Business Communication Management

Use Scenario 1: You are a manager of a company that has recently purchased a smaller company. The purchased company has an existing product, which will now be part of your product offering. The product is a weight-loss supplement called Kamelon. The product has been very successful for the previous owner, but the company had a limited ability to adjust its manufacturing system to accommodate growth as well as a limited potential sales audience. Your role is to oversee and coordinate all aspects of launching the product from the newly acquired company. You have a far greater manufacturing capacity and more potential customers readily available because you already sell several weight-loss related products to a large base of customers. Kamelon has been proven successful by a research study. The study consisted of 100 participants, 90% of whom lost at least 15 pounds over a reasonable time period. To date, the study participants have successfully maintained their weight loss by continuing to use the product. Of the users, 80% were able to maintain their weight loss with continued use of Kamelon. The 10% of study participants who were not successful may have been unsuccessful because they did not follow the program’s protocol. An inherent risk in a weight loss product is the inability to determine whether the product has produced results or if the user has not followed directions. Dissatisfied customers present a challenge as a result. Your success relies upon your external business partner, Synesthor Inc., who manufactures the pill casing for Kamelon. There is a need for 10,000 pills to be manufactured in the next three months to meet the demands of your customers. Synesthor Inc. is a manufacturing company located in a different country, and you will need to work closely with this partner to ensure their manufacturing operation is able to increase as needed in a just-in-time environment to meet sales demands. Your contact’s name at Synesthor Inc. is Fatima Sousa. You have received a customer complaint via the company’s social media page. The customer is extremely dissatisfied, and the complaint has negatively impacted the company’s image. The customer’s complaint is as follows: “Kamelon does not work! I’ve been using this for a week, and I haven’t lost anything! I’m going on vacation in a couple of weeks and I was hoping to shed a couple of pounds before I left for my trip. Unfortunately, I do not foresee this happening. No one should buy this product! As a faithful member of several weight-loss groups, I will not recommend this product to anyone in my groups. “One page for each item: Create a portfolio of communication documents based on one of the scenarios by doing the following: Page 1A. Compose a motivational email to internal staff that discusses two advantages and two disadvantages of the product and explain how to mitigate the disadvantages should they occur. B. Compose an informational email to external stakeholders (i.e., investors, shareholders) that discusses two distinct organizational and/or financial impacts the product will create. Compose a consumer-facing blog post that highlights three distinct benefits of the product and informs the consumers what sets this product and/or business apart from others in the industry.