

**ST. MARY'S UNIVERSITY COLLEGE**  
**FACULTY OF BUSINESS**  
**DEPARTMENT OF MARKETING MANAGEMENT**

**AN ASSESSMENT OF PUBLIC RELATION PRACTICE IN THE  
CASE OF AL-SAM PLC**

By  
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JUNE, 2013  
SMUC  
ADDIS ABABA

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CASE OF AL-SAM PLC**

**A SENIOR ESSAY SUBMITTED  
TO THE DEPARTMENT OF MARKETING MANAGEMENT  
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**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF BACHELOR OF ARTS IN MARKETING  
MANAGEMENT**

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# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Public relation is a major mass promotion tool and the best way to create effective communication between the company and publics. According to Kotler (2003; 564) public relation is the management function which evaluates public attitudes, identifies the public and procedures of an individual or organization of action to learn public understanding and acceptance.

Public relation plays a great role in facilitating the marketing activities of a business organization (Cutlip, 2003: 603). Now a day public relation concept changes in top communication between an organization and its publics and gathering information about the present situation of an organization in the dynamic market that helps in creating favorable image.

Public relation is creating belongingness and winning employee's cooperation, building good will furthering mutual interest over coming public misconception (Center, 2004; 403). According to Puri (2001, 405) public relation in public sector enterprises as they always remaining the public eyes. The good things of enterprises are thus unable to win the public admiration, whereas its weaknesses always invite a lot of public criticism. Public relation can enlighten the people regarding the many problems faced by the public sector and its contribution towards the national economy.

Creating proper public relation is one of the vital factors that determine the competitiveness of a specific organization and create a better image in the mind of both internal and external customer. The importance of the role of public relation in the service sector is to develop commitment, motivation, and morale among people to enable them to function under different circumstances (Banik, 2004:38). The bottom line of public relation practice is in the results that come from putting theories and principles to work in a way that benefits the organization issuing the paycheck and the society of which that organization is apart (Allen, 2002:1).



Public relation can be defined as the development and maintenance of positive relationship between organization and its publics. The development places the responsibility on the shoulder of the organization and the word maintenance identifies PR as ongoing and continues process (Milner, 1995: 184).

The study was focused on the public relation activities of AL-SAM plc which was established in 1999 E.C with a paid up capital of birr 20 million known as AL-SAM international private limited company that was mainly engaged in import and distribution of consumer goods. AL-SAM was established with much broader objectives of import-export domestic's trade and investment. This company has the major competitors such as Get As trades and Pet ram trading. However AL-SAM is a leading company over its competitors. AL-SAM is known with its major brands, kiwi, eveready and energizer bad dry cell batteries, S-26 infant formula, Colgate plan olive, Bic pen, kanny full cream instant milk, and B-29 soap.

AL-SAM plc has uses some public relation tools. It has the following public relation activities such as website, employee relation program, prepares brochures and press release practice. But, the company has no well organized public relation departments.

## **1.2. Statement of the Problem**

According to Bahil (1994; 28) public relation solves systematic approach to solve problems. It is creating and understanding between the organization and the target audience, with the objective of building goodwill and good image.

Public relation practice is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics (Kumar and Mittal, 2002: 338).

A company has to understand the importance of stakeholders. A company's very existence as a business entity will be in jeopardy if these stakeholders do not have positive perception of the company (Kumar; 2006: 429)

According to the interview made with AL-SAM PLC public relation officer on how the company uses public relation tools, the company has the following public relation activities such as website, employee relation programs, prepares brochures and press release practices. But, building good image and taking share from competitors require effective public relation activities and programs like attending public seminars, counseling, community services, and social events.

The best public relation department spends time counseling to management to adopt positive programs and to eliminate questionable practices so the negative publicity does not arise in the first place (Kotler; 2002: 605).

Therefore, the student researcher observe that the company has no well organized public relation departments and also the company did not properly apply major public relation tools such as lobbying, sponsorship, attending public seminars, counseling, community service and social events.

### **1.3. Basic Research Questions**

1. What are the major public relation tools that the company uses?
2. To what extent does the company participate in various social activities to maintain a favorable image?
3. How does the company evaluate the effectiveness of its public relation practice?

### **1.4. Objective of the Study**

#### **1.4.1. General Objective**

The general objective of this study is to assess the public relation practice of AL-SAM PLC and suggest ways to improve its public relation practice.

#### **1.4.2. Specific Objective**

The specific objectives of this study are the following

- To identify the major public relation practice that the company uses.
- To investigate the participation and involvement of the company in social activities.

- To identify methods of evaluation on the company's public relation practice.

## **1.5. Significance of the Study**

The research result will serve the company to identify its problems that will trigger practical actions that should be taken on the basis of the alternative solutions to be forwarded.

It will also serve as a source for other researches that will undertake research on public relation activities and related areas.

Apart from this, it will help the student researchers to link the theoretical knowledge with the real life world.

## **1.6. Delimitation of the Study**

The study is delimited to public relation of AL-SAM plc with its external audience. The company has many selling centers but the subject initiated by this study was deeply investigated on the head office. This is because the student researcher believed that it can be the main place to get original information. Also the study is delimited to the public relation practice of AL-SAM plc which covers the year 2008 up to 2012.

## **1.7. Research Design and Methodology**

### **1.7.1. Research Design**

In order to answer the basic research questions raised above the student researcher has used descriptive type of research method. According to Malhotra (2007), descriptive research primarily aims at gathering knowledge about description and explanation of the objectives of the study. The student researcher simply describes the things, events, and data that are collected through questionnaires and interviews.

### **1.7.2. Population and Sampling Techniques**

The target populations of the study were public relation officer of AL-SAM plc and customers of the company. Since it is difficult to know the exact number of customers, non probability sampling approach specifically convenient (accidental) sampling technique was used. In reference to Malhotra's (2007: 239) a sample size of 150 respondents were taken as a representative for customers of the company.

### **1.7.3. Types of Data to be collected**

The student researcher used both primary and secondary data. The primary data was collected from customers and head of the company's public relation officers. The secondary data was gathered from reference books, internet, previous researches, and published or unpublished materials of the company related with the subject matter.

### **1.7.4. Methods of Data Collection**

The student researcher used both open and close ended questions, and interview to collect primary data. Questionnaires were distributed to customers while they are coming to the company for service. Interview was conducted personally with the head of the public relation officer. The secondary data was gathered through referring different text books, internet, and published and unpublished data of the company; related with the subject matter.

### **1.7.5. Method of data Analysis**

The data collected from respondents was analyzed by using both qualitative and quantitative techniques. The data obtained from interview with the public relation officer is analyzed by using qualitative analysis method and is presented in the form of paragraph. The data collected from questionnaire is analyzed by using quantitative techniques and is presented using tabulation and percentage.

## **1.8. Limitation of the Study**

While conducting the study, the student researcher had experienced certain limitations. Among others, the following are the major limitations encountered by the student researcher.

- ❖ Some respondents were not able to complete the questionnaire.
- ❖ The time schedule outlined to collect the questionnaire was not met because of respondents.
- ❖ Monetary constraint.
- ❖ Availability of information from the corporation's side.

## **1.9. Organization of the Study**

The study is organized in four chapters; the first chapter is introduction which includes background of the study, statement of the problem, basic research question, objective of the study, significance of the study, delimitation (scope) of the study, research design and methodology and organization of the study. The second chapter deals with review of related literature. The third chapter incorporates data presentation, analysis, and interpretation. Finally, the summary, conclusions and possible recommendations is presented on the fourth chapter.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITRATURES**

#### **2.1. Overview of Public Relation**

This portion of literature review gives emphasis on public relation historical background and will try to vivid its functions.

##### **2.1.1. Meaning and Definition of Public Relation**

According to Banik, (2004: 5) public relation is the establishment of two way communication to resolve conflict of interest and establishment of understanding bases on truth, knowledge, and full information. From this perspective PR requires execution of communication program designed to bring public acceptance and common understanding. Further, Banik stated that PR is the skilled communication of ideas t o identify, interpret policies and programs of organization with the objective to establish a bridge of understanding and good will between the organization and the public's. It aims at winning the good will of various constituents of the public. in doing so it promotes a better climate for industrial peace, higher productivity and corporate discipline and also at coving the credibility, performance and potential of the company's image as well as the image of its product or service.

Public relation can be defined as the development and maintenance of positive relationship between organization and its publics. The development places the responsibility on the shoulder of the organization and the word maintenance identifies PR as ongoing and continues process (Milner, 1995: 184).

In 1948 the council of the institute of public relation (IPR) considered it was necessary to agree on a suitable definition of PR as i was understood and practiced in the United Kingdom. The result did not satisfy everyone but the IPR definition has provided a basis for the development of the profession in Britain. The institute definition is that PR practice is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its publics. (Black, 2004: 3)

Black further described part of this definition which requires most emphasis, the need for a public relations program to be deliberately planned and sustained. Relationships between individuals and between groups of people are fundamental and exist without any assistance from PR practitioners. The function of PR practitioners is to develop and encourage attitudes and behavior which will nurture the delicate plans of mutual understanding which assist their strong and healthy growth.

Public relations are taken as one mix of promotion among five including advertising, sales promotion, personal selling, and direct marketing it also taken as a tool to facilitate marketing activities of an organization. Public relation is defined as the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interests, and executes a program of action to earn public understanding and acceptance (Belch, 2005: 477).

Public relation is abroad set of communication efforts used to create and maintain favorable relationships between an organization and its public. An organization communicate with different stake holders, both internal, and external, and public relation efforts can be directed towards any and all of those, firm stake holders, the media, educators, potential investors, government officials and society in general, (pride 2005:477).

### **2.1.2. History of Public Relation**

According to Banik, (2004: 10) public relation in the past has been practiced as an information and publicity tool of the government, he also clearly categorized the phases of history; he explained that public relation in the past has been practiced as an information and publicity tool of government. Further, he clearly categorized the phases based on Indian history as the era of propaganda, the era of publicity and the modern public relation.

These three phases have their definite common objective; the phases of propaganda techniques was used to preserve the government rule and keep an eye on their enemies, the era of publicity relation facilitates the availability of information to the public at large, the modern public relation on the other hand is becoming an integral part of management process in the business activity. It establishes credibility, become a strategic resource to the management unlike any

other profession, modern public relation demand a high degree of ethical conduct, credibility, knowledge and creativity.

### 2.1.3. Advantages of Public Relation

According to Belch, (2006: 577) some of the advantage of public relation are;

- ✓ **Credibility:** because of public relations communication are not perceived in the same light as advertising. That is, the public does not realize the organization either directly or indirectly paid for them-they tend to have more credibility .the fact that the media are not being compensated for providing the information may read receivers to consider the news more truthful and credible.
- ✓ **Cost:** in both absolute and relative terms, the cost of public relations is very low. Especially when the possible effects are considered. While a firm can employ public relation agencies and spend millions of dollars on public relation, for smaller companies this form of communication may be most available.
- ✓ **Avoidance of Culture:** because of being perceived as news items. Public relation messages are not subject to the culture of advertisement. A story regarding a new product introduction or break through is treated as a news item and is likely to receive attention.
- ✓ **Lead Generation:** information about technological innovations, medical breakthrough, and the like results almost immediately in a multitude of inquiries. These inquiries may give the firm some quality sales leads.
- ✓ **Ability to Reach Specific Groups:** because some products appeal to only small market segments, it is not feasible to engage in advertizing and /or promotions to reach them. if the firm does not have the financial capabilities to engage in promotional expenditures, the best way to communicate to these groups is through public relation
- ✓ **Image Building:** effective public relation helps to develop a positive image for the organization. A strong image in on insurance against later misfortunes.



## 2.1.4. Aims and Objective of Public Relation

The main objectives of PR is creating and maintaining a favorable image as well as good communication with the public. According to Black (2004: 18) the practical application of public relation can be summarized under three main headings:-

- **Positive steps to achieve good will:** - this consists in arousing and maintaining good will and public interest in the activities of an organization in order to facilitate the successful operation and expansion of those activities.
- **Action to safeguard reputation:** - it is equally important to look inward at the organizations and to eliminate customs and practices which, though legitimate, are likely to offend public opinion or to interfere with mutual understanding.
- **Internal relationships:** - using public relation techniques internally in an order that the staff and employees of the organization shall be encouraged to identify their own interest with those of the management.

## 2.1.5. Role and Benefits of Public Relation

### 2.1.5.1. Role of Public Relation

With the privatization of public sector, the responsibility of communicators and public relation practitioners become much more challenging. They have to now satisfy diverse sections of the public to achieve the desired objectives; as the sense of monopoly and government legacy slowly vanishes public relation and communicators should take care of this changing trend both internally as well as externally the confidence which people response in a government owned organization is quite different from what they feel for a private organization. To engineer confidence; a company's affairs have to be people oriented. The professional communicators have to deal with this changed situation not just with the outside world but also within the organization, there will be resistance to this expected change and the public relation and communicators have to help their management to overcome such resistance to change. The changes in the process are:

- ✓ **People at Large:** Creating a favorable image all the time under the changed situation is the new job of public relation practitioners and communicators as the company may have to raise new capital from the market. The image of the company is vital for the people at large and creating this image, thus becomes the communicator's job.
- ✓ **Employees:** With government control being reduced from 100%, the company will no longer be treated as an extended arm. Its employees lose the avenue of unit petition in a high court. They will have to resort to just the labor courts. Communicators will have to create a favorable opinion to this change.
- ✓ **Shareholders:** When the companies are quoted on the stock exchange, one more parameter to assess their performance is available shareholders who are large in number will question any action of the management affecting the performance of the company on the stock exchange. Communicators will have to be very careful about press statements and will also have to be well prepared to deal with general public opinion.

### 2.1.5.2. Benefit of Public Relation

The modern management of any business has to enlist the participation and support of its workers to realize its objectives, winning confidence and trust of its shareholders, clients and the public at large, thereby fulfilling its social obligations. Therefore, in the modern management public relation is the total communication activity of the organization to achieve its planned objectives. It is today accepted as a management function in the formulation of policy and decision making. It is the way in which an organization makes and keeps contact with those who affect its life and growth. The skilful management of public relation reinforces the growth and developmental process of an organization. It is in this context that more and more attention is being given to effective use and application of public relation for the growth of an organization.

Public relation is an indispensable tool in today's management of both public and private sector organizations. With the tremendous growth of business and commerce, the need for public relation has assumed a new meaning. In every field, whether it is a public, or a private sector organization, an educational institution or a government department there is a need for public

relations. Indeed it is an essential service to everybody that has ideas, products, services, or a cause to promote. (Banik, 2004: 158).

### **2.1.6. Functions of Public Relation**

Public relation target; is to create a conducive work environment for the company, and implementing programs to meet organizations objectives by maintaining sustainable image, bringing the gap between customers, employees, suppliers, stockholders, government labor groups, presses, citizens, action group and the general group (Blech, 2004:95)

According to kotler (2006:425) Public relation department may perform any or all of the following functions.

- **Press Relation /press agency:** creating and placing the news worthy information in the media to attract attention of the audience.
- **Investor Relation:** maintaining relationship with shareholders and others in the financial community.
- **Development:** Public relation with donors or members of not-for-profit organizations to gain financial or voluntary support.
- **Counseling:** spends time counseling top management to adopt positive program and to eliminate questionable practices so that negative publicity doesn't rises in the first place.
- **Lobbing:** building and maintaining selection with legislator and government officials to influence legislation and regulation.
- **Product or Service Publicity:** publicizing specific products.

### **2.2. Major Tools of Public Relation**

For the sake of communicating with customers of the general public there are different tools a company's public relation department uses.

The following are some of the major tools (Milner, 2004: 149).

- **Publications:** companies rely extensively on published materials to reach and influence their target markets these include annual report, brochures, articles, company newsletters and magazines and audio visual material.
- **Events:** companies can draw attention to new products or other company activities by arranging special events and competitions and cultural sponsorships that will reach the target public.
- **News:** one of the major tasks of public relation professionals is to find or create favorable news generation requires skill in developing story concept, researching and writing it and writing a press release but the public relation person skill must go beyond from preparing news stories to getting medial to accept press releases and attend press conferences, which call for marketing and interpersonal skill.
- **Speeches:** are also tools that can create product and company publicity. Company executives must give speeches from time to time or give tasks at the trade associations or sales meeting but these events can either build or hurt the company's image.
- **Corporate Identity:** immediately recognizable logos, stationary, brochures, signs, business forms, business card, buildings, uniforms, and company vehicles can help create a corporate identity.
- **House Journal:** House journal is an office publication of an organization; it serves as a vehicle of communication among the various members of company. The journal is published at a regular interval, that is, weeklies, fortnightlies, monthlies, bio-monthlies, and quarterlies.
- **Radio and Television:** There are two main categories of electronic media, Television, and radio. Television is the most influential media in terms creating an impact on a larger audience because it catches both the eye and ear appeal. Radio as a medium of mass communication is one which carries the message around the world in the shortest possible time.
- **Sponsorship:** the public relations aspects of sponsorship are so wide. There are different ways of sponsorship. The public relations department evaluates the sponsor ship costs with its result. The result must focus on building favorable relation with customers and to build customer base for the products or services of organization.

- **Press release:** one of the most important public is press to be used by the press, information must be factual, true and of interest to the medium as well as to its audience. The source of the press release can do certain things to improve the likely hood that the news will be disseminated.
- **Customer service and education:** helping and teaching the customers are public relation tools which lubricate sales people will buy things they understand appreciate and can associate with. The public relation department must work effectively in customer service and educating them continuously because customers have different options in the market place and they usually rely on the product or service that have understand.

### **2.3. Social Responsibility and Public Relation**

The emergence of public relation as a discipline of management gathered momentum every since there was awareness in business about its social responsibility. The importance of communication in establishing rapport with various sections of the people within and outside the organization has been long acknowledged before the business organizations came into existence. Today business cannot be viewed as an activity in isolation. It is part and parcel of our life irrespective of what the profession, vocation, and avocation may be. It is the sub -system of the state, nation, and the global activity. Therefore, it has to interact constantly with various organs of our society in order to fulfill its business objectives. It is equally important for business to be concerned about what is happening around it in social, political, and technological fronts.

In rapidly changing business markets, the most competitive business are increasingly proving to be those which are responsive to the rising expectation of the stake holders in the communities in which they do business. In this environment it is useless for a company to claim being a "good corporate citizen" unless it is prepared to accept the needs of the total corporate social responsibility. Social responsibility must be built in to the management structure and operation of the company. to adopt an approach towards corporate social responsibility requires a major effort especially on the part of top managers who not only have to take in inculcating social responsibility into daily work routines, but also to make sure they are seen doing so. A business reputation as a good corporate citizen has to be the responsibility of every employee. (Banik, 2004: 20).

According to Banik, (2004: 21-23) the following are the major social responsibilities a business entity should take in to consideration.

### **A. Social Responsibility towards Customers**

- To provide quality goods in adequate quantity to the right place at the right time and reasonable price.
- Develop and design new products, product line and product range keeping in mind customers need, preference taste, color, choice etc.
- To promptly attend to customer's suggestions and grievances and explaining company's point of view giving due respect to customers suggestions and grievances.
- Customer should be educated through various media like advertising, publicity, personal selling, demonstration in exhibition etc about the product qualities, quantity, its usage, after sales service, warranty, price, distribution channels etc.
- The customer interest has to be always paramount and given preference over the interest of other publics while formulating companies policy and procedures.
- The company should manage its affair efficiently and effectively so as not to pass on the burden of its inefficiency and wasteful expenditure to the customers so that customers could be given value worth for their money.
- The proportionate benefit of any cost reduction techniques such as value engineering, technological development and chapter source of raw material, reduction in taxation etc., should also be passed on to the customers.

### **B. Social Responsibility towards Community**

- The local community in the close vicinity of plant, office, factory etc. of company should be treated as business associates.
- The company should carry on its business and commercial activities in such a way so as to cause least inconvenience to the community.
- The environment of the community should not only be protected but it should also be developed for common benefit of company as well as community.
- The company should make its humble contribution in improving the quality of life

of the community by providing medical, educational, civic, social, and cultural facilities.

- Community should be provided with opportunities to share the fruits of the business of the company by getting employment, making supplies of raw materials, distribution of its finished products, and doing various contractual and allied jobs for the company.
- The company should make optimum and discreet use of the natural resource so that the valuable resources could be conserved for longer time and ecology of the area is also not distributed.
- The company should regularly interact with community and give them feedback about their suggestions and grievances to establish cordial and everlasting relationship.

### **C. Social Responsibility towards Media**

- The relationship should be built up on professional interaction goodwill and understanding, not by corrupting the media.
- Media has an inherent and moral right to information. They should be provided information with the at most willingness, in detail on the subject as and when they approach.
- The company should regularly scan what is reported about it in the media and interact with them by giving its version.
- The relationship with media is to be nurtured over a period of time forever and not for a short while for any specific purpose.

### **D. Social Responsibility towards Action Groups**

- To immediately respond to their communications in a frank and fair manner to remove the causes of complaints.
- To take suggestion, views and advice from them from time to time on the possible changes likely to take place in to ascertain their reactions and to incorporate appropriate changes if required.

- To give information to them on any subject relating to company so as to build confidence and trust between the two and avoid the possibility of misunderstanding.
- The company should adopt a democratic approach while dealing with them as representatives of the general public. The feedback given by them is very precious and should be immediately acted upon by the company as it is genuine and honest.
- To maintain regular contact and dialogue with citizen action groups so as to avoid any cause of complaint/grievance.
- Although they may be critical of the company or its functioning, they should also be treated as business associated of the company as they have their genuine interest in the company and its good name. They normally add a point of view which is missed out by the company inadvertently therefore; their views and suggestion should be considered seriously and implemented as far as possible.

### **E. Social Responsibility towards the General Group**

- Whatever is applicable to each of the above mentioned publics is also collectively applicable to the general public as a whole. however, the following responsibilities can be broadly mentioned:
- The company should maintain regular channels of communication with the public so as to inform them about the latest position of the company's functioning, its performance, its growth and development plants etc.
- The company should participate in various social, cultural, and sporting activities of the public to be part of them and to develop better understanding and interaction with them.
- The company should educate the public about their rights, duties and the kind of co-operation the company expect from them to serve there mutuality of purpose.
- The company should always respect and immediately act up on the opinion and the feedback given by the general public relating to its products and services, functioning, and performance, etc.
- It should educate the public about their rights, duets and the kind of cooperation the company expect from them to serve their mutuality of purpose.



### **2.3.1. The Role of Participating on Social Events for Public Relation Practice**

According to Kenneth E. Clow and Donald Black (2003:411) the company should determine the key marketing objective to accomplish before becoming involved in a particular event, when the objective is to reward customers who would be interested in attending, objectives that are more internally oriented, especially those designed to get employees involved and boost morale, would be met by findings events external members enjoy, many times.

According to Peter Doyel (2002:272) achieving positive coverage the major role of in social events are as follows:

- Achieving positive coverage in the Medias: helps to get news papers journals and television to carry positive and persuasive stories about the company, its product.
- Creating and reinforcing the corporate image: it designs to communicate a visual identity that the public immediately recognizes and feels good about.
- Influencing specific target market segments: it can be highly community or to minority groups, and:
  - Help the firms maintain its market share
  - Build strong brand presence in the market share
  - Creating product awareness and interests are also can be the major role

### **2.3.2. Public Relation Relevant Target Audiences**

According to Belch, (2004: 569) the targets of public relation efforts may vary with different objectives for each. Some may be directly involved in selling a product; while others may affect the firm in a different way for instance they might aim at stockholders.

According to Banik, (2004: 39) the need for public relation was felt for winning goodwill of the various constituents of the public due to of the growing complexity of the modern industry. Modern business too, with this social perspective, started thinking in terms of its social obligations and social sanctions - a sense of duty to society in which it operates. Public relation, therefore, is an effort to identify and interpret policies and programs of an organization with the objective to establish a bridge of understanding and goodwill between the organization and its

publics. Banik further stated that an organization's public can be classified into two, internal and external publics.

### **2.3.2.1 Internal Publics**

The employees are the internal public of both public and private sector companies. They are important because they participate in its operation, production, and formulation of its ideas. For creativity and productivity in an organization, a prerequisite is harmony between the employees and the management. Hence effective communication between management and employees is of great importance. The objective an internal communication program should be the creation of an atmosphere of understanding and merited support of co-ordinate interchange of high moral and efficiency (Banik, 2004: 39).

Banik further stated, any employee of an organization likes to know about the achievements, new developments, new facilities, and new management initiatives and also about the opportunities for him or herself for growth within the organization. Internal communication can help information flow on such matters to happen systematically on a real time basis.

An organization's internal image and the moral of the work force greatly depend on the flow of communication. Organization which has successfully launched a program for the flow of information through internal communication has been branded as modern and sympathetic. On the other hand organizations which refuse to communicate with their internal constituents and take them granted, fail to effectively handle the flow of internal communication, and on many occasions are forced to face undesirable consequences (Black, 2002: 27).

### **2.3.2.2. External Publics**

As the name indicates external public relation is concerned with people outside the organization. Since it is necessary to communicate with different groups of people in public relation, the target population has to be defined by analyzing the situation related to the program or problem it is necessary to identify those groups of people to communicate with them. It is very important to carefully identify the people to reach them effectively otherwise it may be difficult to achieve the desired objectives and results in undesirable consequences. For any target group be it

government, business, industry, institution or even a religious group there is no such thing as a single population group (Banik, 2004: 40) further he stated the following examples of external publics:

### ➤ **Customers**

Every public and private sector organization has its own set of publics to whom it sells its product or service it is the endeavor of any organization to draw the attention of its public towards its ideas, products and services. In today's competitive market customers option for products or services that are known and have an image and are backed by quality and good after sales service. Public opinion on such aspects cannot be ignored. In the long run unfavorable opinions certainly affect sales. Public relation can help in controlling and setting right some of these opinions and help to solve problems generally protecting the company's reputation concerning the company's products or services among consumers or users. No one can afford to be unmindful of the opinion and attitudes of the people concerning the organization. Public relation therefore is used to build an image.

### ➤ **Share Holders**

The shareholders are very important public of the private sector companies. They are the real owners of the company. Therefore a private sector organization cannot afford to be unmindful of the interest of its shareholders.

### ➤ **Opinion Leaders**

This is altogether a new type of public in PR. The traditional role of the opinion leaders is to be the inspirer of the masses and also their teacher. The opinion leaders for example, not merely inform and educate but also influence the public opinion. They play the role of the inspector of public affairs and try to feed the man the information he need to formulate his ideas. They are the influence of the democratic right to freedom of expression and try to disclose as well as comment on the matter of public interest. Ideally the function of the opinion leaders is to create public opinion on matters of public interest and build up public confidence. They try to provide information and create the climate and thereby influence attitude. They help community

decision-making by providing the facts that help the public to arrive at their own decisions. In this way opinion leaders mould public opinion. They try to do objective conclusion for the public and thereby succeed in influencing public opinion. PR must be very careful of the opinion and attitudes of the opinion leaders concerning their organization.

### ➤ **Media Relations**

The media as we know it today is a modern institution. A number of factors led to the emergence of the media as a predominant feature of modern life. Technical invention facilitating mechanical reproduction, the spread of literacy the increasing use of regional language affecting a transformation in outlook grew in time to communicate and create public opinion. No matter what the character of the government or the organization is, it cannot ignore the people. Every government or organization is accountable to the public.

Media relation is a vital tool in public relation. A large amount of communication and public relation are conducted through the media specially the press. Business is always vulnerable to attacks by the media. Media can often aggravate problems specially crisis. media must be kept favorable. All efforts must be made to insure this strategically. It takes years to build a good image, but destroyed an image; it needs just a few bad reports in the media.

Organizations cannot afford necessary reactions and distortions. selective and in depth coverage in what the organization must in at, produces the desired results. The organization must be able to live up to its claims and promises in media, otherwise it can be in for further problems. Efforts must be to build an image as well as to counter negative publicity.

Public relation people are the link between the organization and the media. Their success and effectiveness depends own their ability to represent the company in the media to its satisfaction. Public relation is the catalyst that helps to bring about a change in the corporate image through communication of appropriate information and the media are channels or vices to communicate with the target audience.

### ➤ **Public at Large**

The term PR for public at large has three major ramifications:-information given to the public, attempts to modify attitudes and actions of an organization to response to the public and ascertain and convey the relation of the public to the management. Creating favorable image all the time under the changed situation is the new job of Public relation practitioners as the company may have to raise new capital from the market. The image of the company is vital for the people at large and creating this image, thus become the communicator's job. Public relation is an indispensable tool in today's management of both public and private sector organizations. with tremendous growth of business and commerce in our country the need for external public relation has assumed a new meaning.

### ➤ **Community at large**

An organization should regularly interact with the community and give them feedback about their suggestions and grievance to establish cordial and everlasting relationship. Today, the relationship between corporations and the community is a vital issue in management of business organizations. A company functions within a community; its responsibility extends to giving back something to the community, which can vary from local community well fare activity, to large scale sustainable development programs for the betterment of lives of the people. Companies have to consider the community as one of its prime target groups. The environment of the community should not only be protected but it should be developed also for the common benefit of company as well as community.

Community should be provided with opportunities to share the fruits of the business of the company by getting employment, making supplies of raw material, distribution of its finished product and doing various contractual and allied jobs for the company. The company should make its humble contribution in improving the quality of life of the community by providing medical, educational, civic, social, and cultural facilities. The objective of public relation is to help build the image of the company, as a good corporate citizen, a good company to do business with and a good company to work for.

### ➤ **Financial relations**

The main target groups of a company in financial public relation are its shareholders and investors. They have to be given information they are entitled to have, and they have to be kept interested in the company. Public relation must establish, maintain, and improve the company's image and reputation so that it can insure financial backing from the public and the financial institutions.

With the growth of the economy and the business, management of financial promotions and public relation have taken on a new dimension. Organizations are making special efforts to insure good will of their investors, financial institutions and the rest of the financial community. This is being done in the media ranging from annual reports to special brochures to audio-visuals, video-films and even corporate advertising in the press and television.

### ➤ **Government**

The ownership of the public sector is vested with the government, which represents the people. Public relation for the government involves mobilizing public support for government activities to build relation with the government and also to help for the good of the community or society. Public relation with the government involves keeping the government politicians and bureaucrats on company's favor.

## **2.4. Measuring Effectiveness of Public Relation**

According to Belch, (2004: 592), it is important to evaluate the effectiveness of the public relation efforts. In addition to determining the contribution of this program element to attaining communication objective the evaluation offers other advantages:

- A.** It tells management what has been achieved through public relation activities
- B.** It provides management with a way to measure public relation achievements quantitatively
- C.** It gives management a way to Judge the quality of public relation achievements and activities.

Belch, further suggests the following additional means for accomplishing this evaluation process.

- **Personal Observation and Reaction:** personal observation and evaluation by one's superiors should occur at all levels of the organization.
- **Public Opinion and Survey:** Research in the form of public opinions surveys may be used to gather data to evaluate program goal attainment.
- **Audits:** Both internal and external audits may be used. Internal audits involve evaluation by superiors or peers within the firm to determine the performance of the employee (or his or her programs). External audits are conducted by consultants, the client (in the case of a public relation agency). Or other parties outside the organization.
- **Management by Objective:** executives and their managers act to together to identify goals to be attained and the responsibility of the managers. These goals are then used as a standard to measure accomplishments.
- **Matching Objectives and Results:** specific objectives designed to attain the overall communication objectives should be related to actions, activities, or media coverage.
- **The Team Approach:** In this approach evaluators are actually involved in the campaign. By using research principles and working together, the team develops and accomplishes a system for measuring the effectiveness of the public relation program has been developed by Lotus Hall. The criteria used in the evaluation process follow:
  - Total number of impression over time.
  - Total number of impression on the target audience.
  - Total number of impression on specific target audience.
  - Percentage of positive articles over time.
  - Ratio of positive to negative articles.
  - Percentage of positive to negative articles by subject.
  - Percentage of positive to negative articles by publication or reporter.
  - Percentage of positive to negative articles by target audience.

## **CHAPTER THREE**

### **DATA ANALYSIS, INTERPRETATION, AND PRESENTATION**

This chapter of the study deals with presentation, analysis, and interpretation of data's obtained from sample respondents of AL-SAM PLCs customers by the means of questionnaire. A total of 150 questionnaires were distributed to customers, however, out of the 150 customers Only 135(90%) of theme cooperated in filling and returning the questionnaire the rest 15(10%) were not able to return the questionnaire due to unknown inconveniences. Interview was also conducted with Ato Daniel marketing manager of AL-SAM PLC.

As per the interview held with Ato Daniel the company has a marketing department but it doesn't have a separate section that is fully in charge of public relation activities of a firm. The main competitors of AL-SAM PLC are GETAS trading PETRAM, kemels trading and etc. but AL-SAM is the leader regarding with a good market share. In order to create a good relation with its publics the companies usually have some public relation activities.



### 3.1. Characteristics of the Study Population

**Table 1 Background Information of Respondents**

No	Item	No of respondents	Percentage %
1	Gender		
	Male	78	58
	Female	57	42
	Total	135	100
2	Age		
	18-30	22	16
	31-43	46	34
	44-56	39	29
	Above 56	28	21
Total	135	100	
3	Educational level		
	12 <sup>th</sup> complete	20	15
	Certificate	24	18
	Diploma	30	22
	First degree	42	31
	Above first degree	19	14
Total	135	100	
4	Occupation		
	Government employee	36	27
	Private employee	39	29
	Run own business	60	44
Total	135	100	

The data shown in the above table shows background of respondents, 78(58%) of respondents are male, 57(42%) of respondents are female. This shows that most of the company's customers are male. In terms of age indicated in item 2 of the same table the majority of the respondents, 46(34%) are in the range 31-43, 22(16%) are in the range 18-30, 39(29%) are in the range 44-56,

the rest 28(21%) are above the age of 56. This shows most of the company's customers are adults.

Item 3 of table 1 shows educational level of respondents. From the total respondents 42(31%) are first degree holders, 30(22%) are diploma holders, 22(18%) are certificate holders, 20(15%) are 12<sup>th</sup> complete, the rest 19(14%) are above first degree holders. This shows that most of the company's customers have completed tertiary level of education.

Item 4 of the same table shows occupation of respondents, 36(22%) of respondents are government employees, 39(29%) are private employees; the majority (60 in number and 44 in percent) of respondents run their own business. This shows that the business the company runs is more suitable for individuals that run their own business.

### 3.2. Analysis of the Findings of the Study

**Table 2 Company's Image**

No	Item	Number of respondents	Percentage %
1	How do you rate the level of the company's image in the minds of customers?		
	Very high	29	21
	High	56	42
	Average	45	33
	Low	5	4
	Very low	-	-
	Total	135	100
2	How strong do you think the company works to create and maintain a favorable image in the minds of customers?		
	Very strong	18	13
	Strong	54	40
	Moderate	63	47
	Weak	-	-
	Very weak	-	-
	Total	135	100

As it is shown in the above table, 56(42%) of respondents chose high, 45(33%) chose average, 29(21%) chose very high, and the rest 5(4%) chose low, regarding the company's image in the

minds of customers. The majority of respondents chose high only 5 respondents chose low, this indicates the company's strategy in positioning is well implemented.

In item 2 of the same table respondents were asked to rate the strength of the company's in working to create and maintain a favorable image in the minds of customers. The majority of respondents, i.e. 54(40%) and 18(13%) rated it as strong and very strong respectively, the rest 63(47%) rated it as medium. None of the respondents chose low or very low. This indicates the company works to create and maintain a good image in the minds of its customers.

Similar to this the public relation department manager of the company in the interview session stated that the company strives to have a good relation with its customers and is successful in doing so.

**Table 3 Company's Public Relation Practice**

No	Item	No of respondents	Percentage %
1	How do you rate the company's public relation practice in comparison with competitors?		
	Very high	29	21
	High	38	28
	Average	58	44
	Low	10	7
	Very low	-	-
	Total	135	100
2	How is the acceptance of the company's public relation practice?		
	Very high	36	27
	High	58	43
	Average	35	26
	Low	6	9
	Very low	-	-
	Total	135	100

As it is indicated in item 1 of table 3, 10(7%) rated the company's public relation practice in comparison to competitors as low, 29(21%) as very high, 38(28%) as high, the majority of respondents (58 in number, 44 in percent) rated the company's public relation practice as average. Not only the majority respondents chose average but also most of the respondents chose average and above, only 10(7%) chose low. This indicates that the company has a competitive advantage over its competitors and is being noticed and appreciated by customers.

Item 2 of the same table shows how customers rated the acceptance of the company's public relation practice, out of the total respondents 36(27%) rated it as very high, 58(43%) rated it as high 35(26%) rated it as average, 6(9%) rated it as low. The majority of respondents chose high indicating the company's public relation department is effectively carrying out its duties.

The public relation manager was asked to express the company's public relation practice in comparison to competitors; he indicated the public relation department uses different mechanisms that allow the company to be upfront in the industry and is successful in doing so.

**Table 4 Communication Strategy**

No	Item	No of respondents	Percentage %
1	How do you rate the company's effort in making information available for customers?		
	Very high	22	16
	High	40	30
	Average	56	41
	Low	12	9
	Very low	5	4
	Total	135	100
2	The company works to create a common understanding with the public.		
	Strongly agree	23	17
	Agree	38	28
	Neutral	28	21
	Disagree	32	24
	Strongly disagree	14	10
	Total	135	100

As it is indicated in item 1 of table 3, 56(41%) respondents rated the company's effort in making information available for customers as average, 40(30%) rated it as high, 22(16%) as very high, and the rest 12(9%) and 5(4%) rated the effort as low and very low respectively. This indicates the company's effort in availing information for customers is at an average level; however, there are also those respondents who chose low and very low which indicates there is communication gap between the company and its customer.

Item 2 of the same table shows that from the total respondents, 38(28%) disagreed, 32(24%) agreed, 28(21%) chose to be neutral, 23(17%) agreed strongly, and the rest 14(10%) disagrees strongly to the statement "the company works to create a common understanding with the public." The majority of respondents disagreed to the statement. This implies the company usage of different public relation tools is not up to the desired level.

In contrast in the interview conducted with the public relation manager he stated the company uses different public relation tools to create a common understanding with the public. This shows the company is not aware of the gap that exists with the public.

**Table 5 Handling Comment**

No	Item	No of respondents	Percentage %
1	What is the extent of the company's effort to address customers comment and grievance and corrective action?		
	Very high	21	16
	High	34	25
	Average	57	42
	Low	10	15
	Very low	3	2
	Total	135	100
2	How do you see the company's effort in working to get feedback about its public relation practice from customers?		
	Very good	31	23
	Good	52	39
	Medium	39	29
	Bad	11	8
	Very bad	2	1
	Total	135	100

As it is shown in item 1 of table 5, the company's effort in addressing customers comment and grievance and taking corrective action was rated as very high by 21(16%) of respondents, 34(25%) rated it as high, 20(15%) rated it as low, 3(2%) rated it to be very low, whereas the majority respondents (57 in number 42 in percent) rated the effort as average. This indicates that the company's effort in addressing comment and grievance and take corrective action is well established since most of the respondents rated it as average and above.

Item 2 of the same table shows customers response on the company's effort in working to get feedback about its public relation practice from customers. Out of the total respondents only 11(8%) and 2(1%) chose bad and very bad, 39(29%) chose medium, 31(23%) chose very good, and the majority that is 52(39%) chose good indicating the company highly engages in gathering feedback from customers which is an indication of good public relation practice.

In the interview session held with the public relation manager of the company the manager replied the company has a department called complaint management which specifically operates to collect and handle any comment or grievance a customer has about the company.

**Table 6 Public Relation Tools**

No	Item	No of respondents	Percentage %
1	The company uses published materials as a means of sharing information with customers?		
	Strongly agree	32	24
	Agree	49	36
	Neutral	40	29
	Disagree	9	7
	Strongly disagree	5	4
	Total	135	100
2	How do you rate the company's level of participation in trade fairs?		
	Very high	27	20
	High	38	28
	Average	42	31
	Low	17	13
	Very low	11	8
	Total	135	100
3	How do you rate the company's effort to participate in sponsoring different events?		
	Very good	42	31
	Good	68	50
	Medium	25	19
	Bad	-	-
	Very bad	-	-
	Total	135	100

As it is shown in item 1 of table 6, 32(24%) of the total respondents strongly agrees, 49(36%) respondents agrees, 40(29%) respondents chose to be neutral, 9(7%) respondents, 5(4%) disagrees to the statement “the company uses published materials as a means of sharing information with customers.” the majority of respondents specifically 49(36%) agreed to the statement indicating the company does indeed make use of published materials as a means of sharing information.

Item 2 of the table 6 shows how respondents rated the company's level of participation in trade fairs, out of the total respondents 27(20%) rated it as very high, 38(28%) rated it as high, 42(31%) rated it as average, 17(13%) rated as low, 11(8%) rated it as very low. The majority of respondents rated it as average; in comparing the number of respondents that chose below and above average, respondents that above average takes the lion share indicating the company usually participates in trade fairs.

Item 3 of the same table shows how customers have rated the company's past experience in sponsoring different events. The majority of respondents (68 in number and 50 in percent) rated it as good, the rest 42(31%) and 25(19%) rated it as very good and medium respectively. This indicates that the company highly uses sponsorship as a means of reaching its target customers.

In addition to this the public relation department manager has emphasized that the company uses different public relation tools such as trade fairs, publication, press release, speeches, sponsorship, and the likes. He further underlined that the company mostly engages in sponsorship.

**Table 7 Company Relation with Society**

No	Item	Number of respondents	Percentage %
1	The company has good relationship with the society.		
	Strongly agree	27	20
	Agree	39	29
	Neutral	56	41
	Disagree	13	10
	Strongly disagree	-	-
	Total	135	100
2	What is the level of the company's effort in being a part of social activities?		
	Very high	28	21
	High	38	28
	Average	51	38
	Low	18	13
	Very low	-	-
	Total	135	100



As it is shown in item 1 of the above table, 27(20%) agrees strongly, 39(29%) agrees, 56(41%) Chose to be neutral, 13(10%) disagrees to the statement “the company has a good relationship with the society.” Even though the majority chose to be neutral respondents that agreed indicates that the company is effective in creating a good relationship with the society.

Item 2 of the same table shows how customers rated the company level of effort in being a part of different social activities. Out of 135 respondents, 28(21%) rated it as very high, 38(28%) rated it as high, 51(38%) as average the rest 18(13%) respondents rated it as low. The majority of respondents rated the company’s effort as average. This shows that customers expect the corporation to enhance its participation in social activities.

**Table 8 Handling Problem**

No	Item	No of respondents	Percentage %
1	Have you ever faced a problem regarding the company’s public relation practice?		
	Yes	73	54
	No	62	46
	Total	135	100
2	If your response to the above question is “yes” did you inform the company?		
	Yes	49	67
	No	24	33
	Total	73	100
3	If you answered “yes” for the above question how fast did the corporation gave you solution?		
	Very fast	-	
	Fast	16	33
	Average	29	59
	Slow	4	8
	Very slow	-	-
	Total	49	100

As it is shown in item 1 of the above table, 73(54%) of respondents have faced a problem regarding the company’s public relation practice, the rest 62(46%) of respondents have faced a

problem. The majority of respondents have faced a problem. This implies the company's public relation practice and customers' expectation is not in the same page.

In item 2 of the same table respondents who have had a problem were asked whether they have informed the company or not. Out of 73 respondents 49(67%) choose "yes", 24(33%) choose "no". Further in item 3 of the same table, those respondents who have informed the company about the problem they faced were asked how fast the company gave them solution. Accordingly, 16(33%) of respondents received solution fast, were as the majority 33(67%) received solution at an average speed. This indicates the company's speed in giving solution has a room for improvement.

## CHAPTER 4

### SUMMARY CONCLUSION AND RECOMMENDATION

This chapter of the study deals with summary, conclusion, and recommendation. The findings stated in chapter 3 are summarized and based in the summary made conclusion is driven; last but not least possible recommendation is given.

#### 4.1. Summary

In this section of the chapter major implications discussed in previous chapter about the public relation practice of AL-SAM plc are summarized.

- In relation to background of respondents, the majority of them may covering (58%) of the total respondents based on age the majority(34%) of respondents are in age range of 31-43. regarding educational background the majority(42 in number 31 in percent) first degree holders. 44% of the respondents are customers that run their own business.
- Image the company has in the minds of customers is high as rated by (42%) of the total respondents .however the company's efforts to maintain this favorable image is at a medium level rated by (47%) of the respondents.
- The company's public relation practice was evaluated based on two questioners. According to (44%) of respondents the company's public relations practice in comparison with competitors is at an average level.
- As for the acceptance of the company's practice it is at a high level rated by (43%) of the respondents.
- The company's effort in making information available is at an average level rated by (41%) of the respondents. Similarly the companies effort in addressing customers comment and grievance is as a same level rated by (42%) of respondents.
- The research finding also shows the company's usage of public relation tools like trade fairs, sponsorship is rated at a medium and high level respectively .the company relation with the society was related based on being a part of social activates is at an average level as rated by(38%) of the social respondents.

Generally the overall public relation practice of the company is at an average level rated by most of the respondents in different questionnaires with different approach.

## **4.2. Conclusion**

In this Particular section of the study conclusion of the overall study is presented bellow.

- From the findings of the research it can be concluded that most of the company's customers are well educated and run their own business.
- Image the company in the mind of customers is high. However the company's effort is to maintain this image is not as fruitful as it should be.
- The company's public relation acceptance is high.
- Another conclusion that can be drawn from the study is that the company's public relation practice is medium compare to other competitive company's.
- The company's is not using sufficient tools in making information available as well as create ongoing relationship with the public.
- The company's public relation department participation in social activity was rated by most of the respondents as having an average level. The conclusion is that the company's participation in social activities is not up to the expectation of the external public.
- The research also shows there is a gap between the company's actual performance and customer's expectation of the public relation practice.

## **4.3. Recommendations**

This section of the chapter presents recommendations given by the student researcher based on the overall research undertaken.

- The company should strive to maintain the favorable image it has by making a detail analysis of its public relation practices actual performance and the expectation of its customers and keep up with their expectation.

- The company should make enhancement in its overall public relation practice because in a growing competitive industry change is inevitable so in order to stay in business the company should make use of different public relation tools like, customer service and education, press release, arrange special events etc and create a competitive advantage over its competitors.
- As indicated by different authors participation in social activity is a vital public relation tool that could allow a company to have a good relationship as well as create a favorable image. In the case of AL-SAM, participation in social activities is not up to the. The company should engage in more social activities like, community service, charitable donations, customers get together and other related activities helps the company to build better image and reputation in the mind of customers.
- The company should make use of sufficient communication tools to keep the external public up to date in new information's about the company like media relation, which can be used by public relation department to create and maintain a two way communication with the public and maintain consistency on information it provides through different source no matter how good the company may be if it does not communicate with its publics, it will not put its message across. As a result it will lose out to its competitors who are using public relation more aggressively to ensure effective communication.
- The company should give more attention in creating a common understanding with the external public by clarifying the benefits they will get from the existence of the company and make sure an ongoing relationship has been established through continuous communication.

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# APPENDICES

**Appendix I**  
**St. Mary's University College**  
**Faculty of Business**  
**Department of Marketing Management**  
**Questionnaire to be filled by customers**

This is a questionnaire prepared by a student researcher in the field of marketing management in St. Mary's University College for a partial fulfillment of a senior essay on the public relation practice of AL-SAM PLC.

Please fill the questionnaire with honesty because the accuracy of the data to be collected and findings of this research paper is important for the company in adjusting its performance to satisfy and give value to customers. Your response will be kept strictly confidential.

**Remarks**

- A. Writing your name is not necessary.
- B. Give your response by ticking in the box provided besides each choice.

**1. Background of respondents**

- 1) Gender      A. Female       B. Male
- 2) Age      A. 18-30       B. 31-43       C. 44-56       D. Above 56
- 3) Educational level
- A. 12<sup>th</sup> complete       B. Certificate       C. Diploma
- D. Above 1<sup>st</sup> degree       E. Above 1<sup>st</sup> degree
- 4) Occupation
- A. Employed       B. Unemployed       C. Run own business



## 2. Questions related with the study

5. How do you rate the company's public relation practice in comparison with competitors?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

6. How is the acceptance of the company's public relation practice?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

7. The company works to create a common understanding with the public.

- A. Strongly agree       B. Agree       C. Neutral   
D. Disagree       E. Strongly disagree

8. What is the extent of the company's effort to address customer's comment or grievance, and take corrective action?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

9. How do you see the company's effort in working to get feedback about its public relation practice from customers?

- A. Very good       B. Good       C. Medium   
D. Bad       E. Very bad

10. The company has good relationship with the society.

- A. Strongly agree       B. Agree       C. Neutral   
D. Disagree       E. Strongly disagree

11. How do you rate the company's effort in making information available for customers?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

12. How do you rate the company's level of participation in trade fairs?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

13. The company uses published materials as a means of sharing information with its customers.

- A. Strongly agree       B. Agree       C. Neutral   
D. Disagree       E. Strongly disagree

14. What is the level of the company's effort in helping the society?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

15. How do you rate the company's past experience on arranging special events like cultural sponsorship, in order to reach a target public?

- A. Very good       B. Good       C. Medium   
D. Bad       E. Very bad

16. What do you think is the level of the company's image in the minds of the general public?

- A. Very high       B. High       C. Average   
D. Low       E. Very low

17. How strong do you think the company works to create and maintain a favorable image in the minds of the external public?

- A. Very strong       B. Strong       C. Medium   
D. Weak       E. Very weak

18. Have you ever faced a problem regarding the company's public relation practice?

- A. Yes       B. No

19. If your response to the above question is "yes" did you inform the company?

- A. Yes       B. No

20. If you answered “yes” for the question above how fast did the company gave you solution to your problem?

A. Very fast

B. Fast

C. Average

D. Slow

E. Very slow

21. Share your opinion about the public relation practice of the company.

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22. If there is anything you would like to add regarding the company’s strength and Weakness in its public relation practice:

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***Thank you for your cooperation!***

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**Appendix II**

**ቅድስተ ማርያም ዩኒቨርሲቲ ኮሌጅ**

**ቢዝነስ ፋክልቲ**

**የሚኬቲን ሜጅመንት ትምህርት ክፍል**

**በደንበኛ የማሞላ ማጠቃለያ**

ይህ ማጠቃለያ የተዘጋጀው በቅ.ማ.ዩ.ኮሌጅ የሚኬቲን ሜጅመንት ተማሪዎች ሲሆን፡፡ አለማንም በአልሳም ከባንያ የሚከተለውን የህዝብ ግንኙነት ዙሪያ ለማይተኩር የመሠረቱ ጥናታዊ ጽሁፍ ማጽደቅ ነው፡፡ ማጠቃለያው በታማኝነት እንዲሞላ እየጠየኩ ምክንያቱም የመረጃዎች ትክክለኛነት ድርጅቱ አሰራሩን እንዲያሻሻል ከመጥቀሱም ባሻገር ለደንበኞቹ ተገቢውን ትኩረት እንዲሰጥ ይረዳል፡፡ ማጠቃለያው በጥንቃቄ እንደሚሞላ እተማመናለሁ፡፡

ተጨማሪ

ሀ. ስም መጻፍ አያስፈልግም

ለ. ምላሽን በአማራጮች አጠቃላይ በተቀመጠው ሳጥን ራይት / √ / ምልክት በማድረግ ይግለጹ

**ጠቅላላ መረጃ**

1. ፆታ ሀ ወንድ  ለ. ሴት

2. እድሜ  
ሀ. ከ18-24 ዓመት  ለ. ከ25-30 ዓመት   
ሐ. ከ31-36 ዓመት  መ. ከ37-42 ዓመት

3. የትምህርት ደረጃ  
ሀ. ዲግሪ  መ. ሁለተኛ ደረጃ የጨሰ   
ለ. ዲግሪ  ሠ. ሌላ ካለ ያለ   
ሐ. ሰርተፍኬት

4. የስራ አይነት  
ሀ. ተቀጣሪ  ለ. የግል ሰራተኛ  ሐ. ተማሪ

5. የድርጅቱ የህዝብ ግንኙነት እንቅስቃሴ ከተፈካካሪ ድርጅቶች አንጻር እንዴት ይመዘኑታል?  
ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ   
መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

6. የድርጅቱን ህዝብ ግንኙነት እንቅስቃሴ እንዴት ያዩታል?  
ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ

ሠ. በጣም ዝቅተኛ

7. ድርጅቱ የጋራ መግባባትን ለመፍጠር ይሰራል?

ሀ. በጣም እስማማለሁ  ለ. እስማማለሁ  ሐ. መካከለኛ

መ. አልስማምም  ሠ. በጣም አልስማምም

8. ድርጅቱ ቅሬታዎችና አስተያየቶችን በመቀበል ለስራ ማሻሻል እንደግብአትነት መጠቀሙን እንዴት ይመዘኑታል?

ሀ. በጣም ጥሩ  ለ. ጥሩ  ሐ. መጠነኛ

መ. ደካማ  ሠ. በጣም ደካማ

9. ድርጅቱ ስለህዝብ ግንኙነት ከደንበኞቹ የክትትል መልስ ለማግኘት የሚደረገውን ጥረት እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. አነስተኛ  ሠ. በጣም አነስተኛ

10. ድርጅቱ ከሚሰጠው ጋር መልካም ትብብር አለው?

ሀ. በጣም እስማማለሁ  ለ. አልስማምም  ሐ. መካከለኛ

መ. አልስማምም  ሠ. በጣም አልስማምም

11. ድርጅቱ መረጃዎችን ለደንበኞቹ በተገቢው ሁኔታ የማቅረብ ብቃቱን እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

12. የድርጅቱን የንግድ ትስስር ተሳታፊነት ደረጃ እንዴት ያዩታል?

ሀ. በጣም ጥሩ  ለ. ጥሩ  ሐ. መጠነኛ

መ. ዳካማ  ሠ. በጣም ደካማ

13. ድርጅቱ የህትመት ወጠቶችን ከደንበኞቹ ጋር መረጃን ለመቀያየር ይጠቀምባቸዋል፡፡

ሀ. በጣም እስማማለሁ  ለ. እስማማለሁ  ሐ. መካከለኛ

መ. አልስማምም  ሠ. በጣም አልስማምም

14. ድርጅቱን እወቅና የመፍጠር ብቃት እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ  ለ. ከፍተኛ  ሐ. መካከለኛ

መ. ዝቅተኛ  ሠ. በጣም ዝቅተኛ

15. ድርጅቱ ልዩ ልዩ ዝግጅቶችን ማለትም እንደ ባህላዊ ተሳትፎ፣ ወጪ ማሻሻያን የመሳሰሉትን ተግባራት በመከናወን ከህብረተሰቡ ጋር ለመቅራረብ የሚደረጉትን ጥረት እንዴት ያዩታል?

ሀ. በጣም ጥሩ  ለ. ጥሩ  ሐ. መጠነኛ

መ. ደካማ  ሠ. በጣም ደካማ

16. በአጠቃላይ ማህበረሰቡ ድርጅቱን የተቀበለበትን መንገድ እንዴት ያዩታል?

ሀ. በጣም ከፍተኛ                       ለ. ከፍተኛ                       ሐ. መካከለኛ   
 መ. ዝቅተኛ                                       ሠ. በጣም ዝቅተኛ

17. ድርጅቱ በጣም በረሰቡ ዘንድ መልካም አመለካከትን ለመፍጠር የሚደረገውን እንቅስቃሴ እንዴት ይመዘኑታል?

ሀ. በጣም ከፍተኛ                                       ለ. ከፍተኛ                       ሐ. መካከለኛ   
 መ. ዝቅተኛ                                       ሠ. በጣም ዝቅተኛ

18. በድርጅቱ ህዝብ ግንኙነት እንቅስቃሴ ችግሮች አጋጥሞ/ሽ/ ያወቃል?

ሀ. ያወቃል                                       ለ. አያወቅም

19. ከላይ ለተጠየቀው ምላሽ/ሽ ያወቃል ከሆነ ለድርጅቱ አሳወቀዋል?

ሀ. አዎ                                       ለ. አይደለም

20. ከላይ ምላሽ/ሽ አዎ ከሆነ ድርጅቱ በምን ያህ ፍጥነት መፍትሄ ሰጠ/ሽ?

ሀ. በጣም በፍጥነት                       ለ. በፍጥነት                       ሐ. መካከለኛ   
 መ. ዘግይቶ                                       ሰ. በጣም ዘግይቶ

21. ስለ ድርጅቱ ህዝብ ግንኙነት እንቅስቃሴ ያልዎትን አመለካከት ቢገልጹ

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22. ሌላ በተጨማሪ ማከል የሚፈልጉት ነገር ካለ ቢገልጹልን? በተለይ

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**ስለትብብርዎ እናመሰግናለን!**

**Interview Check List**

This interview is organized to assess the public relation practice of AL-SAM plc by a prospective graduate student researcher at St. Mary's University College; department of marketing management, for a partial fulfillment of a senior essay.

Thank you for your cooperation.

1. How do you express the company's participation in social activities and events?
2. Which public relation tools are practiced in your company?
3. What is the effort of your company to interact with the public?
4. How do you interact with the public media?
5. How do you interact with your customers and deal with their concerns?
6. How do you evaluate the company's public relation activities in comparison with competitors?
7. How do you express the company's relationship with customers?
8. How do you rate the company's work towards creating common understanding with its publics?
9. What methods does your company use to collect customers complaint and grievances?
10. Does the company use customers' complaint and grievance as an input for evaluating its public relation practice?
11. What measures does your company use to evaluate the effectiveness of its public relation practice?
12. How often does your company engage in social activities?

## **DECLARATION**

### **Advisee's Declaration**

I, The undersigned, declare that this senior that this senior essay/project is my original work, prepared under the guidance of Wro Hilina Mohamed. All sources of materials used for the manuscript have been duly acknowledged.

Name: Yemisrach Assefa

Signature: \_\_\_\_\_

Place of submission: St.Mary's University College

Date of submission: \_\_\_\_\_

### **Advisor's Declaration**

The paper has been submitted for examination with my approval as the University College advisor.

Name: Hilina Mohamed

Signature: \_\_\_\_\_

Date: \_\_\_\_\_