Research exercise: Business Communication at ArtStreet Cafe

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**ArtStreet Communication Research**

**By Lauren Hennessy, Bryan Misencik, Elizabeth Rose, Harry Sullivan**

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**Abstract:** For a student-run business communication can be difficult due to high employee turn-over rate. This study explores the communication practices at ArtStreet Café. Research was done through observation, interviews, and analyses. The focus was on the Rhetoric between employees and how it affects supplies and food inventory. Research results stressed the importance of concise communication for inventory. Recommendations include increased training and organization.

**Method:**
- Observation
- Direct interviews
- Analysis of documents
- Modified ABC analysis

**Participants:**
- 4 shift employees
  - 1 new
- 2 Managers
  - 1 Financial
  - 1 HR

**Data & Analysis:**

**The goal of ABC analysis:**
- Identify the inventory levels of class A items
- Enable management to control them tightly

**Inventory Modified ABC Analysis**

<table>
<thead>
<tr>
<th>Panini</th>
<th>Demand</th>
<th>Unit cost ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Van Gogh</td>
<td>20</td>
<td>6.49</td>
</tr>
<tr>
<td>Rockwell</td>
<td>15</td>
<td>6.49</td>
</tr>
<tr>
<td>Dali</td>
<td>12</td>
<td>6.99</td>
</tr>
<tr>
<td>El Greco</td>
<td>12</td>
<td>6.99</td>
</tr>
<tr>
<td>Matisse</td>
<td>5</td>
<td>6.99</td>
</tr>
<tr>
<td>Pollack</td>
<td>5</td>
<td>6.99</td>
</tr>
<tr>
<td>Monet</td>
<td>5</td>
<td>6.49</td>
</tr>
<tr>
<td>Warhol</td>
<td>3</td>
<td>4.99</td>
</tr>
</tbody>
</table>

The result of ABC analysis shows the importance of certain menu panini’s based on revenue from customer demand.

**Dollar volume** | **% Dollar volume** | **Cumulative $-vol %** | **Category**
--- | --- | --- | ---
129.8 | 25.34% | 25.34% | A
97.35 | 19.01% | 44.35% | B
83.88 | 16.38% | 60.72% | B
83.88 | 16.38% | 77.10% | B
34.95 | 6.82% | 83.92% | C
34.95 | 6.82% | 90.74% | C
32.45 | 6.34% | 97.08% | C
14.97 | 2.92% | 100.00% | C

**Recommendations:**
- Create an inventory checklist
- Increase training (highlighting importance of maintaining appropriate inventory levels)
- Create reminders stressing required inventory levels
- Implement new penalties for shift requirements

**Conclusions:** Research supported the belief that there is a problem within the business communication techniques that are common at ArtStreet Café. The most prominent issue related to tracking and informing others of lack of day-to-day necessary inventory. This issue leads to increases the stress levels of employees and disgruntled customers. If a customer is not satisfied or experiences cognitive dissonance from an experience at ArtStreet Café, the likelihood that the customer will return will significantly decrease, hurting the company’s profitability.