

A dire situation

It had been a long winter, and most stores on the street and surrounding areas had closed down. The arrival of COVID-19 has harmed businesses. With summer at hand and the ease of lockdowns, you aim to regain every loss as a *Chickin Likin House* boss.

Nonetheless, revenues are not growing as predicted, and your most loyal customers are not visiting as frequently as you had hoped.

You notice that orders are delayed, and the process is slow. Consumers are becoming unhappy. When you explain the situation to your employees, they tell you they are aware of it. You want the orders processed promptly to impress customers. You want your workers to act professionally, and you want to increase sales. You have decided to hold a house talk. Discuss the communication strategy you will use to attain your objectives.

Guideline:

Your explanation must highlight theories, principles and the models of communication that underpin your strategy to improving output and achievement.