



STRATEGIC COMMUNICATION PLAN

2024-2026

Document ID:	V1SCP-2024	
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	Prepared date:	29 March 2024
	Review date:	By General Manager: 30 April 2024 Next review by 30 November 2024

“Our aim is to create a communicative culture that drives success, innovation, and sustainable growth for Unitech Enterprise Limited (UEL)”

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1. Communication Plan for Unitech Enterprise Limited

Introduction: Unitech Enterprise Limited is committed to effectively communicating with its employees, customers, stakeholders, and the public to ensure transparency, clarity, and alignment with the company's goals and values. This communication plan outlines the strategies and tactics that will be used to facilitate communication within the organization and with external parties.

2. Goals:

1. Improve internal communication among employees to enhance collaboration and productivity.
2. Enhance customer communication to build trust, loyalty, and satisfaction.
3. Strengthen communication with stakeholders and the public to maintain a positive company image and reputation.

3. Key Stakeholders:

1. Employees
2. Customers
3. Suppliers
4. Shareholders
5. Regulatory Agencies
6. Media
7. Community

4. Strategies and Tactics:

1. Internal Communication:

- Implement regular team meetings, email updates, and intranet communications to keep employees informed about company news, policies, and initiatives.
- Establish an employee feedback mechanism, such as suggestion boxes or surveys, to gather input and address concerns.
- Conduct training sessions on effective communication skills and best practices. To ask the CDS Department to run a short training for business communication.

2. Customer Communication:

- Develop a customer communication plan that includes regular newsletters, social media updates, and website announcements.
- Provide multiple communication channels, such as phone, email, chat, and in-person interactions, to address customer inquiries and feedback promptly.
- Implement a customer loyalty program to reward long-term customers and encourage repeat business. E.g. Over discounts to long term customers.

3. Stakeholder and Public Communication:

- Maintain open lines of communication with stakeholders through regular meetings, reports, and presentations on company performance and strategy.
- Issue press releases and media announcements to highlight company achievements, community involvement, and corporate social responsibility initiatives. Eg. Publication of the UEL bi-annual magazine.
- Participate in industry events, conferences, and trade shows to network with key stakeholders and promote the company's brand. E.g. PNG CORE Conconex, PNG Mining and Industry conference, CPA Conference, Science and Technology Conference.

4. Monitoring and Evaluation:

- Establish key performance indicators (KPIs) to measure the effectiveness of communication efforts, such as employee engagement, customer satisfaction, and media coverage, in crease in sales by market sector.
- Conduct regular surveys and feedback sessions to gather input from stakeholders and identify areas for improvement.
- Review and update the communication plan annually to reflect changing business needs and priorities.

By implementing this communication plan, Unitech Enterprise Limited aims to build strong relationships with its employees, customers, stakeholders, and the public, leading to increased engagement, trust, and loyalty towards the company.

5. PEST Analysis for Unitech Enterprise Limited Communication Plan:

1. Political Factors:

- Government regulations and policies related to communications may impact the company's ability to reach its target audience effectively.
- Political instability or changes in government leadership could affect the company's reputation and operations.
- Compliance with data privacy and security laws, cybersecurity act, may require additional resources and measures to protect customer information.

2. Economic Factors:

- Economic downturns or fluctuations in the market may impact the company's budget for communication initiatives.
- Changes in consumer spending habits or purchasing power could influence demand for the company's products or services.
- Inflation rates and currency exchange rates may affect the cost of communication tools and resources.

3. Social Factors:

- Changing demographics and consumer preferences may require the company to adjust its communication strategies to resonate with the target audience.
- Social media trends and online behaviours can influence how customers engage with the company's content and messaging.
- Corporate social responsibility initiatives and ethical communication practices are increasingly important to maintain a positive reputation among socially conscious consumers.

4. Technological Factors:

- Advancements in technology, such as AI, automation, and data analytics, can enhance the company's communication capabilities and efficiency.
- Cybersecurity threats and data breaches pose a risk to the company's digital communication channels and customer information.
- Rapid changes in communication platforms and channels require the company to adapt and innovate its strategies to remain competitive.

6. SWOT Analysis for Unitech Enterprise Limited Communication Plan:

1. Strengths:

- Strong internal communication culture that promotes collaboration and unity among employees.
- Established customer loyalty and positive brand reputation that supports effective customer communication.
- Access to resources and technology to implement innovative communication strategies.
- Experienced communication team with expertise in various channels and platforms.

2. Weaknesses:

- Limited budget for communication initiatives may restrict the company's ability to reach a wider audience.
- Lack of formal training or development programs for employees to improve communication skills.
- Inconsistent communication practices across departments or regions may lead to messaging inconsistencies.

3. Opportunities:

- Expansion into new markets or customer segments through targeted communication campaigns.
- Partnerships with influencers or industry leaders to amplify the company's message and reach a larger audience.
- Integration of new technologies, such as chatbots or AI-driven tools, to streamline customer interactions and feedback collection.

4. Threats:

- Intense competition in the industry may make it challenging to stand out and capture customers' attention.
- Negative publicity or public relations crises could damage the company's reputation and undermine trust with stakeholders.
- Regulatory changes or compliance issues related to data privacy and communication laws may pose a risk to the company's operations.

- Bad experience reports from customers will be spread out by both word of mouth and the social media.

7. Stakeholders and Target Audiences for Unitech Enterprise Limited Communication Plan:

1. Employees:

- Stakeholders: Internal Staff
- Target Audience: All employees of Unitech Enterprise Limited
- Objectives: Improve internal communication, enhance employee engagement, and boost productivity.
- Tools and Tactics:
 - Tool: Intranet platform
 - Tactics: Regular updates, company news, policies, and relevant information posted on the intranet.
 - Shared servers: To share files, information and documents.
 - Tool: Employee newsletters
 - Tactics: Monthly newsletters highlighting employee achievements, upcoming events, and important announcements. Produce electronic newsletters every month and email to clients.
 - Tool: Employee feedback surveys
 - Tactics: Conduct regular surveys to gather input on communication effectiveness, employee satisfaction, and areas for improvement.

2. Customers:

- Stakeholders: External Customers
- Target Audience: Existing and potential customers of Unitech Enterprise Limited
- Objectives: Enhance customer satisfaction, build brand loyalty, and increase customer retention.
- Tools and Tactics:
 - Tool: Customer Relationship Management (CRM) system
 - Tactics: Personalized communication, targeted marketing campaigns, and customer feedback collection through the CRM platform.
 - Tool: Social media platforms (e.g., Facebook, Instagram, LinkedIn)
 - Tactics: Engaging content, customer support, promotions, and updates shared on various social media channels to interact with customers and address inquiries.
 - Tool: Email marketing campaigns
 - Tactics: Tailored email newsletters, product updates, and exclusive offers to drive customer engagement and retention.

3. Stakeholders:

- Stakeholders: Shareholders, Investors, Suppliers, Regulatory Agencies
- Target Audience: Key stakeholders with a vested interest in Unitech Enterprise Limited
- Objectives: Maintain transparency, build trust, and provide relevant updates on company performance and industry trends.
- Tools and Tactics:
 - Tool: Annual reports

- Tactics: Comprehensive financial and operational updates shared with shareholders and investors to demonstrate company performance and future.
- Tool: Press releases and media relations
 - Tactics: Timely communication of company news, achievements, and industry insights to the media and regulatory agencies to enhance the company's reputation.
- Tool: Stakeholder meetings and presentations
 - Tactics: Regular meetings and presentations with key stakeholders to discuss business strategies, address concerns, and gather feedback on company operations.

4. Community:

- Stakeholders: Local Community and General Public
- Target Audience: Residents living near Unitech Enterprise Limited facilities, as well as the public.
- Objectives: Build positive relationships, demonstrate corporate social responsibility, and engage with the community.
- Tools and Tactics:
 - Tool: Community events and sponsorships
 - Tactics: Participation in local events, sponsorships, and partnerships to demonstrate commitment to the community and support local initiatives.
 - Sponsor the Unitech Rugby League Competition
 - Tool: Corporate social responsibility (CSR) campaigns

- Tactics: Environmental initiatives, community outreach programs, and charitable contributions to showcase the company's social impact and values.
- To do pro-bono work for the communities. E.g. Free testing of drinking water.
- Tool: Public relations and community relations
 - Tactics: Regular communication with the local community through newsletters, press releases, and community engagement activities to foster positive relationships and address community concerns.
 - Tactics: Use the social media and website to disseminate mass information and promotions.

8. Communication Channels for Unitech Enterprise Limited Communication Plan:

1. Intranet Platform:

- The company's internal communication platform where employees can access company news, updates, policies, and relevant information. It can be used for sharing important announcements, promoting events, and facilitating employee engagement.

2. Employee Newsletters:

- Monthly newsletters sent to all employees highlighting achievements, upcoming events, important announcements, and recognition of outstanding employees. It can also include updates on company initiatives, industry news, and employee spotlights.

3. Email Communications:

- Use of email for internal communication, such as sending departmental updates, meeting agendas, and project updates. External emails can be utilized for customer communication, marketing campaigns, promotions, and customer support.

4. Social Media Platforms:

- Utilize social media channels such as Facebook, Twitter, Instagram, LinkedIn, and YouTube to engage with customers, share company news, promotions, product updates, and industry insights. Social media can also be used for responding to customer inquiries and feedback.

5. Customer Relationship Management (CRM) System:

- Use a CRM system to manage customer interactions, track leads, and provide personalized communication to customers. The CRM system can be used to segment customers, send targeted marketing campaigns, and collect feedback to enhance customer satisfaction.
- Develop a CRM Chart identifying the targets and plans.

6. Press Releases and Media Relations:

- Communicate company news, achievements, and industry insights through press releases distributed to media outlets and industry publications. Media relations can also include pitching articles, interviews, and guest contributions to enhance the company's visibility and reputation.
- At least twice a year, news paper articles and also advertisements.

7. Community Events and Sponsorships:

- Participation in local community events, sponsorships, and partnerships to engage with the community, support local initiatives, and demonstrate corporate social responsibility. It can also include hosting company events, open houses, and charity drives to connect with the community at the University Campus and the Community.

8. Stakeholder Meetings and Presentations:

- Conduct regular meetings and presentations with key stakeholders, including shareholders, investors, suppliers, and regulatory agencies. These interactions provide updates on company performance, discuss business strategies, address concerns, and gather feedback from stakeholders.

9. Website and Blog:

- Maintain a company website with relevant information about products, services, company history, leadership team, and contact details. A blog section can be used for sharing industry insights, company news, customer success stories, and thought leadership content to engage with customers and stakeholder.

9. Project plan & schedules.

Task owner	Due Date	Task description	Objective	Budget (K)
Rodney Jofangke	4 April 2024	Publication of the UEL Information Magazine	Communicate with stakeholder and the community on UEL programs and achievements	K2,500 (to print and circulate)
John Ape	2 nd -4 th July 2024	Presentation at the Science and Technology Conference, Unitech Lae	Mr. Ape will present and abstract of thesis on the water catchment quality of Lae City. Thereby promote the NATSL's services	K1000 to print the magazine and circulate.
Joseph Boi & Andrew Hombo	4 th July 2024	Presentation/booth at PNG Mining & Industries Conference at Stanley Hotel, Port Moresby, NCD.	To present both the UDC and NATSL services the mining industry and associated companies.	K16,000 (booth fees and also materials print out including allowances.
William Kep	20 th -21 st June 2004	Presentation at the CPA Conference in Goroka	Promotion of UDC and NATSL services by distribution of magazines	K2000
William Kep	22 nd -23 rd August 2024	Presentation at the CPA Conference in Lae	Promotion of UDC and NATSL services by distribution of magazines	K1000
William Kep & Rodney Jofangke	30 November 2024	Review of the V1SCP-2024	Roll forward for 2025 and 2026	K500

10. Evaluation

Overall, the communication plan for Unitech Enterprise Limited appears to be well-structured with a focus on internal communication, customer engagement, stakeholder relations, and community involvement. By ensuring clear objectives, targeted messaging, diverse communication channels,

feedback mechanisms, and monitoring and evaluation processes, the plan is positioned to effectively meet the company's communication goals and objectives.

A twelve monthly at the end of each year, reviews and refinements will performed by the General Manager to adapt to changing business needs and ensure continued success.

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