Communication Audit Report

**Family Mart, Faisalabad**

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# Letter of Authorization

April 14, 2019

Ahmad Murtaza, The Owner

Family Mart**,**

Millat Chowk**,**

Faisalabad

Dear Mr. Murtaza,

**Subject:** Authorization Letter for Communication Audit.

As we discussed about the communication audit of your company.

Kindly, authorize us to audit the methodology of communication of your organization. This audit will analyze the internal communication channels to see if they ensure quality communication within the organization. The problems and weak areas within the organization’s communication will be analyzed with possible situations.

Yours sincerely,

Aliza Fatima

# Letter of Transmittal

April 22, 2019

Ahmad Murtaza, The Owner

Family Mart**,**

Millat Chowk**,**

Faisalabad

Dear Mr. Murtaza,

As you allowed us to audit the communication methodology of Family Mart. in our April 4 contract, we’re sending the attached report entitled The Communication Audit of Family Mart.

This report examines the internal communication of your organization. The report analyzes the internal communication channels to see if they ensure quality communication within the organization. The problems and weak areas within the organization’s communication, are discussed. Also we discussed some possible solutions to the problems.

I hope you find this report satisfactory.

Yours sincerely,

Aliza Fatima

# Executive Summary

The purpose of this audit is to discover the loopholes within the internal and external communication, identifying strengths and threats due to weak areas in the internal communication of the nationwide grocery store located in Pakistan, Family Mart. Along with the recommendations towards improvement over the loopholes in internal and external communication practices of The Family Mart.

Two audit methods were used to achieve the above objectives, which were, face-to-face interviews with the manager and a survey questionnaire designed to evaluate how employees communicate with each other within the company. On the whole, the staff was satisfied with the quality of internal communication but there is a need to improve the channel of sending/receiving the information and instructive sessions between employees and manager.

In conclusion, recommendations will be helpful in improving some aspects of difficulties that Family Mart faces.

# Introduction

A communication audit has been conducted for Family Mart, which is a brand that sells the grocery. “The purpose of a communication audit is to analyse internal communication practices, processes, and attitudes, focusing on one or more groups within an organization.” The aim of this report is to find the loopholes and to weaknesses within the mart regarding their internal communication. The goal of this audit is to improve the communication and management within the organization.

# Methodology

Primary research:

* Interview with manager
* Questionnaire

Secondary research:

* SWOT Analysis
* Using websites

# Findings and Recommendations

The survey can be seen in the appendix.

## SWOT Analysis of Internal Communication

|  |  |
| --- | --- |
| **Strength**   * 70% of the employees are clear about the policies of the Family Mart. * 60% of the employees were satisfied about the response of manager to their suggestions. * 50% of the employees are interested to work for boosting their experience. * Work is divided equally among all the employees. | **Weakness**   * 30% of the employees are unaware the aim and goals of the company. * 60% of the employees are unsatisfied about online communication. * Facebook page is not working actively. |
| Opportunity  * A hand-out should be given to employees including job description, vision and aim. So that employees are well aware of the goals they will be working towards. * Company should have a “Suggestion Box” for those employees who want to keep themselves anonymous while giving suggestions. * Workshops for employees on high morale and motivation should be conducted once in a month. * Emails or WhatsApp should be used to convey every single progress and failure to the employees. * Meetings should be conducted which are formal enough to discuss all agendas and informal enough to encourage everyone’s ideas. * Information should be properly provided on the Facebook page. | **Threat**   * All employees will not give their 100% because they are not aware of what their goal is. * Online communications may lead to misunderstandings. * Poor advertisement on social media can lead to a huge loss. |

# Recommendations

* As 30% of the employees are unaware of their goals related to the company. According to the information we gathered, they are just doing their duty without any passion. A hand-out should be given to employees including job description, vision and aim. So that employees are well aware of the goals they will be working towards.
* Half of the workers are not satisfying about the suggestions response. Company should have a “Suggestion Box” for those employees who want to keep themselves anonymous while giving suggestions. A session should be conducted monthly for the response of every single suggestion.
* According to the survey, most of the employees are working according to the old rules and regulations. Workshops for those rules and regulations should be conducted which are now popular in the market.
* 60% of the employees are not satisfied about the online communications. Meetings should be conducted which are formal enough to discuss all agendas and informal enough to encourage everyone’s ideas.
* Online advertisement is playing a huge role in the success of companies. Your Facebook page is not properly active. Provide information regarding new products, discounts and family packages.

# Conclusion

After communication audit was conducted in Family Mart the findings are that the company is genuinely concerned for the improvement of communication within the organization. Strengths include the social environment of employees and manager that ensure high morale and motivation in the workplace. The main findings about the internal issues are: employees are unaware of the goals, lack of meetings held with the manager, poor use of Facebook, unawareness of employees regarding management.

To manage these problems, we have proposed the following solutions

* A hand-out should be given to employees including job description, vision and aim. So that employees are well aware of the goals they will be working towards.
* Company should have a “Suggestion Box” for those employees who want to keep themselves anonymous while giving suggestions.
* Workshops for employees on high morale and motivation should be conducted once in a month.
* WhatsApp should be used to convey every single progress and failure to the employees.
* Meetings should be conducted which are formal enough to discuss all agendas and informal enough to encourage everyone’s ideas.
* Implement IT training so the information should be properly provided on the Facebook page.

Going forward, through consideration of the recommendation outlined above it is strongly believed that The Family Mart has the power to overcome any weaknesses and create dynamic strengths.

# Appendices

## Survey for Employees

* + - 1. Which channel is used for the communication within the organization?
         1. Email
         2. WhatsApp
         3. Messenger
         4. Text Messages
         5. Phone Calls
      2. Is this channel easy to use?
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      3. Is this channel effective to use?
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      4. Information related to job duties is communicated.
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      5. Opportunities are available for me to express my ideas.
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      6. I am well informed about company progress and failure.
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      7. There is effective communication in my group.
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know
      8. How satisfied are you with the quality of communication?
         1. Very satisfied
         2. Not very satisfied
         3. Disappointed
         4. Could be better
      9. Do you experience any kind of overload within the organization?
         1. Always
         2. Sometimes
         3. Rarely
         4. No
         5. Don’t know

(10) Does the structure of Family Mart contribute to the quality of communication?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(11) Are the policies of company clear to you as an employee?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(12) Do you communicate about your salaries with the manager?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(13) Are proper instructions given to the employees to deal with the customer?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(14) I am clear about my job responsibilities.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(15) I receive on-going feedback about my performance.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(16) I am given a chance if I made some kind of mistake.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(17) Regular training workshops are offered to employees.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(18) My manager is approachable and easy to talk.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(19) My manager responds to my suggestions.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(20) I am clear about the objectives of Family Mart.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

## Survey for Manager

(1) Does the structure of Family Mart contribute to the quality of communication.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(2) Do you respond to the suggestions?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(3) Do you prefer a friendly environment within the organization?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(4) Do you communicate with employees about their salaried and performance?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(5) A new product in the mart is first introduced to the employees.

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(6) If any employee does something wrong, is he given a second chance to mprove himself?

* + - * 1. Always
        2. Sometimes
        3. Rarely
        4. No
        5. Don’t know

(7) How you think the communication can be improved within the organization?

## Suggestions made by employees

* Regular workshops
* Encouragement of ideas
* Sharing of experiences
* Suggestions of every kind should be welcomed

For improving communication in the organization, regular workshops should be conducted. So that the employees get more and more skills with the passage of time.

In the meetings, the ideas of employees should be encouraged. Discussions on every single idea should be made.

To improve communication, listen to everybody and share different ideas with each other. Sharing of different experiences improve the understanding of employees.