

Communication

6 marks

IGCSE Paper 1

ReBag is a social enterprise. ReBag employs 30 people in four small towns in different parts of the country. They work from home and make a range of bags from pieces of old fabric (cloth).

Asha started the business three years ago using micro-finance. Last year ReBag's revenue was \$700. Asha said: 'Our external stakeholders want ReBag to employ people in five more towns. Getting a bank loan to expand the business will be a problem. What will I do about management? How will I inform workers about possible expansion?'

Explain two possible methods of internal communication that a small business could use to inform workers about a possible expansion. Justify which method should be chosen.

Meeting – so Asha will be able to interact with the workers to find out their feelings about the expansion.

Email – so workers will have a chance to consider the information in their own time.

Email should be chosen as Rebag has employees in different parts of the country so not everyone will be able to attend.

Asha will be able to communicate more clearly as with more employees via email than a meeting.
