Research exercise: Flyer Enterprises: The Blend, A Business Communications Study

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The Blend Business Communication Project: Excessive Emails & Stock Outs

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Abstract
Researchers and communications specialists have written extensively on the subject of business communications and the linkage between communication and performance (Doheny-Farina, 1986; Spinuzzi, 2007; Winsor, 2001). This study examines how Flyer Enterprises “The Blend” communicates and illuminate the effects of their communication on their business performance. This research indicates that The Blend has two main issues as a result of poor communication: stock outs and excessive emails. Our recommendations for these issues include a weekly email schedule to reduce emails received by employees and switching to clear inventory storage bins to be able to better communicate potential stock out situations.

Data
- 8 out of 10 employees felt that they received an excessive amount of emails
- 6 out of 10 felt that they are less inclined to read all of the content within the email
- Employees receive 30+ emails within any given week
- All employees answered “yes” to there being an excessive amounts of stock outs

Methods & Participants:
This study was administered through quantitative and qualitative methods:
- Anonymous surveys
- Employee interviews, and
- Collection of data through printed material and review of company emails
- Participation of 10 individuals associated with The Blend including employees, managers, and customers

Analysis
- There are two main communicative issues:
  - Excessive emails
  - Costly stock outs
- This is due to poor communication of important information regarding updates to products, inventory requirements, and employee shift changes
- Currently managers only see the need to order when they are at work, this leads to in increase delay in ordering

Recommendations
- Open up a Google Document spreadsheet for shift changes
- Set up a weekly email schedule so employees are not constantly flooded with emails daily
- Replace the current cardboard boxes with clear plastic bins. Place a line of red tape so all employees can visually see when to alert managers that they need to notify managers
- Open a Google document so purchasing managers know when to place orders.

Conclusions
- Ineffective and excessive use of emails leads to poor communication throughout an organization
- This may lead to negative financial implications, employee frustration, and stock outs
- Proper concise communication is a necessity for any organization