

UNIVERSITE DE YAOUNDE II
SOA

ECOLE SUPERIEURE DES SCIENCES
ET TECHNIQUE DE L'INFORMATION ET
DE LA COMMUNICATION
(ESSTIC))



UNIVERSITY OF YAOUNDE II
SOA

ADVANCED SCHOOL OF MASS
COMMUNICATION
(ASMAC)



PROJECT REPORT

**COMPANY BROCHURE : Amelioration of the
visibility of ACTIVATOR Sarl**

*Presented in view of the obtention of a Masters Degree in Corporate
Communication and Marketing*

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INTRODUCTION

As per requirement to the project of masters students of corporate Communication and Marketing, this technical file is the result of the process ranging from the detection of a communication problem, from the analysis of a professional situation, to the designing and production of a communication tool as solution to the problem identified. Our three months internship carried out in ACTIVATOR Sarl allowed us to take a critical look at the company's external communication. It is therefore as a result of a combination of factors that we have chosen the external communication as the field in which our professional work falls. A company's external communication plays an important role in improving company awareness. It is now for companies to develop means and tools to promote the products and services of the company in order to make itself known. It is in this perspective that we have developed a logical progression of our work with the first step being, the look at the organizational framework, followed by an analysis of its external communication to detect the gap and to suggest a communication tool, this being the company brochure.

**CHAPTER ONE:
REFERENCE FRAME WORK**

SECTION1: GENERALITIES
I- GEOGRAPHICAL LOCATION AND HISTORY
1-Headquarters: Location and setup

The headquarters of ACTIVATOR Sarl is based on the second floor in a building opposite Mont ESSEC (going towards campus 2 of the University of Douala in Ange Raphael). It is structured as follows; outside of the company are the warehouse and the reception desk. Inside the hall is the project department. In the corridor is the administrative department, the finance, key accurate and then data analyses department.

2- History and evolution

ACTIVATOR Sarl was created in the year 2014 by the dynamic marketing expert Mr. YEBGA Gaston. From that year to 2018, she had the slogan Brilliant Execution meaning his job was to execute client's tasks without contributing ideas to it to make it better. In 2018, the slogan changed from 'Brilliant Execution' to 'You Will Never Walk Alone' where he now suggests and accompanies companies with marketing solutions in domains such as Brand Activation, and event organizing. The same year the company kicked off she had a faithful client; GUINNESS CAMEROUN S.A. She had so many projects with GUINNESS that same year such as SMIRNOFF BLACK where they recruited brand ambassadors to boost the event. It was however a successful one and the project has kept ACTIVATOR and GUINNESS partners. Later on, enterprises like PANZANI, NESTLE, CHOCOCAM, BAT did business with ACTIVATOR Sarl.

II-VISION, MISSION, POSITIONING AND MARKET POSITION AND ACTIVITIES
IN ACTIVATOR Sarl

II-1- vision of ACTIVATOR Sarl

A vision statement for a company represents what a company is aiming for. It is what a company aspires to be in a frame of five to ten years or sometimes longer. It depicts a vision of what a company will look like in the future and sets a defined direction for the planning and execution, the vision of ACTIVATOR Sarl is to be the most creative and professional BTL agency, perceived as invaluable to any FMCG company in Cameroon.

2-The mission statement of ACTIVATOR Sarl

The mission statement of a company is a literal quote stating their raison d'être. ACTIVATOR Sarl's mission is to meet to the ever growing needs of FMCG companies in Cameroon.

3- Positioning and market position of ACTIVATOR Sarl

Positioning refers to the consumer’s perception of a brand, company, or product in relation to competing brands or products. It is establishing the image or identity of a brand or products so that consumers perceive it in a certain way. ACTIVATOR Sarl positions herself as experts in BTL activities to FMCG companies in Cameroon.

4-Activities and products of ACTIVATOR Sarl

a) Activities

The main activity of the company is the commercialization of services.

b) Services offered in ACTIVATOR Sarl ACTIVATOR Sarl provide four 1h11 fledge commercial services which include:

- Client Marketing
- Event organizing
- Logistics Supply
- Market research

Below is a table of the detailed services in ACTIVATOR Sarl

SERVICES	DESCRIPTION
Client Marketing	<ul style="list-style-type: none"> • BTL Activities • Street marketing
Logistics supply	<ul style="list-style-type: none"> • Sound system. • Truck Podium. • Chairs. • Tables. • Field deployment cars
Event Management	<ul style="list-style-type: none"> • Product launch. • Sendoff parties. • Company Birthdays • Company Events
Market Research	<ul style="list-style-type: none"> • Changes in the market • New and emerging services • Changes in customers’ needs

Source: Author of the project

SECTION2: IDENTITY OF ACTIVATOR Sarl

Identity is defined as the combination of tangible and intangible elements allowing to differentiate a moral or physical person in its environment. Organizational identity refers to all the elements both tangible and intangible which allow an organization to stand out in its environment. This identity can be classified in two groups; physical identity and symbolic

identity. Thus to appropriate the notion of identities within ACTIVATOR Sarl, we would examine it in both to physical and symbolic domain. We will also present the data sheet of the company in this section.

I- PHYSICAL IDENTITY

As an element of presentation of the identity of ACTIVATOR Sarl, we will focus on its visual identity aspect and its language system.

1- Visual identity

The visual identity of an organization includes all the graphic and visual elements contributing to the recognition of the said organization, its products, as well as transmitting its values and strengthening its image. In other words, the elements of the visual identity have the function of representing the organization. These elements of the visual identity are seen on the various communication media of the company. in order to present the visual identity of ACTIVATOR Sarl, we take into account the components which are; logotype, typography and colors.

Logotype

A logotype is te name of the company drawn in a unique and specific way that functions as a visual identity card. It is an abstract symbol representing the name of the brand. It is made of colors that provoke emotion, sensation and imagination in the mmd of the consumer. The logotype of ACTIVATOR Sarl is presented in the form of letter A which symbolizes Action in terms of brand activation.

Typography

The font used by ACTTVATOR Sarl is 'Ananda Black'. It is an artful font. The choice of the latter is justified by the need for the company to convey their creative personality thus it speaks directly to the audience they are trying to reach and reinforce the message of the brand.

Colors -

The colors of ACTIVATOR Sarl are blue, white and red. These colors carry. Connotations. To present the connotations of the colors ACTIVATOR Sarl, we would first refer to the general meaning of the colors, before that given by the corporate graphic charter.

a) Blue

This is the color that represents trust and loyalty. li is an honest, reliable and responsible color and you can always count on its support. For ACTIVATOR Sarl, blue expresses dependability and loyalty.

b) White

li is the color of purity and innocence. It is associated with For ACTIVATOR Sarl, white expresses the quality of the services

c) Red

Cleanliness and perfection. offered.

This color radiates strong and powerful energy. For ACTIVATOR Sarl, it symbolizes action and strength.

Below is the table of the symbolism of colors in ACTIVATOR Sarl.

Colors	General connotations	Symbolism for ACTIVATOR Sarl
Blue	Loyalty, trust	Dependability, loyalty.
White	Innocence, purity	Assurance
Red	Strength, energy	Action, dynamism

Source: Author of the project

2- Language

The language used by ACTIVATOR Sarl extremely are English and French.

II- SYMBOLIC IDENTITY AND

1- Company philosophy

in its communication both internally and

DATA SHEET

In order to address the symbolic identity of ACTIVATOR Sarl, we would focus on the values portrayed by the brand which are the essential foundations of its philosophy. For a company, values correspond to symbolic Clements with a certain importance. They represent the company's employee's attitude and spirit as they engage in business as members of the company and society. These values symbolize the characteristics of the personnel. The values of ACTIVATOR Sarl are integrity and customer satisfaction. With these values in mmd, they strive to realize their mission statement.

Integrity.

This value emphasizes that though are trustworthy and act in good faith. They mac responsible decisions based on professional standards.

Customer satisfaction

They strive to provide exceptional customer service through scheduling, efficient services and innovative solutions resulting in value b the customer and the company.

2- Fact Sheet

This is a document that aims to give information about a company. It summarizes a set of major information about an organization. In terms of content, the communicator (6th edition 2012) identifies the four main categories of information interfering into the constitution of a fact sheet; the activities, the 'identity card' of the company, results and the social environment.

Activities

This refers to the different activities that the company is involved in as well as their respective importance. We also have the main product and the range offered by the company.

The 'identity card' of the company

Here, we find the date of creation and the name of the founder of the organization, the size of the company, the organizational chart and the field of activity of the company.

Results

In this category, we are talking about turnover, financial results, market share etc. We equally talk about significant percentages, perspectives and objectives.

Social environment.

This is information relating to the number of staff, the break down by socio professional category, age and sex, employment trends and finally salary scale.

Below is the fact sheet of ACTIVATOR Sarl.

Business name	ACTIVATOR
Commercial name	ACTIVATOR Sarl
Share capital	1.000.000
Other offices	Yaounde
Legal status	Limited Liability company
Partners	SOCADIN,NEALIKO
Managing Director	Mr. YABGAGaston
Date of creation	1 st January2014
Head office	Douala
Tax payer number	M061300048592H
Fiscal Regime	Real
Sector of activities	Services
Activities	Brand activation, event management
Logo	
Address	Makepe-Mont ESSEC
Email	Infos@gactivatorhub.cm
Telephone number	237677703894/237233164213
Website	http://www.activatorhub.cm

Source: Author of the project

CHAPTER TWO: ORGANIZATIONAL FRAME WORK OF ACTIVATOR Sarl

Efficient organization of a company is the basis of effective company functioning. While carrying out our internship at ACTIVATOR Sari, we had the opportunity to see the overall structure and gain a comprehensive of how it works. In this chapter, we will discuss the elements related to the internal organization and the functioning of the company and also scan through its internal and external environment.

SECTION1: ORGANIZATION AND FUNCTIONING OF ACTIVATOR Sarl

The organizational structure determines roles, authority and responsibilities are assigned, controlled, and coordinated. We would look at it in two ways, on one hand on the decision making process at the headquarters to the branch levels and on the hand, we would discuss the general work done in each department of the company.

I- ORGANIZATION OF ACTIVATOR Sarl

The Headquarter

This is the primary center in terms of the organization of a company because it deals with important tasks. Thus the headquarters, through the various departments located there develop company phonies (managerial, product...) that are then relayed to the branches.

Branches

A branch office is a direct extension of a company. It represents the headquarters at the regional level and is responsible for implementing the various decisions decided by the head office. The branches have an organization similar to that found at the headquarters in Douala.

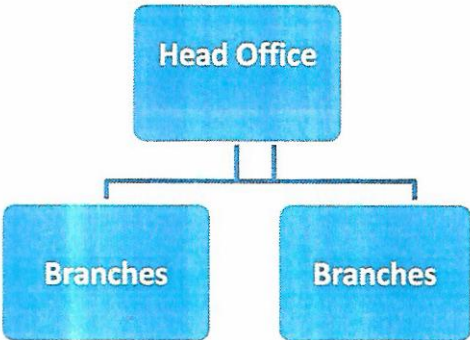


Figure 1: Diagram relating to the organization of ACTIVATOR Sarl.

II- FUNCTIONING OF ACTIVATOR Sarl

ACTIVATOR Sarl has the following departments responsible for specific roles of the company.

1- Departments and functions in ACTIVATOR Sarl

Administration

The Managing Director heads this department. The major functions of this department are:

- Managing all administrative documents.
- Ensuring the management and coordination of activities in the company.
- Delegates resources to projects
- Responsible for off media communication

Key Account Manager

The key account manager is responsible for:

- Developing and sustaining solid relationships with key clients.
- Analyzing customers 'needs and proposes adapted solutions.
- He establishes sales objectives and monitors their achievement, manages the teams in charge of sales.
- Makes key decisions within project
- Creates overall project vision Finances

The main objective of this department is to:

- Handle funds, financial statements, budgetary and tax of the company.

Data Analyst

The Data analyst;

- Collects and processes the various data from customers or company performance in order to identify useful indicators for the company.
- Documents and analyzes data
- Produces reports on the data collected.
- Project Management
- Develop project plan
- Manages deliverables according to the plan
- Recruit project staff
- Implement project work

1-Human Resource

The aim of this department is to:

- Recruit, and re

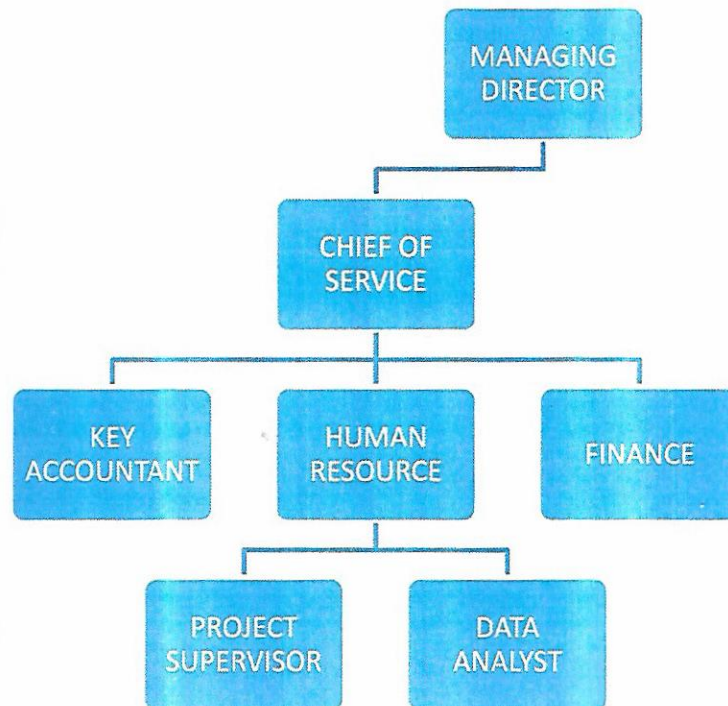


Figure 2: Organogram of ACTIVATOR Sarl

SECTION2: THE ENVIRONMENTS OF ACTIVATOR Sarl.

The environment of a company is the sum totals of ail the internal and external factors that greatly affect the functioning of the company. ACTIVATOR Sari's environment requires it to take into account a set of parameters in its decision making process.

A-Micro environment

This is defined as the forces close to a company that affect its ability to serve its clients as they have a direct bearing on the firm(s regular business operation. These are; the company, competitors, customers, and the public which combine to make the firm's valuè and delivery system.

1- Company and public framework of ACTIVATOR Sarl

The company itself is an aggregate of a number of elements like:

Legal status of the organization

ACTIVATOR Sarl is a private limited company. This means it limits owner liability to their shares, limits the number of shareholders to 50 and restricts shareholders from publicly trading shares.

Managerial Framework

ACTIVATOR Sarl is managed by one Managing Director and one chief of service.

Company's audience

The audiences of the company are the employees, customers, potential customers and public figures. They condition the action of that of the company.

The internal audience of ACTIVATOR Sarl

The first audience of an organization is its internal audience, the one that allows it to operate and accomplish its mission. Hiring the right people is one of the most important decisions an organization makes. Regarding its internal audience, ACTIVATOR Sarl has twenty skilled and motivated employees. The hiring of this staff is established according to three main criteria; their capabilities. Their values and cultural fit. The workers not only have talent, they also work together, collaborate on ideas and resolutions to achieve company goals.

The External audience of ACTIVATOR Sarl

a) Close external audiences: Customers, potential customers and partners

Customers

Customers are the people or companies that receive, consume, or buy a product or service offered by a company. They form the backbone of a company because they drive revenues; without them, businesses cannot continue to exist. ACTIVATOR Sarl's customers are FMCG companies. These include Danone, Colgate, OLAMCAM, GUINNESS Cameroun and more.

Potential clients

These are FMGC companies that have the capacity of becoming a purchaser of the services of ACTIVATOR Sarl.

Partners

Partners are all external interlocutors with whom the company may work or correspond with. They can be other companies, public or private organizations or individuals. To function, a company needs partners (suppliers, creditors, shareholders)

Distant external audiences

These are persons having an influence on the activity of the company but not directly attached to it.

Public authorities

Regarding this category of audiences, we have The Ministry of Commerce.

2- Information flow, Physical resources and competition framework

2.1 Information flow

In companies, communication is everything. It is fundamental to the development of a company and it goes without saying, an essential pillar for organizations to carry out strategies and actions which will allow them to achieve their desired business objectives. This can only be possible with a good flow of information. In this part we would be talking about the information flow in ACTIVATOR Sarl.

2.2.1 Internal information how

The internal information flow in a company is the process by which information circulates within the company. Information that circulates in a company are both formal and informal. There is the necessity of differentiating between both types of communication in the company. Formal communication is usually used for official announcements, major policies, processes and reporting while informal communication is used for interpersonal conversations with colleagues.

a) Formal communication as already mentioned above is information on official announcements. This information is transferred through the ways established by organizational procedures (those procedures can be the result of commonly accepted practices and corporate culture, not obligatorily described in the company's documentary) (Olsztynska, 2002, p. 171). The formal channels used in ACTIVATOR Sarl to disseminate information are shown in the table below. It is worth defining what a communication channel is. A communication channel is the medium or mean through which a message is sent to its intended receiver.

MOVEMENT	DESCRIPTION	MEANS OF COMMUNICATION	FUNCTION
Downward movement	This is communication that flows from higher level (superiors) in an organization to the lower level (subordinates).	Meetings and telephone	To transmit information in order to pass orders, to train and direct staff.
Upward movement	It is information from the lower level workers to the managers above	Meetings.	Allow managers to know the aspirations of employees.
Horizontal communication	This is the exchange of ideas and information among people working at the same level of authority.	Meetings, telephone, and reports,	Help bring staff together.

Source: Author of the project Formal communication channels of ACTIVATOR Sarl

a) Informal communication

Apart from formal communication, informal communication can be observed in every organization. Informal communication is the casual and unofficial and unstructured form of communication wherein flic information is exchanged spontaneously between two• or more persons without conforming the prescribed official rules, processes, system, formalities and chain of command. This type of information includes;

- Gossip
- Rumor
- Unofficial after work meetings.
- Workgroups

2.2.2 External information flow

This is information directed at the external audience of ACTP/ATOR Sarl. In the table below we will show how communication circulates between the different external audiences of ACTIVATOR Sarl.

Type of communication	Target audience Category	Communication Media	Function
Off media	Suppliers	Meetings and Telephone	Exchange job information
	Clients	Focus groups	To take into account customers expectations.
	Partners	Meetings	Exchange job information
Media	Prospective clients	Facebook	To promote the services of the company

Source: Author of the project

2.2 Physical resources

These are the physical assets of the organization that play an important role in ascertaining the competitive capability of the company. With the presence of these a company is likely to perform well. To carry out its activities, ACTIVATOR Sarl bas the following resources:

sound system, podium truck, vehicles for field deployment, internet and wifi, computers, generator, chair and so on.

2.3 Competition

Competition can be defined as a market situation in which companies or organizations offer similar products or services seeking to be preferred by customers. Following this definition, we can state the following as the competitors of ACTIVATOR Sarl.

customers event management service for ail types and sizes

- **Easy Group:** This is also BTL agency specialized in brand activation.
- **LPM Consulting:** It is a Pan-African consulting agency specializing in marketing, communication and events.
- **Proximity SA:** It offers of corporate event
- **ICON Prod:** It is a BTL. agency specialized in experiential marketing and communication.

B-MACRO ENVIRONMENT OF ACTIVATOR Sarl

These are external forces and conditions around a company that affects its working performance, but which cannot be controlled. A company cannot change or influence these factors but it does have a fair amount of control over impact of these factors on its performance. To understand, these factors, we would use the PESTEL analysis that classifies ail external factors that affect a company. The PESTEL analysis is a tool used in business strategy to analyze the factors of the external macro environment in which the organization operates. PESTEL analysis is an acronym for Political, Economic, Social, Technological, Environment anti Legal factors that commonly affect business activities and performance. Regarding this, we will present just factors relevant to ACTIVATOR Sarl

I- PESTE ANALYSIS

a- Political -legal

ACTIVATOR Sarl is a company that is highly dependent on governmental policies about commercial activity and even taxation policies. They must meet regulations, given by the government.

The textual elements of the law have an impact on production that is the process from the idea of the service to carrying out the activity. Thus ACTIVATOR must take into account this Law before engaging in any form of commercial activity.

b) Economic

At the economic level, the economy is facing lot of problems of different kinds like the pandernic, anti-competition.

c) Socio-cultural

Marketing agencies serve many companies in Cameroon. Using marketing agencies is part of the consumption habit anti culture of companies in Cameroon.

SECTION3: ACTIVATOR Sarl's RELATIONSHIP WITH ITS INTERNAL AN) EXTERNAL ENVIRONMENT

Apart from carrying out its commercial activities, ACTIVATOR also takes into account aspects related to her internal and external environment. In this part we will show the level of commitment of the company and its relationship with its environment, both internal anti external.

1- RELATIONSHIP WITH THE INTERNAL ENVIRONMFNT

In this context, within the company social activities are practiced, thereby creating a good

a) Political-Legal

Atmosphere in the workplace. Those activities are;

- Social Activities: This is the celebration of certain holidays such as
- The celebration of the company's birthday.
- End of year celebrations (Christmas and New Year)
- National holidays (1 IthFebruary,20th May)
- International holidays (Labor Day)

II- RELATIONSHIP WITH ITS EXTERNAL ENVIRONMENT

ACTIVATOR Sarl interacts on the social level with its external environment, mainly through partnerships.

III- SWOT ANALYSIS

A scan of the internal and external environment is an important part of the strategic planning process for every organization. 'The SWOT analysis provides information that is helpful in matching the organization's resources and capabilities to the competitive environment in which it operates'. As such it is instrumental in formulating a strategy, selection of the preferred methods of operation and an important source for decision making and planning. The aim of every SWOT analysis of a company is to highlight its key internal and external factors that arc important to achieve company objectives. 'SWOT analysis is particularly helpful for in identifying areas of development. This SWOT analysis of ACTIVATOR provides a clear picture of the strengths the organization possesses and of the opportunities that need to be addressed. By concentrating on these key areas. ACTIVATOR Sarl ,will fully use the opportunities and be able to address the weakest points.

STRENGTH	WEAKNESSES	OPPORTUNITIES	THREATS
Qualified Personnel	Low awareness	They work with big brands.	Competition
Customer loyalty	Low financial Capability		Low economic Activity
	Not enough Visibility		
	Weak communication System		

Source: Author of the Project. SWOTANALYSIS OFACTIVATOR Sarl

CHAPTER THREE: STUDY OF EXTERNAL COMMUNICATION IN ACTIVATOR SARL

This study of the external communication will be done according to four main points which are; the context of external communication, its missions, and the communication system put in place for this purpose and measuring the effectiveness of existing communication tools.

SECTION1: CONTEXT, MISSIONS AND HUMAN RESOURCES.

I- CONTEXT OF EXTERNAL COMMUNICATION IN ACTIVATOR Sarl

External communication is defined as the set of communication actions and activities implemented for the external audiences of an organization, with the aim of making itself known, making its products or services known, promoting its image and to maintain good relations. The audience category in this context is made up of customers, partners, public authorities etc. Given the diversity of the company's external audiences, external communication presents important issues whose failure to take into account is likely to endanger the survival of the company. The practice of external communication at ACTIVATOR Sarl is not well thought out. It has so many shortcomings that need to be addressed. In fact, there are so many question marks in the external communication of ACTIVATOR Sarl.

II- MISSIONS AND HUMAN RESOURCES OF EXTERNAL COMMUNICATION

1.1. Missions assigned to external communication: Which ones? For what objectives? Are they reached?

Formally and in writing, missions have not been assigned to external communication of ACTIVATOR. Consequently, the practice of external communication in the company is very vague. It is carried out more on an operational level than on a well thought out long term level. However, our interview with the Managing Director (off media external communication) and the project supervisor responsible for media communication enabled us to identify the functions that they fulfill in the practice of their profession which are:

- To provide information about the services of the company.
- To advertise the organization
- To improve the image of the company
- To acquire new clients

When asked whether the missions assigned to external communication were achieved,

the results of the survey (interview) led to the conclusion that there is a gap to be filled regarding these functions.

2. Human resources

The external communication of ACTIVATOR Sarl is managed in two levels. The first being off media external communication. At this level the Managing Director is responsible and at the level media communication, it is handled by a project supervisor. We note here that these positions have not been officially assigned them.

SECTION2: EXTERNAL COMMUNICATION SYSTEM

By this we mean all the means, and communication tools deployed within the company to communicate with her external audience. The external communication of a company can be practiced with a wide variety of communication tools. These can be physical and/ or digital: most of the time, the plans of communication use both types of media to optimize their results.

The means and tools of communication used by ACTIVATOR Sarl in her external communication are:

1. Digital means

➤ Company Website

A company website is owned by a business for the purpose of communicating with website visitors. Most company websites provide content like a company profile, descriptions of products and services offered, company news or announcements and contact information. ACTIVATOR Sarl has a website which showcases all the services she offers. It makes it easy for FMCG companies to find her, to read up about the company and to discover what she does.

➤ Social Media platforms

ACTIVATOR Sarl has a Facebook page with which she communicates with her external audience. Occasionally on there, she posts about company activities.

2. Physical means

➤ Direct Marketing.

This is about using a data base to come into direct contact with your prospects and customers.

In ACTIVATOR Sarl, this carried out through:

Mailing

To send emails to customers, companies use emailing as a direct and one-way

CHAPTER FOUR: CHOICE OF EXTERNAL COMMUNICATION AND INVESTIGATION

SECTION1: CHOICE OF EXTERNAL COMMUNICATION

During the internship period we observed the practice of communication in ACTIVATOR Sarl and noticed there was a problem with its external communication practice. The external communication of a communication company is a strategic activity that requires significant investment. Failure to take it seriously can have real negative effects on the company. Fortunately, it was easy for us to take action. It was from then on, that it seemed essential to us to explore the avenues to fill in the external communication to make it effective.

SECTION2: SURVEY METHODS AND PRESENTATION OF RESULTS.

To carry out this survey, we relied on the following survey methods:

2.1 Direct Observation

This method of investigation was the first we used in the process of detecting the communication problem. We first observed the practice of the external communication. Through this method, we were able to realize that there is no physical communication media used in the practice of the company's external communication.

We equally realized that the Facebook page of the company is not being used frequently and is somewhat drab. In terms of the animation the page seems like an ornament. As a strategy in social networks, the company mainly uses its Facebook page as a recruitment platform. Majority of the publications are about brand ambassadors' recruitment for a project and do not invest in the promotion of the company. the lack of updating their Facebook page denotes the fact that they not bet much on this type of channel with regard to how it improves awareness, image and reputation.

Based on the above observation, it is clear that there is the problem in the practice of external communication which prompted us to resort to another method of investigation; interview.

2.2Interview

We had a direct interview with the persons responsible for external communications. The purpose of this interview was to find out if the objectives of external communication were being met and also the effectiveness of the existing communication tools. In terms of the objectives and existing communication tools, they are both inefficient as the company had gone 6 months with no clients and no work.

Based on the results above we decide to go deep in our survey further by trying the next method.

2.3 Questionnaire

We equally administered a mini questionnaire to ten random FMCG companies in Douala. The purpose of this interview was to find out if they were aware of the existence of ACTIVATOR Sarl and its services. The questions focused on the awareness of the company and on company effectiveness. This allowed us to know if companies were aware of the existence of ACTIVATOR Sarl and its services and through what means did they find out about them in order to be able to determine the effectiveness of the communication channel used in this context of checking company awareness and also to know performance of ACTIVATOR Sarl so as to determine if they had low visibility due to the ineffectiveness of the company.

2.2.1 Interpretation of results

At the end of the survey that was conducted from 16TH 15T11 of June 2021 among FMCG companies, we were able to come out with the following results;

Company Awareness

Questions Asked	Results		Percentages	
	YES	NO	YES	NO
1. Do you know ACTIVATOR Sarl?	0 %	10	0 %	100%
2. Where are they located?				
3. How did you about them?				
4. What services do they offer?				

Company effectiveness

This part of the questionnaire was to enable us to judge the performance of ACTIVATOR Sarl

Question asked	Results		Percentages	
	YES	NO	YES	NO
1. Overall how do you rate the Quality of the service?				
2. Would you recommend the Service to a colleague?				

2.2.2 Survey Results

The survey we carried out from the 16th to the 18th of June 2021 yielded the results as presented above. The analysis of this shows that:

Regarding the knowledge of the company ACTIVATOR Sarl, if all the respondents claim to not know the company to which its degree of unawareness is 100%, it would have been impossible to answer the next questions to judge company performance to know whether the problem was low visibility or the ineffectiveness of the company. From the above results, we can therefore say that there is the need for improvement to be made at the level of the external communication of the company.

Following the administration of the questionnaires, we carried out an analysis of the effectiveness of the existing communication tools

2.4 .Documentary study

In addition to identifying all the means of communication used by ACTIVATOR Sari in its external communication aspect, we equally assessed their effectiveness. The objective was to know whether the use they made of them allowed them to achieve desired goals.

The results of this literature review shows that the current tools used in the external communication of ACTIVATOR Sari were not effective in achieving the objectives of external communication.

**CHAPTER FIVE
PRESENTATION OF THE
COMMUNICATION TOOL**

SECTION I: COMMUNICATION PROBLEM, OBJECTIVES AND TARGET AUDIENCE.

1. Communication Problem

At the end of our study, we realize that some FMCG companies are not aware of the existence of ACTIVATOR Sarl. This is caused by the ineffective communication tools used by the company to communicate with its external audience. We can therefore say that the main problem is the low visibility of the company. In integrative form, the communication problem can be formulated as follows: how to fix the low visibility of ACTIVATOR Sarl to FMCG companies in Cameroon from period of three months from June 1st, 2021 to September 1st 2021?

2. Communication Objectives

In order to provide a solution to the communication problem stated above, the following objectives must be achieved:

- Develop the awareness of the services of ACTIVATOR Sarl towards FMCG in Cameroon.
- Increase the turnover of ACTIVATOR Sarl by promoting its services to increase - the sales of her services.
- Expand its portfolio and build new customers.
- Develop and enhance the image of ACTIVATOR Sarl.

3. Communication Target

The communication target is the external audience of ACTIVATOR Sarl. The segmentation of this target leads to the following presentation:

Main target:

Prospective clients: These are FMCG companies in Cameroon that need the services of ACTIVATOR Sarl for the promotion of their products in supermarkets, in stores etc

Secondary target:

Company's loyal clients: This is to build a positive image of the company, to maintain a good relationship with them and to keep them as loyal clients.

SECTION2: CHOICE AND JUSTIFICATION OF THE CHOSEN COMMUNICATION TOOL

1- Choice

In order to resolve the problem previously identified, we choose a company brochure. A company brochure is a print publication used to highlight a company's benefits, products and services for customers. It is a company's business card, and it plays a very important role: it showcases your business potentials to clients.

2- Justification of the communication tool chosen

Based on the investigations carried out and the results obtained, we can say that the appropriate medium is a company brochure. This is because it will allow potential customers to discover ACTIVATOR Sarl and its services. And this in a clear and concise manner. Giving a company brochure to a customer can allow them to:

- Know who you are
- Remember you better,
- Find out what other products and / or services you offer.

CHAPTER 6: IMPLEMENTATION OF THE TOOL OF COMMUNICATION PROJECT

SECTION1: COMPANY ROCHURE

1- Objectives

The company brochure that we have suggested has the following objectives:

- To act as a detailed reference of the company's products and services to our clients or prospects.
- To expand company's visibility.

2- Technical sheet of the company brochure

Format	A4
Colors	Blue, red and white(company colors)
Number of pages	4 pages
Grams	250g
Type of printing	Laser
Language	French and English

3- Presentation of the content of the company brochure The company brochure contains the following content;

- The profile of the company
- The vision of the company
- The mission of the company
- The services offered by the company
- The reasons why FMCG companies should choose us

SECTION2: BUDGETING, DISTRIBUTION, MONITORING AND DIFFICULTIES ENCOUNTERED.

1. Financial evaluation of the project

Graphic designer	50.000FCFA
Printing of company Brochure	5.000FCFA
Printing of questionnaires	500 FCFA
Transportation and credit transfer	10.000FCFA
Access to the internet	10000FCFA
TOTAL	75.500FCFA

2. Distribution

In order to resolve the communication problem identified, it is not enough to create the appropriate tool but It is also necessary to allow the target concerned to have access to it. To make it possible, our distribution actions will be;

1- Digitally

The company brochure will be uploaded on the Facebook page of the company Activator sarl to make it accessible to potential clients.

2- Physically

- During prospection:

It would be included in their service offers. That will be the right opportunity to create or enhance brand awareness and to present its services

- During BTL activities:

There is usually a high volume of people during BTL activities; they are likely to reach the right targets.

It will be displayed at the reception desk of the company. Reception is where you make the first impression about your organization to your visitors It is where you showcase what your company does most appealingly. That said having brochures right on your desk reception desk is the easiest way to distribute them without the easiest cost.

- Distributed during events organized by the company. Events are where the crowd is. Distributing it there is helpful for the business. It is the right opportunity to create or enhance the brand

3. Monitoring and Evaluation

Any study has value only by comparison; external communication studies have no meaning in themselves, their results must be compared with previous data and placed in a specific context.

To ensure the monitoring function, we suggest the treating of calls, emails, messages, face to face meetings that the company will receive regarding the performance of the new communication media tool.

To ensure the evaluation function, we propose the calculation the number of new clients that the company has had three months after the implementation of the new communication tool.

4. Difficulties encountered

In the process from identifying the communication problem to designing and producing the company brochure, we encountered some inconveniences;

- The non-dispensability of certain members during interview sessions which made process last longer.

CONCLUSION

At the end of our work which focused on improving the visibility of the company, we deemed fit a company brochure is the proposal to fix this problem detected because of its nature and content. To accomplish this task, we went through a set of steps from observations, interviews in order to properly formulate the communication problem and the objectives to be achieved. It is therefore following this that we presented the content of the chosen tool. The low visibility of the company has an impact on the effectiveness of the company consequently it is essential for ACTIVATOR Sarl to take its external communication practice seriously to face competition. It is equally important for them to have an external communication strategy to improve in its external communication practice.

QUESTIONNAIRE

Good morning, My name is TALAI-INGWINEFTRM Sandra, I am a master's student in Corporate

Communication and Marketing at the Advanced School of Mass Communication (ASMAC). As part of our academic internship within ACTIVATOR Sarl, we are conducting this research in order to assess the awareness of the company. All your responses will be kept confidential.

Thank you for your contribution.

I- KNOWLEDGE OF THE RESPONDENT

1. Company name
2. Company address
3. Phone number
4. Email H- EVALUATION OF THE AWARENESS OF THE COMPANY
5. Do you know ACTIVATOR Sarl? D Yes C No
6. Where are they located? D Douala E I Yaounde L I Bamenda D Buea
7. How did you find out about them? D On Facebook D Through a colleague D company website
8. What services do they offer?

HI- EVALUATION OF THE EFFECTIVENESS OF THE COMPANY

9. Overall how do you rate the quality of their services? L I Excellent D Very good D Good E I Fair
10. Will you recommend them to a colleague? D Yes L I No

QUESTIONNAIRE

Bonjour,

Je m'appelle TALAH NGWNEFIRM Sandra, étudiante en Master option Communication des Entreprises et Marketing à l'école Supérieure des sciences et Techniques de l'information et de Communication (ESSIIC). Dans le cadre de notre stage académique au sein de l'ACTIVATOR Sarl, nous menons cette recherche afin d'évaluer la notoriété de l'entreprise. Toutes vos réponses resteront confidentielles.

Merci de votre contribution.

I. CONNAISSANCE DE L'ENQUETE

1. Nom de la société
2. Adresse de la société
3. Numéro de téléphone
4. E-mail

II. ÉVALUATION DE LA NOTORIÉTÉ DE L'ENTREPRISE

5. Connaissez-vous ACTIVATOR Sarl? D Oui L Non
6. Où sont-ils situés? O Douala L Yaoundé L Lillarnenda D Buea
7. Comment les avez-vous découverts? D Sur Facebook O Via le site Web de l'entreprise E J Par un collègue
8. Quels services offrent-ils ?

III. ÉVALUATION DE L'EFFICACITÉ DE LA SOCIÉTÉ

9. Globalement, comment évaluez-vous la qualité de leurs services. D Excellent D bien, D bien, D Passable
10. Les recommanderez-vous à un collègue? D Oui G Non