**Case Study #2 Professional Communication Channels: Chapman’s Ice Cream**

Name: Shani Patel

Seneca Id: 152243192

Email: [sgpatel22@myseneca.ca](mailto:sgpatel22@myseneca.ca)

Name: Leonardo Lima

Seneca Id: 150140200

Email: leonardo.lima.95@hotmail.com

Complete this message:

Hello Professor:

Shani Patel and Leonardo Lima worked on this assignment. [Please explain: *Describe how you communicated to complete this work. Explain who typed the assignment. Whose ideas are used for the answer to question 2? State that you both read the work over and you are aware it is an accurate reflection of your ideas and words.]*

Thank you.

Answer to Question 1

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| --- | --- | --- |
| **People Affected**  **(Explain who was impacted by the event). Name FIVE.** | **Kind of message**  **(Fill in the type from the list in blue below – write the type and explain why you chose that one)** | **Channel**  **(Indicate the channel or medium to be used to send information)** |
| **1.** Public.  Any established business significantly relies on customers to flourish. For that reason, customers form an essential component of a business setup. Chapman's Ice Cream had an existing customer base before the fire crisis. Therefore, the disaster greatly affected the customers. The decision of Chapman's Ice Cream management team to rebuild following the fire crisis needs to be relayed to customers. This will go a long way to give hope to customers that in due time operations will resume, and they will be able to access Chapman's Ice Cream products. Also, by doing so, the business will still enjoy its customer loyalty since the customers will be aware of the rebuilding, and once it is over, they will continue to purchase Chapman's Ice Cream products. | Directional message.  Here, The company management needs to communicate to the customers on the way forward after the fire crisis. And the way forward is to rebuild. | Broadcast Media Announcement (Tv, Radio announcement).  This is the most appropriate channel of communication to use when relaying information to a large group of people. In this case, customers of Chapman's Ice Cream are the public, and they can easily get to know the company's management decision efficiently via Tv or Radio announcements. The information will reach the majority faster than other channels of communication since the company may not be able to have the personal details of every customer. |
| **2.** Employees.  The human resource is an integral part of any business. It is this component that is responsible for providing the necessary input for production. Therefore, it is prudent that decisions made by a business's management be effectively relayed to employees. The decision to rebuild following a fire crisis by Chapman's Ice Cream management needs to be passed to the employees. This enables them to be aware of the steps the business is undertaking to overcome the disaster. Also, the management's decision to rebuild instill confidence and optimism among the employees concerning the fate of their jobs. | Directional message.  Here, The company management needs to communicate to the workers on rebuilding after the fire crisis. | Memo /Email  The decision to rebuild can be relayed to employees via memo or their mails. |
| **3.** Managers of other ice cream manufacturers.  It is prudent for Chapman's Ice Cream management to relay rebuilding to these groups to allow the business to use their production lines during the rebuild process temporarily. This is crucial since these peer businesses will exhibit a willingness to offer necessary support till that time Chapman's Ice Cream can come back to its feet. By relaying the information to other ice cream manufacturers around, Chapman's Ice Cream will stand out to be making efforts in as much as it is on its knees, something many will find worth appreciating. | Directional and New Possibility Messages.  Here, Chapman's management needs to notify other peer companies of their decision to rebuild and seek assistance to use their production lines temporarily. | Letter/Email  The. These channels establish formality and also allows for record-keeping. |
| **4.** Suppliers.  Considering that Chapman's Ice Cream is a manufacturing company, undoubtedly, it has suppliers who supply the business with the necessary raw materials required to produce ice cream products. Relaying management's decision to rebuild suppliers is essential since it instills confidence and hope among them. With that information at their disposal, suppliers will be at ease knowing so well that normal operations will resume in due time, and they will continue delivering supplies to Chapman's Ice Cream. Also, the company will still hold on to its usual suppliers upon relaying the management decision on rebuilding following the fire crisis. | Directional message.  Here, The company management needs to communicate to the suppliers to rebuild after the fire crisis. | Letter/Email  T. These exude formality and guarantees confidentiality too. |
| **5.** Manager of a Financial Institution.  It is significant to point out that construction works consume vast amounts of funds. Chapman's Ice Cream may be unable to finance the rebuilding process following the fire crisis entirely and may need financial aid from a financial institution. For that reason, the management decision to rebuild needs to be passed down to the manager of a financial institution to facilitate a loaning process. Also, the terms and conditions of financial assistance are to be discussed jointly by both parties, the management of Chapman's Ice Cream and the financial institution manager. | Directional and New Possibility Messages.  Here, Chapman's management needs to notify the manager of a selected financial institution of the decision to rebuild to seek financial aid. | Letter  For the formality and gravity of the matter in question, a better channel will be a letter. |

Answer to Question 2 *(use the next page is needed)*

Tim Hortons, a multinational fast-food company based in Toronto, Canada, suffered a significant crisis upon the COVID-19 outbreak in May 2020. The company was forced to close down its dining rooms and could only facilitate takeout and drive-thru. As a result, the sales dropped by nearly forty percent. Some employees were laid off, and the remaining ones took a pay cut. Those are some of the measures the company undertook to sustain the losses. The vaccine's introduction has seen the company open nearly three-quarters of its stores to bring the customers back and boost sales. They have managed to accomplish that courtesy of their move to put new safety measures in stores aimed at curbing the pandemic to enable the stores to remain open.

Source

<https://www.google.com/amp/s/financialpost.com/news/retail-marketing/coronavirus-pandemic-takes-huge-bite-out-of-tim-hortons-sales-as-canadians-stay-home/wcm/7438ee9e-4b1a-4754-8a4e-327f4198ad2b/amp/>

(In this assignment both members of the group participate equally to complete this assignment. Firstly we did one meeting to discuss the assignment. Then we researched individually. Later again we made a meeting and we decided that who type which parts. So, the first and the second part is typed by Shani Patel and last 3 parts are types by Leonardo Lima. Shani Patel’s Idea is used to give a second question answer.)