

Inefficient Communication amongst the Relevant Stakeholders in Manufacturing Operations: A Case of Simba PepsiCo, Johannesburg, South Africa

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ABSTRACT The main objective of the paper is to ensure that elements or causes of inefficient communication that hindered seamless execution in manufacturing operations are identified and eliminated. The research was focused on Simba PepsiCo, a Johannesburg based company. Questionnaires were sent through email access to 140 employees at Simba PepsiCo and a total of 103 participants completed the questionnaires. What emerged from the paper is that stakeholders were aware that communication inefficiencies existed within the organisation. Participants were able to identify themselves as part of the problem and as well being part of the solution. In general participants had a positive attitude towards the designing and implementation of communication strategies and expressed significant buy-in to the concept. Simba PepsiCo Leadership were respected for their roles, but it was felt that they too should get more involved and develop themselves to become even better leaders.