

Putri Yasmina Rahma Z / C30109190085

MBC 502 Assignment

## **ANSWER SHEET**

### **Part A**

#### Question 1

#### **Informal Proposal**

**To** : Head of Human Resource Department  
**From** : Putri Yasmina, staff of Human Resource Department  
**Date** : 1<sup>st</sup> November 2022  
**Re** :

I am proposing to hold a gathering event for human resource department staff and employees of Nestle company in the hope that the event can strengthen the relationship between employees.

The submission is based on several reports from departmental observations and several quarters, claiming that there seems to be a gap in the work process that originated from the internal conflicts between staff and employees, especially those from different nationalities.

Based on the problem statements, we suggest organizing a private gathering event among our team and staff as an event to get to know each other and strengthen cooperative relationships between co-workers. A gathering event that involves outdoor activities and requires teamwork and body movement can be an option.

According to a survey of most of our employees who live in Jakarta, the most affordable out-bounding place and have an atmosphere that supports outdoor activities is Bogor. Some possible activities for gathering events in Bogor are camping, out-bounding, or hiking because the Bogor area has many mountains.

The event planner should be announced a week before the day so that staff can prepare equipment and needs during the event. For transportation, we recommend

renting a mini elf to accommodate all employees. And the last addition, to avoid interfering with the necessary weekly agendas, the event will be held on weekends.

In short, we are asking for your consideration to hold an outing event for human resource department staff and employees of Nestle company to foster unity and collaboration among staff members. Thank you for your attention and consideration. I am looking forward to your feedback.

## Question 2

### Selecting Communication Channels

Suggest the best communication channels for the following circumstances.

1. The most suitable channel to overcome this situation is a group chat of ten employees who will become team members because a team project usually communicates via group chat to share information quickly and anytime.
2. Communication media in the form of a proposal is an appropriate channel to overcome this situation. A proposal can be in either form of a soft file or a hard file, so it is easy to use as presentation material. Besides providing an overview and outline of the program, it can also explain the requirements and targets in detail.
3. You want to send price quotes for several of your products in response to a request from a potential customer in London: Request from the customer is the feedback that can be a crucial point for the growth of the company. Hence, face-to-face group meeting is necessary to discuss and make a decision from customer's feedback.
4. Face-to-face communication is the most appropriate communication medium in this situation because all warnings and reprimands are better delivered directly and privately to the person concerned.

## **Part B**

### **Question 1**

#### **Warning Email for Poor Performance**

**Cc:** Manager of Sporting Equipment Department

**Subject Line:** Warning email of your Work Performance

#### **Body:**

13 November 2022

Dear Rihanna Zanzazi,

This letter informs you that unless your performance improves drastically, we will be forced to terminate your services.

We acknowledge and appreciate your loyal contribution towards our company since two years ago. With your credibility in serving customers and your passion and knowledge in the world of sports, your contribution to our business is invaluable. However, we get several reports from our clients that you are not paying attention and being attentive when communicating with them. In detail, you have not answered retailers' voicemail messages for several days, confusing emails that require two or three rounds of clarification, and reports that are hopelessly thrown together.

We have concluded that your attitude towards our retailers does not meet our requirements since they are the vital to the survival of the company. The company need to pay loss if this continues for much longer. As an employee who is most involved with the retailers, we hope that you can fix your attitudes and improve your performance as soon as possible.

I look forward to your success with the corrective action plan.

Regards,

Putri Yasmina

## Question 2

***MITI Pocket Talk: A Series of Sessions for the Private*** 15<sup>th</sup> February 2022

***Sector Preparation Meeting*** 2.00 pm

**Level 6 Meeting Room**

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<b>Meeting called by:</b>	Head of department	<b>Type of meeting:</b>	Brainstorming Meeting
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<b>Facilitator:</b>	Benny	<b>Note taker:</b>	Yasmin
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<b>Timekeeper:</b>	Andy	Gill	Farah	Ellie
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**Attendees:** Public Relation department of Ministry of Trade and Industry

**Attendees**

- Andy

**absent:**

- Benny
- Cecil
- Derek
- Ellie
- Farah
- Gill
- Harry
- Yasmin

### ***Minutes***

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<b>Meeting topic:</b>	Plan a rundown agenda for MITI Pocket Talk: A Series of Sessions for the Private Sector, the program to share the benefits of the Free Trade Agreements (FTAs) and introduce the Preferential Certificates of Origin to the private sector.
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#### **Discussion:**

The meeting is divided into four discussions to map out the date, venue, appointment of the person in charge, and activities for the program.

**Conclusions:**

The MITI Pocket Talk program will be held in May 5<sup>th</sup> 2022 in level 8 auditorium. The person in charge in this program is Harry. The program rundown will start from 8.00 am until 3.00 pm. There will be two coffee breaks.

Position name	Person responsible	Deadline
• Head of the Program	Harry	May 5 <sup>th</sup> 2022
• Event committee	Cecil	May 5 <sup>th</sup> 2022
• Resource committee	Derek	May 5 <sup>th</sup> 2022
• Documentation committee	Yasmin	May 5 <sup>th</sup> 2022

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**Agenda item:** discussing the date for MITI Pocket Talk program. **Presenter:** Andy

**Discussion:**

The final discussion divided into two options: the program will held in April 28<sup>th</sup> 2022 or in May 5<sup>th</sup> 2022.

**Conclusions:**

The MITI Pocket Talk program will be held in May 5<sup>th</sup> 2022.

Action items	Person responsible	Deadline
• Follow up the program proposal to the Ellie Superior		February 28 <sup>th</sup> 2022

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**Agenda item:** discussing the venue for MITI Pocket Talk program. **Presenter:** Gill

**Discussion:**

The program is intended to share the benefits of the Free Trade Agreements (FTAs) and introduce the Preferential Certificates of Origin to the private sector.

**Conclusions:**

The auditorium on level 8 is the best choice for the program.

Action items	Person responsible	Deadline
• Propose a written permission to use	Benny	February 20 <sup>th</sup>

Action items	Person responsible	Deadline
the auditorium		2022
<ul style="list-style-type: none"> <li>List the items that in good condition and arrange the props and requirements in the auditorium</li> </ul>	Farah	March 3 <sup>th</sup> 2022
<ul style="list-style-type: none"> <li>Summarize the amount of items that needs to buy</li> </ul>	Derek	March 3 <sup>th</sup> 2022

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**Agenda item:** discussing the person in charge for MITI Pocket Talk program. **Presenter:** Farah

**Discussion:**

We hold an internal vote to decide the person in charge for the program.

**Conclusions:**

The person in charge for the MITI Pocket Talk program is Harry.

Action items	Person responsible	Deadline
<ul style="list-style-type: none"> <li>Responsible for the smooth running of Harry the event from internal planning to internal closing</li> </ul>		May 5 <sup>th</sup> 2022

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**Agenda item:** discussing and planning the activities for MITI Pocket Talk program. **Presenter:** Ellie

**Discussion:**

The program is intended to share the benefits of the Free Trade Agreements (FTAs) and introduce the Preferential Certificates of Origin to the private sector. Any private sector representatives will attend the program.

**Conclusions:**

The activities during the program is divided into three agendas: the Introduction to the Free Trade Agreements, terms and regulations that must be considered, and the last agenda is providing benefits and question and answer (qna) session.

Action items	Person responsible	Deadline
<ul style="list-style-type: none"> <li>Responsible for the first agenda: Introduction to the Free Trade</li> </ul>	Harry	May 5 <sup>th</sup> 2022

Action items	Person responsible	Deadline
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Agreements		
<ul style="list-style-type: none"> <li>Responsible for the second agenda: Terms and regulations that must be considered for FTA</li> </ul>	Andy	May 5 <sup>th</sup> 2022
<ul style="list-style-type: none"> <li>Responsible for the last agenda: Providing benefits and question and answer (qna) session.</li> </ul>	Cecil	May 5 <sup>th</sup> 2022
<ul style="list-style-type: none"> <li>Responsible for the documentation of the program</li> </ul>	Yasmin	May 5 <sup>th</sup> 2022

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### *Other Information*

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#### **Time, date, and place for next meeting:**

March 10<sup>th</sup> 2022 at Level 6 Meeting Room, 1.00 pm

#### **Minutes submitted by:**

Putri Yasmina

### Question 3



Figure 1 - Flyer example from Venngage ([venngage.com/blog/flyer-examples](https://venngage.com/blog/flyer-examples))

Evaluation for this business message:

1. The target audience for this channel is the bar (restaurant) customers.
2. The used channel of communication is flyer.
3. According to good business message criteria, this channel suitable for the message for several reasons:
  - The message is targeted to general audience for weekend promo, which likely people that go to the restaurant are seeking for entertainment and leisure time.
  - Weekends are the days when many family spend time with go outside the house. A restaurant with weekend promo has big possibility to be their destination.
  - The simple design of the flyer that showing the promoted beverages picture and using **positive language** is a necessary element of a successful business message.
4. No, the message doesn't highlight a 'you' attitude?