The message designed for a group within the organization is designed differently from that designed for an individual or a specific office in the organization. In the current message, the group identified as the target recipient of the message was the delivery boys working in the company (Ref-s750176). The communication informs the delivery boys that the company has acquired a new batch of 150cc motor cycles as replacement of the mountain bikes that its delivery boys use in pushing around orders made to the company. Because of the manual nature of the mountain bikes, some deliveries were made too late, especially for orders made in the afternoon when the delivery boys were tired from making deliveries all morning. In the same regard, the department reported high rates of absenteeism due to sicknesses arising from severe straining and high burnouts of the delivery boys. In this regard, the motorbikes have been introduced to address this challenge, improve efficiency of the delivery business unit, and enhance profitability by enabling the firm make more deliveries at a time.