

Slide 1: Title

Communication Problems at Flight Foods Ltd. Using Berlo's SMCR Model

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Slide 2: Introduction

Berlo's SMCR Model explains communication through four components:

- S – Source
- M – Message
- C – Channel
- R – Receiver

Poor communication at Flight Foods Ltd. has led to food safety problems, customer complaints, and loss of business.

Slide 3: Source (Sender)

Source: Gary (Floor Manager) and Management

Problems:

- No proper food hygiene training for workers
- Gary is stressed and ineffective in communication
- Gary does not always follow hygiene rules

Result: Workers receive unclear instructions leading to mistakes.

Slide 4: Message

Messages:

- Wash hands regularly
- Wear hairnets
- Keep meat chilled

Problems:

- Only in English
- No practical demonstration
- Poor understanding by workers

Result: Food safety errors occur.

Slide 5: Channel**Channels:**

- Verbal instructions
- Posters and signs

Problems:

- Noisy factory environment
- Workers cannot hear properly
- Language barrier in posters

Result: Miscommunication happens.

Slide 6: Receiver**Receivers:**

- 40 workers
- Different ages and cultures
- Limited English skills

Problems:

- Language barriers
- Lack of hygiene knowledge

Result:

- Undercooked food
- Meat in vegetarian meals
- Poor packaging

- Food left out overnight
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Slide 7: Conclusion

Communication failed at all stages of Berlo's SMCR Model. This led to poor food quality, customer complaints, and loss of business.

Slide 8: Recommendations

- Provide proper hygiene training
 - Use simple language and pictures
 - Translate instructions
 - Check understanding through feedback
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Slide 9: Final Statement

Improving communication will help Flight Foods Ltd. improve food quality, reduce errors, and regain customer trust.

Slide 10: References

- David K. Berlo (1960). *The Process of Communication: An Introduction to Theory and Practice*. Holt, Rinehart and Winston.
- Flight Foods Ltd. Case Study. Module Handout.
- Module Lecture Notes.