

# **The Necessity of communication in business of Thai Arrow company**

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## **Abstract**

This research, for the purpose of studying whether team communication affects sales and work in the company, researchers randomly select from 40 people in Thai Arrow and collect data and analyze themselves using Statistics such as percentage (percent), research results show that people in Thai Arrow believes that communication within the team affects the work and communication with customers. Is quite high because of good communication, can help customers to trust and contact the company business, making customers trust and operate in business successfully and generate profits for the company

Keywords: Internal communication affects the company's sales

## **Introduction**

### **1.1 Source and importance**

In a world where technology and unique abilities in communication can make or break a business. What makes the business grow is the ability of individuals within the organization to make the various parts of the company run with stability and efficiency. Communication is the glue that holds a society together. The ability to communicate enables people to form and maintain personal relationships. And the quality of such relationships depends on the caliber of communication between the parties.

Communication is a vital part of personal life and is also important in business, education, and any other situations. Communication plays a vital role in the fulfillment of all marketing and sale objectives. Understanding communication is essential since it is the basic process through which managers specifically and organizations in their entirety accomplish their set objectives.

### **Purpose of study**

To allow the company to understand and recognize the importance of communication within the team, it will work effectively and see the importance of communication skills that will result in business.

### **Objectives**

1. Communication within the team affects the operation of Selling products to Thai Arrow Company.

2. Communication within the team can create understanding before working together to succeed in Thai Arrow Company.
3. Communication skills of personnel within the team are important to Thai Arrow company business.

### **Research Question**

1. The communication within the team has an important to the business in sales?
2. Does the Communication skills within the team can help to communicate information in the sale to the business successfully.

### **Hypothesis**

1. Communication within the team affects sales contact to the company.
2. Create understanding and communication skills influencing operations.

## **Chapter 2**

### **Literature Review**

#### **Business communication in sales**

Communication is fundamental and the basis that most people don't like. Think a lot about this It happens every day, every day, and in every corner of the world. Occurs by using phones, fax machines and computers. Thanks to the modern Satellite technology can occur between two people standing on the opposite pole. Of the world . In almost every way that is important, it may be argued that the world today. Was created to support communication Effective communication occurs when the intended meaning of the source and The perception of the recipient's meaning is the same in all respects.

#### **Functions of Communication**

Communication serves four major functions within a group or organization: control, motivation, emotional expression, and information. Communication acts to control member behavior in several ways. Organizations have authority hierarchies and formal guidelines that employees are required to follow. When employees, for instance, are required to communicate any job-related grievance to their immediate boss, to follow their job description, or to comply with company policies, communication is performing a control function.

## **Chapter 3**

### **Research Methodology**

The purpose of this research is to study the importance of communicating to the business of Thai Arrow company which has a role in selling and making business decisions in order to explore the importance and understanding of communication. Business and study the important factors of communication skills of internal personnel Business organization The researcher have taken the following steps:

### 3.1 Population and sample determination

#### 3.1.1 Population and sample group

The population used in this study is personnel in the organization of Thai Arrow Company.

### 3.2 Creating tools for research

The research tool used in the study is a questionnaire created by the researcher. The questionnaire will examine the content of the question in the questionnaire and find the confidence of the questionnaire. In considering the respondents to understand the question in the questionnaire and have complete content to use

### 3.3 Data collection

Data sources can be obtained from using questionnaires to collect 30 people from Thai Arrow personnel.

The attached questionnaire is a tool for collecting reference data for Research about "The Necessity of communication in business - Thai Arrow company

#### Part one: Personal Information

1. Gender

Male

Female

2. Age

Less than 25 years

25 to less than 30

30 to less than 35

From 35 to less than 40

From 40 to less than 45

45 Years and more

3. Marital Status

Single

Married

Divorced

Widow

4. Education status

Less than Bachelor degree

Bachelor

More than Bachelor degree

High Education (Please Specify): .....

5 Experience

Less than 5 years

From 5 to less than 10

From 10 to less than 15

15 years and more

Internal communication affects product sales.

<b>Internal communication affects product sales.</b>	5 Strongly Agree	4 Agree	3 Neither	2 Disagree	1 Strongly Disagree
1. The manager elucidates that the employee knows The purpose of the organization is to ensure the operation is correct.					
2. Employees can show opinions about the work for the manager to acknowledge.					
3. Employees can share information and ideas for product sales planning.					
4. Employees can inform managers for problems that cannot be solved.					
5. The manager opens the opportunity for the staff to express opinions within the team.					
6. Managers have a scheme for distributing work to employees.					

Communication creates work competency

<b>Communication creates work competency</b>	5 Strongly Agree	4 Agree	3 Neither	2 Disagree	1 Strongly Disagree
1. Each employee is aware of the importance of the work and honors each other.					
2. Team members work in the same direction.					
3. Members have a role and a sense of work.					
4. Members are responsible for work.					
5. There are clearly defined					

responsibilities.					
6. All members strictly follow the plan of the team.					

### Team communication skills

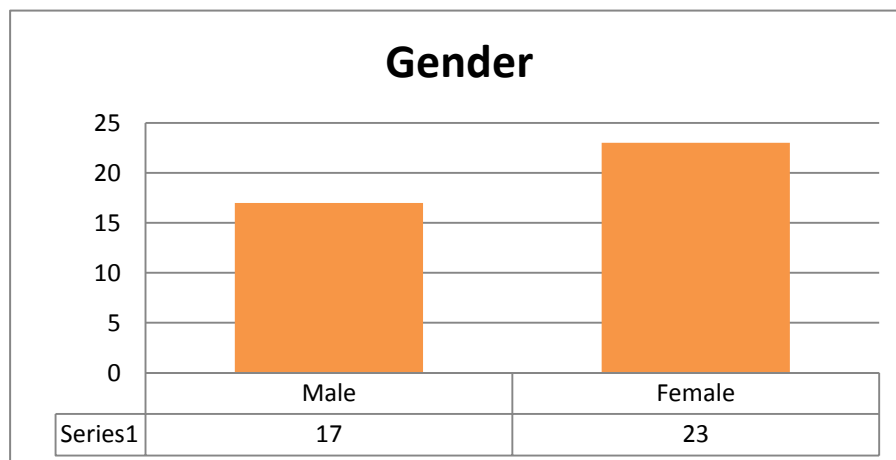
Team communication skills	5 Strongly Agree	4 Agree	3 Neither	2 Disagree	1 Strongly Disagree
1. Personnel with the ability to effectively contact sales					
2. Have communication skills, making communication suitable for situations					
3. Personnel has skills in speaking, able to deal with immediate problems.					
4. Speaking with principles that can create understanding for customers effectively.					
5. Communication within the team helps to practice communication skills in various locations.					
6. Communication skills help customers trust and in doing business.					

## Chapter 4

### Results and searches

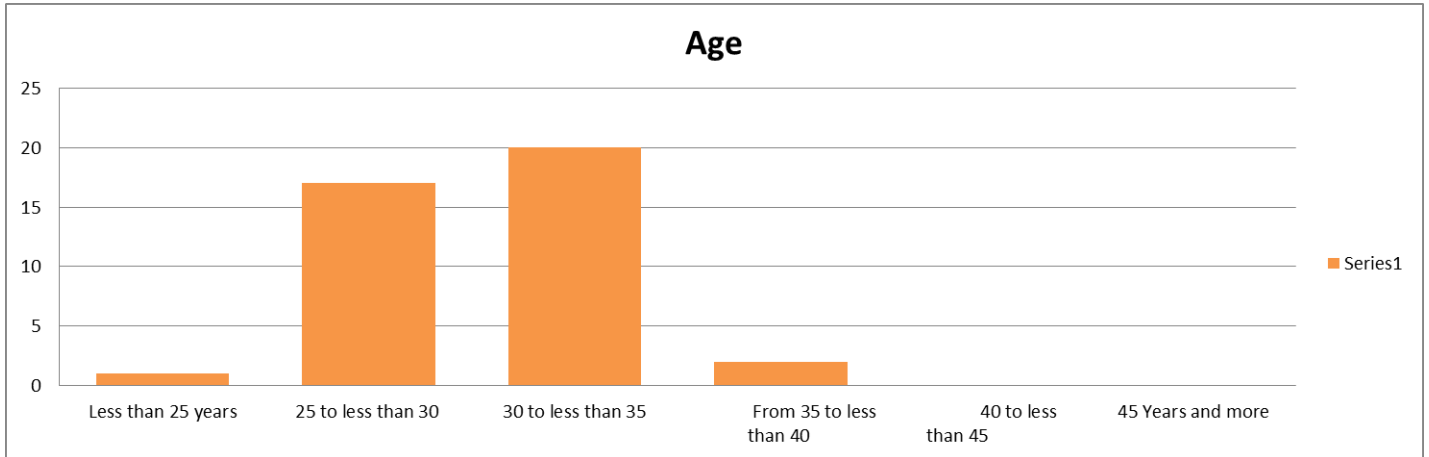
The purpose of this research is to study the success factors of internal communication that affect sales to people in the company. Thai Arrow to explore whether the communication has a sale or not The sample group used in the study consisted of 40 Thai Arrow employees.

#### 1. Gender



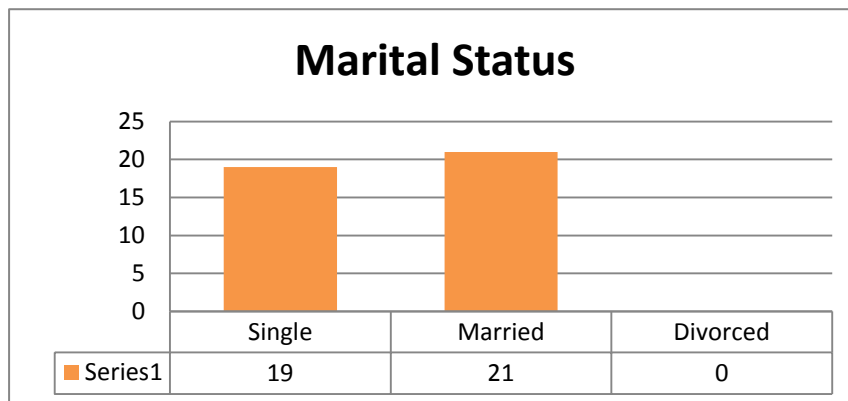
From Gender know how much gender each people who make a query There are 17 males, 42.5 percent and females 23, 57.5 percent.

## 2. Age



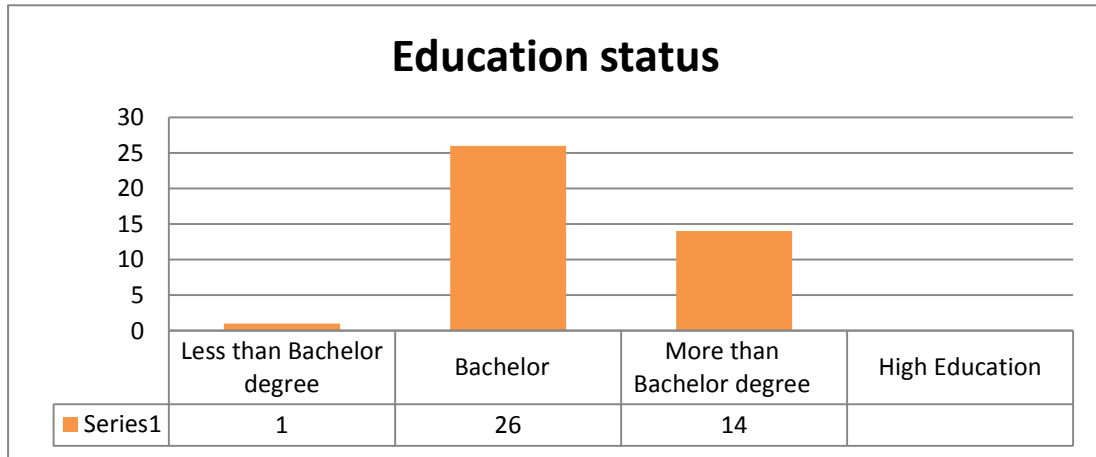
From the graph, please note that the age of each respondent is less than 25 years, 1 person, 2.5 percent, age 25-30, 17 people, 42.5 percent, 30-35 years, 20 people, 50 percent, age 35-40, there are 2.5 percent of people and 40-45 or 45 have no answers for questioning.

## 3. Marital Status



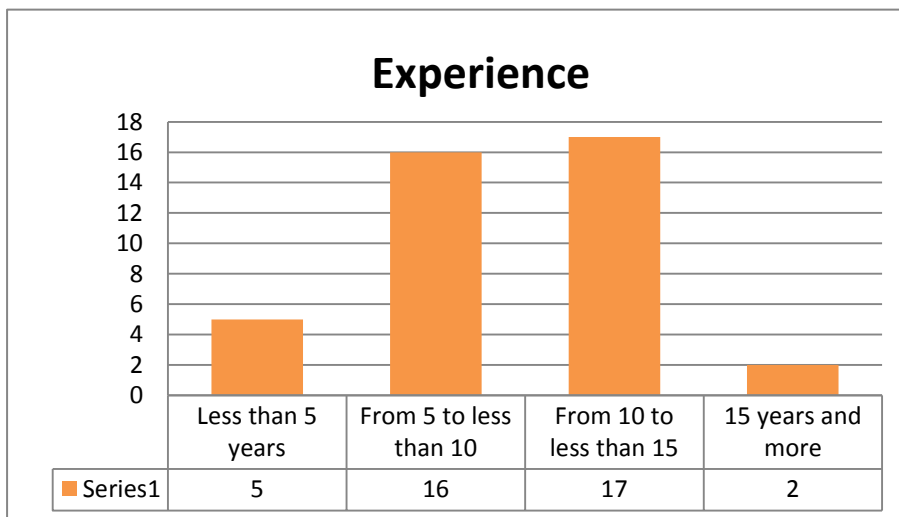
From the graph, please note that the status of the respondents has 19 single, 47.5 percent, married 21 people, 52.5 percent divorced and widows 0 person

## 4. Education status



From Graph know how much Education status each people who make a query There are less than Bachelor degree has 1 people or 2.5 %, Bachelor has 26 people or 65%, More than Bachelor degree have 14 people or 35 %, High Education has 0 people or 0%.

### 5. Experience



From Graph know how much Experience each people who make a query There are less than 5 years has 5 people or 12.5 %, 5 years to 10 years has 16people or 40%, From 10 years to 15 years have 17 people or 42.5 %, 15 years and more has 2 people or 5%.

This table shows the results of the average frequency of inquiries from a group of employees in Thai Arrow.

### Internal communication affects product sales.

Internal communication affects product sales.	5 Strongly Agree	4	3	2	1	Mean
		Agree	Neither	Disagree	Strongly Disagree	
1. The manager elucidates that the employee knows The purpose of the organization is to ensure the operation is correct.	15	11	14	0	0	4.02
2. Employees can show opinions about the work for the manager to acknowledge.	17	15	8	0	0	6.72
3. Employees can share information and ideas for product sales planning.	16	14	10	0	0	4.15
4. Employees can inform managers for problems that cannot be solved.	12	17	11	0	0	4.02
5. The manager opens the opportunity for the staff to express opinions within the team.	16	20	4	0	0	4.3
6. Managers have a scheme for distributing work to employees.	14	15	11	0	0	4.07

Based on internal communication questions affecting product sales, the survey results are approximately 4.00, indicating that employees in Thai Arrow Company Agreed that communication in the work affects the product sales.

### Communication creates work competency

Communication creates work competency	5 Strongly Agree	4 Agree	3 Neither	2 Disagree	1 Strongly Disagree	Mean
7. Each employee is aware of the importance of the work and honors each other.	16	17	7	0	0	4.22
8. Team members work in the same direction.	16	14	10	0	0	4.15
9. Members have a role and a sense of work.	20	15	5	0	0	4.75
10. Members are responsible for work.	12	13	15	0	0	3.92
11. There are clearly defined responsibilities.	14	16	10	0	0	4.1
12. All members strictly follow the plan of the team.	6	21	13	0	0	3.82

From the survey of communication, the ability to work, the survey results are around 4.00, which shows that employees in Thai Arrow Company agree that communication in work affects sales, products and communication can help Working in the company

<b>Team communication skills</b>	5 Strongly Agree	4 Agree	3 Neither	2 Disagree	1 Strongly Disagree	Mean
7. Personnel with the ability to effectively contact sales	10	16	14	0	0	3.9
8. Have communication skills, making communication suitable for situations	13	12	15	0	0	3.95
9. Personnel has skills in speaking, able to deal with immediate problems.	22	13	5	0	0	4.42
10. Speaking with principles that can create understanding for customers effectively.	6	15	19	0	0	3.67
11. Communication within the team helps to practice communication skills in various locations.	16	13	11	0	0	4.12
12. Communication skills help customers trust and in doing business.	20	10	10	0	0	4.25

### **Team communication skills**

Based on the survey of team communication skills, the survey results are approximately 4.00, which shows that employees in Thai Arrow Company agree that communication skills in work affect product sales and communication can help work in The company developing communication skills affects work.

## **chapter 5**

Summary of discussion, results, and suggestions Study and research the success factors of internal communication for people in Thai Arrow

Study of the importance of internal communication that affects internal work in three areas:

- Communication within the team

Selling products to Thai Arrow Company Limited

- Communication within the team can create understanding
- Communication skills of internal team personnel are important to the business of Thai Arrow Company.

The researcher used the survey research method to collect data.

The population is Thai Arrow employees using questionnaires as a data collection tool which can collect 40 sets of data for data analysis using percentages and mean values. From

research, finding information from searching for information and questionnaires can be summarized as follows: Internal communication affects the work within the team for good and accurate communication, allowing the company to have good results and communication skills, resulting in employees having skills in the customer and selling operations. Don't succeed and make a profit for the company. Based on the results of the survey, employees saw communication as important in all aspects of achieving it.