/food-service-equipment-maintenance-importance/> (Accessed: 01 December 2025).
- Rodríguez, J. and Walters, K., (2017). The importance of training and development in employee performance and evaluation. *World wide journal of multidisciplinary research and development*, 3(10), pp.206-212. https://www.researchgate.net/profile/Kelley-Walters/publication/332451797_The_Importance_of_Training_and_Development_in_Employee_Performance_and_Evaluation.pdf
- Salih, A.M.F.Z., (2024). Language Barriers And Their Impact On Effective Communication In Different Fields. *Journal of Advancement of Social Science and Humanity*, pp.22-32. <https://ijashs.org/admin1/upload/02%20Dr%20A1-Mutair%20Fora%20Zak%20Saib%2001282.pdf>
- Syahputra, R. and Kholil, S., (2024). APPLICATION OF THE SHANNON AND WEAVER MODEL TO REDUCE MESSAGE DISTORTION IN SECURING THE 2024 DELI SERDANG ELECTION: PENERAPAN MODEL SHANNON AND WEAVER UNTUK MENGURANGI DISTORSI PESAN DALAM PENGAMATAN PEMILU 2024 DELI SERDANG. *Santhet (Jurnal Sejarah Pendidikan Dan Humaniora)*, 8(2), pp.2126-2136. <https://ejournal.unibabwi.ac.id/index.php/santhet/article/view/4593>
- Szydio, J., Czerniawska, M., Rzepka, A. and Fariñas, B.A., (2023). Inclusive management in a diversified cultural environment. *Economics and Environment*, 87(4), pp.688-29. https://www.researchgate.net/publication/377753390_Inclusive_management_in_a_diversified_cultural_environment