**Practicing Business Communication: Tootsie Roll Industries, Inc.**

**Questions For Critical Thinking**

**ENGL 230, Week 7**

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1. How does Tootsie Roll Industries communicate its values to suppliers and employees?

Tootsie Roll Industries communicates its values to both suppliers and employees through actions. By implementing a system of open dialogue and communication both within the company and when dealing with outside suppliers, TRI communicates its values. The open organization TRI maintains allows all employees to have some kind of input in decisions concerning the company, and the negotiating techniques with suppliers help show that TRI are committed to always finding the best balance of quality and price. They never settle and they never stay stagnant through these policies, and that has helped them over their 110+ year existence.

1. What communication techniques demonstrate the company’s flexibility?

Negotiation is constant with TRI and its business partners. Even after suppliers are chosen, communication still continues on order to enhance and build more/better business relations with many suppliers. The company is always looking for the best balance of cost and quality, and they achieve this through non-stop communication. They are not tied to any single supplier, and this is thanks in large part to their communication strategy and negotiations with suppliers.

1. How do cross-functional teams benefit Tootsie Roll Industries?

Cross-functional teams benefit the company by allowing different employees from multiple departments to all collaborate on ideas. This collaboration of different ideas and viewpoints helps TRI broaden the range of creative solutions to business problems. Employees are always encouraged to learn more about and participate in departments other than their own, and this helps shape them into more well-rounded, business-minded employees. Through its open-door policy, TRI are more able to craft thoroughly informed and well thought out business ventures.

1. Why are effective negotiating skills vital to TRI’s expansion?

TRI has established themselves as a leader in many of the top and most popular candy categories out today. They did this over time by acquiring many companies and products along the way. TRI is careful and well calculated in its acquisitions, and often negotiates over long periods of time in order to resolve potential conflicts and ultimately lead to mutual satisfaction between the companies. TRI makes sure through its careful negotiating skills that an acquisition is going to benefit both companies in the proper ways before they decide on the expansion. An open line of communication and non-rushed decisions are the key components in long term success for TRI.

1. Why does Tootsie Roll Industries discuss the benefits and problems entailed by the deal during acquisition negotiations?

Tootsie Roll Industries wants to analyze the possibility of an acquisition to the furthest extent beforehand in order to determine if and how the acquisition can benefit both parties. Rather than acquiring an unwilling company and there potentially being problems or differences in opinion, TRI makes sure the two companies discuss all possible opportunities and benefits first and through this process they are able to resolve any potential conflicts before the acquisition happens. This, I imagine, allows smooth operations to commence from day 1 after the acquisition and leads to long-term good business-health and production.