



**FACTORS AFFECTING BARRIERS OF
COMMUNICATION AT
GIGA WISE NETWORK SDN BHD**

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ABSTRACT

Business communication is the sending and receiving of verbal and non verbal messages within the organizational context (Roebuck, 2001; Ober, 2001). To success in business, communication is one of the important key player to make sure the business success or failure. In any communication process, as necessarily have a barriers of communication to deliver successful information to the receiver. in developing effective communication, there is barriers happen between both sender and receiver within the communication process. Based on the previous study, there are elements of communication barriers that tend to develop the barriers of communication among sender and receiver. This research paper evaluates the factor affecting barriers of communication at Giga Wise Network Sdn Bhd. The study was conducted on November 2013 at Giga Wise Sdn Bhd located in Shah Alam by using primary and secondary data with 7 respondents of the employees, some observation towards the situation and issues in the organization and supported with previous study and related books and articles.

CHAPTER 1

AN OVERVIEW OF COMPANY

1. Introduction

In this chapter, a general idea of the study is given to the readers to grasp the concept of the research paper topics and reasons to the study. In this part also discussed about the background of study, background of company, SWOT analysis, problems statement, the research objectives, significance of study, scope and limitation of study and also the definition of terms are outlined.

1.1. Background of Study

Communication can be defined as the process of transmitting information and common understanding from one person to another (Keyton, 2011). In communication process, it stated that before the information successfully delivered to receiver, there are some noise will disturbing the information flow.

Business communication is the sending and receiving of verbal and non verbal messages within the organizational context (Roebuck, 2001; Ober, 2001). Besides retaining loyal customer, business also need to focus producing the efficiency production. To implement the efficiency production, good and effective communications are important factor that the company need to consider. As good marketers, the information that they get from the customer need to be clearly stated and clearly inform to the production so that production department will produce the product and service that satisfies customer needs and wants. In delivering the information, the management should know the