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Muhammad Hamza(16F8051)

FAST-NU

Communication Audit Proposal

Proposal to: Family Mart, Faisalabad

By: Muhammad Hamza

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| C:\Users\User\Downloads\12510262_1689434781274360_12956870894097487_n.jpg | CORRESPONDENCE TO THE INSTRUCTORDear Madam, The purpose of this document is to propose a communication audit of a Retail Store ***Family Mart.***  Our goal is to analyze the internal communication channels of the store, testing them to see if they facilitate the quality communication within the organization. We will be identifying any weak areas within your organization’s communication, and analyzing the corrective measures and making a formulated plan to deliver a good communication system within the organization.  Enclosed you will find a detailed proposal of the steps that will be taken to achieve success in delivery of a best communication system. To ensure the success of this project, there will be a continuous communication between organization’s employees and our team that will assure us that everyone is taking an active role in this audit.  Kindest Regards,  Muhammad Hamza. |

# Audit Components

## Analysis of Existing communication channels

We shall conduct interviews to analyze the existing communication channels within the organizations.

This audit will mainly focus:

* Which communication channel (like call, message, social media) is used to deliver the information?
* Do employees get the information effectively?
* What is employees’ satisfaction related to current communication system?
* Relationship among the Employees.
* Suggestion from employees.

## SWOT Analysis and Recommendations

We shall be analyzing the **Strengths, Weaknesses** of organization and **External Opportunities and threats** to organization based on all the information. And recommending best practices for communication. Following is the brief information about ***SWOT Analysis***

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| **Strengths**  These are the positive characteristics within the organizations that give you an advantage when communicating. | **Weaknesses**  These are the negative characteristics within the organization that put you at a disadvantage when communicating. |
| **Opportunities**  These are the positive characteristics that exist outside the organization that you can take advantage of when communicating. | ***Strengths/Opportunities Intersection***  How will strengths help to take advantage of your opportunities? | ***Weaknesses/Opportunities Intersection***  How will weakness refrain from  taking advantage of opportunities? |
| **Threats**  These are the negative characteristics that exist outside the organization that will hinder your success when communicating. | ***Strengths/Threats Intersection***  How will your strengths help to counter the threats to the success? | ***Weaknesses/Threats Intersection***  How could the weaknesses refrain from overcoming the threats to the success? |

# Audit Results

One the completion of audit, all data and recommendations will be presented in a formalized document. Also, an oral presentation will be presented explaining all the results and recommendations.

The final report will include:

* A detailed description of extracted data.
* A detailed description of all analysis.
* A detailed description of recommendations that can be implement in the organization for best communication.

# My Team

My team will include following members.

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| **Aliza Fatima (16F-8175)** | Aliza will be responsible for collecting the data. And communicating with the organization’s employees. |
| **Safeer (16F-8204)** | Safeer will be responsible for all analysis |
| **Muhammad Hamza (16F-8051)** | I will be heading the team. I will assure the effectiveness of all the process during the audit. And I will be leading them also all formal documentation is my responsibility. |

Our team will coordinate accordingly. Before any important discussions I will consider the suggestions from my team members.

If any member has any issue or creates any issue. I will try to find the root cause. Try to listen him by setting a one-to-one meeting. After listening and evaluating the problem, we will work on a resolution plan together.