

Practicing Business Communications: Tootsie Roll Industries, Inc.

1. TRI (Tootsie Roll Industries) communicates its values to suppliers and employees by keeping the communication lines open between them and the company's management team. For example, employees are allowed to join or sit in on meetings of other departments. They are also aware of and are involved in the decisions being made by the company. This promotes transparency within the company. On the other hand, when it comes to the suppliers, the company requests for bids from them, with the exact specifications for ingredients and for quality clearly indicated. In addition, TRI negotiates with these suppliers in order to obtain the best balance between low price and quality while still meeting the indicated specifications. Negotiation also continues between TRI and the selected suppliers as part of the business relationship. This communicates to the suppliers that the management of TRI also considers what's best for them.

In my personal experience, my parents communicate the family values to me through a constant negotiation of the rules they want to implement in our home. This ensures that my parents are able to impose what they want while still allowing me some freedom to do what I also want. They also ensure that I am involved in the decisions that are made within the family.

2. The company's flexibility is demonstrated through the management team's invitation to the employees to learn more about how other departments work through observations, contributions of their viewpoints, or attendance in the other departments' meetings. TRI also has an open-door policy and the employees are allowed to initiate impromptu and

frequent meetings in the workplace. They are also allowed to work in cross-functional teams in order to participate in the development of solutions to business problems, as well as to develop business ideas.

In my personal experience, I often employ and participate in flexible ways of communication when I work with my classmates for a group project. When coming up with ideas for the project, everyone in the team is encouraged to contribute and everyone's ideas are given ample consideration.

3. Cross-functional teams benefit TRI in that these teams consist of members from multiple disciplines and with diverse backgrounds and experiences. Therefore, they are capable of coming up with more diverse and innovative ideas and solutions to problems.

When I work on personal projects with my friends or peers, it becomes an advantage that we have knowledge in different things. For example, one may be good with computers. Another may have many connections. Still, another may have good layout skills. This variance in the skills among my group of friends enable us to easily complete whatever projects we may be working on whether they're merely for fun or for something that we're passionate about.

4. Effective negotiating skills are vital to TRI's expansion because they are employed when the company wants to acquire another company, a strategy they use for expanding. As such, the success or failure of these acquisitions would largely depend on how well the

negotiation between the two companies goes and how well TRI's representatives were able to negotiate for the company.

On a personal note, I was able to use my negotiation skills when I tried to purchase my friend's old phone. Through effective negotiation skills on my part, I was able to purchase it at the price that I wanted, with which my friend was also happy. In a way, this could be considered an expansion of my personal assets.

5. TRI discusses the benefits and problems entailed by the deal during acquisition negotiations in order to ensure that both companies are on the same page with regards to the benefits and risks that their companies will have as a result of the acquisition, and which both companies can use as bases for their decisions on whether to proceed with the acquisition or not. This also enables both companies to address any problems that the acquisition may cause and how both companies can benefit from it, making the acquisition a win-win situation for both.

In my previous example of when I purchased my friend's old phone, we also discussed the benefits and problems of the transaction prior to me making the purchase. More specifically, we discussed that the benefits for me would be that I would be able to purchase a phone for a lower price compared to the price at which the phone is sold in the mall. On the other hand, the benefit for my friend is that he would be able to earn some money from selling the phone, which was just stored in his closet. However, the problem for me was that the phone had some minor damages and defects and wasn't brand new.

For my friend, the problem was that he was selling the phone at a price less than that at which he purchased it and that this price won't be enough for him to buy a new phone. By knowing these various tradeoffs, my friend and I were able to make better decisions on whether to proceed with the transaction or not. We were also able to somehow address each other's concerns in that I promised to pay him cash for the phone and he promised to give me a one-week warranty on the phone just to give me the assurance that the phone was still working well.

Bibliography

O'Hair, D., Friedrich, G. W. & Dixon, L. D. (2011). *Strategic communication in business and the professions*. Pearson Education, Inc.