

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

**AN ASSESSMENT OF PUBLIC RELATION
PRACTICE IN THE CASE OF TAMCO PLC**

**BY
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**JUNE, 2014
SMU
ADDIS ABABA**

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Abstract

This paper attempt to assess public relation in TAMCO PLC. The paper attempt is to address research question raised in statement of the problem and objectives of the study. Thus general objectives of the paper are to describe achievement goal and to assess Public Relation practice of the company. In conducting the study the student research used primary and secondary source of data. The collection data are analyzed and interpreted using qualitative and quantitative method to present the findings.

Based on the study summary of findings here written, conclusion here drawn and finally recommendation here made that supposed to be important to solve the existing problem of the company in public relation practice.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Public relation is the management of relationship and communication to establish goodwill and mutual understanding between an organization and its public (Kumar 2006: 416 - 419).

Public relations have a variety of meaning based on its use and application in different organization and institution. Among that organization and the British institution of public relation defined public relation as deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public (Banik, 2002: 2 - 5). The ultimate goal of public relation must be maintaining between an organization and its publics, this enables to create a better link between two parties.

As (Cultp 2003: 603) mention that public relation plays a great role in facilitating the marketing activity of a business organization. Now a day, public relation concept has changed the communication between an organization and its public and the way information is gathered about the present situation of an organization in a dynamic marketing environment.

Based on the brochures gathered from the company while the student researcher was doing a preliminary research the following data were gathered. This study focuses on the public relation activity made by TAMCO PLC so as to build strong relationship with its stakeholders. As per the information obtained from the enterprise, TAMCO PLC started its career in 1980 with a paid up capital of birr 25 million and built its empire into the future. The company is mainly engaged in the production and marketing of detergents, coffee and also selling imported furniture. Even if the company is expanding and making its products readily available to its customers, it's also faced with fierce from the major competitors in the market including but not limited to Al-SAMPLC, Amdehun Trading and Mis-Tad Trading PLC.

TAMCO PLC strives to better serve its customers by implementing backward and forward integration mechanisms such as chemical to detergents, farming to coffee, and strengthening its research and development activities.

The researcher believes that an effective public relation practice can enable the company to display the desired goal of providing quality products at an affordable price with short delivery time.

1.2. Statement of the Problem

Public relation is all about keeping a company's image the way it has to be perceived by the public. It involves representing an organization to the public (McPheat, 2010: 9).

According to Kumar (2006:419-419), public relation is the management of relationships and communication to establish goodwill and mutual understanding between an organization and its public.

Public relation serves systematic approach; it solves a problem, creating and understanding between the organization and the target audience with the objective of building goodwill and image (Bahili, 1994: 28).

(Hiebing and cooper, 2000: 364) explained their ideas on public relation as an act of evaluating public opinion and identifying organizational policy practice with the interest of the audiences followed by the development and execution of plans that can participate in social activity like, events customer service and acceptance.

According to Cutlip (2002: 7) public relation also takes as part of marketing management mix through promotion as a tool establishing and maintaining both side relationship with the company and its public for an organization who have planned and frequent public relation activities can help in building favorable image in the mind of all public of an organization, from this prospective any company especially those must have a well-organized and frequent public relation program in order to create favorable image in the customer mind as well as the public at large.

The student researcher observed and inspired by the major problems of public relation activities in TAMCO PLC and come up with the following preliminary observation:

- The company uses major public relation tools to reach out to its customers and employees. These include publication, public service activities and events in marketing practices. But, limited number and cost of publications has hampered the company from sufficiently distributing them. As a result, employees are not

well informed and updated with the company's status. Besides, the company's website does not provide updated information.

- The small public relations department that has very limited facility and manpower given the size of TAMCO PLC and standard has also pose a problem for efficient and effective public relation service such as news, speeches and seminars.

1.3. Research Question

This study has answered the questions

1. Which major public relation tools are practiced in TAMCO PLC?
2. How effective is TAMCO PLC in meeting public relation objectives?
3. To what extent the company participates in various social activities to maintain favorable image?
4. What evaluation mechanism is used by the company to measure the effectiveness of public relation?

1.4. Objectives of the Company

1.4.1. General Objective

The General Objective of this study is to assess the public relation practices of TAMCO PLC.

1.4.2. Specific Objectives

- To determine factors that affect public relation practices
- To analyze whether the company has well organized public relation center and management
- To determine the type of public relation tools that is mostly practiced by TAMCO PLC.
- To come up with the necessary public relation solution for the company.

1.5. Significant of the Study

The research paper is expected to have significance from different perspectives

- **To the Organization**

The researcher believes that this paper will contribute a lot to the company as a source of input to solve public relation shortcomings of the company.

- **To the Researcher**

This study will create a conducive learning platform for the researcher to do an in depth analysis on public relation processes taking TAMCO PLC as a case.

- **To Other**

Furthermore, this study can be used as a secondary data for other researchers who would like to conduct similar surveys on the area of public relation.

1.6. Scope of the Study

The researcher tried to assess the public relation practices on TAMCO PLC through in depth investigation on customers, and marketing manager of the company. The investigation particularly focused on Merkato sales office as a result of its sales volume and high interaction with its customers. Moreover, the student researcher has analyzed the public relation practices of the company covering the year 2010 to 2012.

1.7. Research Design and Methodology

1.7.1. Research Design

The student researcher used descriptive research method as this method facilitates the research setting and allows the use of both quantitative and qualitative measurement methods. This method can help define the real problems and describe factors and challenges of practicing public relation activities in the company.

1.7.2. Population, Sampling Size and Sampling Technique

1.7.2.1. Population

The population of the study is comprised of 150 customers and Marketing Manager of public relations department of the company.

1.7.2.2. Customer

Due to time and other resource limitations of the company, it is found to be difficult to include all customers in this research study. As a result, the student researcher used non-probability sampling approach that is specifically convenient sampling technique for this type of study. Non-probability sampling approach well suited when there is no assurance that every member of the population has same chance of being included in a sample or the student research may not have access to their entire group for this research study. Moreover, this sampling technique is convenient as a result of the unit

of the sample that is available in a certain specific time and place. Finally the student researcher was able to use judgmental sampling to select customers on an individual bases. Since the study focused on public relations within the past two years (2010-2012), the researcher focused on those customers with 3years and above relationship with the company. Based on the recommendation of Malhotra, (2006; 383) a total number 150 customer were taken as a reliable sample size.

1.7.3. Types of Data to be Collected

The student researcher used both primary and secondary data for the study. The primary data is collected through closed ended and open ended questionnaire from customers and marketing manager. In addition, secondary data is collected from company's sales records, publications, reference books, and the Internet.

1.7.4. Method of Data Collection

There are two methods which the student researcher used to collect data. These are questionnaire and interview. To get first-hand information that is essential for the study, questionnaires were prepared and distributed among the company's customers whereas interviews were conducted with employees and public relation manager.

1.7.5. Data Analysis Method

Both quantitative and qualitative analysis methods were used to analyze data. The row data is organized and analyzed using tables and percentage. Moreover, qualitative analysis was used to analyze the data gathered through interviews checklist and discussion with the marketing manager of the company and other employees.

1.8. Limitation of the Study

There were some factors that affected the student researcher not carry out the study as expected. Among these, the following are the major limitations encountered:

- Some respondents were not willing to complete the questionnaire
- Questionnaires were not returned on time. A lot of respondents took more than three weeks time to complete and return the questionnaires
- Most of the open ended questions were not sufficiently answered and did not correlate with the study.

1.9. Organization of the Study

This study is organized into four chapters, the first chapter deals with the background of the study, statement of the problem, objectives of the study, significance of the study, scope of the study, research design, methodology, and limitations of the study of the study.

In second chapter, similar researches are reviewed under literature review and analyzed based on the perspectives of different experts and scholar's.

The third chapter deals with presenting the analyses and interpretation of data whereas the last and the fourth chapter, provides summary, conclusion and recommendation of the study. Moreover, bibliography and appendix are attached at the end with this research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Overview of Public Relation

Public relation is an activity which creates favorable image towards an organization for its product or service. It can often overlook form of promotion. Many organizations do not give a big value or space for this promotion mix. Rather, they often put it behind advertising, sales promotion and personal selling (Etzel 2001:561).

(Banik, 2004:7) public relation is the skilled communication of idea to identify and interpret policies and programs of organization with the objective to establish abridge of understanding and good image between the organization and its public. In doing so, the company promotes a better climate for industrial peace, higher productivity and corporate discipline and also at convening the credibility, performance and potential of the company's image as well as the image of its products/service (Banik, 2002: 1)

(Hiebing and cooper, 2001:561) explain their idea on public relation as act of evaluating public opinion and identifying organizational police and practice with the interest of the audience, followed by the development and execution of plans that can public awareness, acceptance, support and action.

In addition, public relation is distinct management function which help establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public which involves the management of problem or issues that help management to keep informed on and response to public opinion; define and emphasize the responsibility of management to save the public interest; help management keep abreast of and effectively utilize change serving as an early warning system to help anticipate trend and uses research and sound also ethical communication as its principle tools (Shri and shri, 2004: 2)

In short public relation is one of the major promotion mixes which creates good relationship with the public by obtaining favorable public and maintain good company image and handling of unfavorable stories, events and Rumor (Kotler, 2002: 477 - 478)

However, it's important to make a distinction between public relation and publicity. In short term publicity may be any form of information from an outside source used by the news media that's largely uncontrollable; since the source of the news item will have little control over how and when the story will be used and most importantly on how it will be interpreted. The responsibility of public relation is to create and influence publicity in such a way it has positive impact on the company for which the activity is undertaken.

2.2. Definition of Public Relation

Public relation is defined as an activity which one company tries to create a good image in the mind of the public and execute a program of action to get public understanding and acceptance. It is also the skill of communication for idea, to elaborate and interpret the program of organization with the objective of making good understanding and image between the organization and the public. Any organization must develop sustainable and frequent public relation activity with both internal and external public of organization.

2.3. Internal Public of Public Relation

An organization is nothing without its employees; and employees are the internal public of companies. They are important because they participate in all the company's operations including production and interaction with customers.

An employee of a certain organization has to be well informed about the activities of the company like management initiative, new way of production and development, facilities, and also about his/her responsibility. Hence, internal communication can have an advantage on the flow of information in such systematic way on real time basis (Banik, 2004: 40 - 41).

2.4. External Public of Public Relation

As the name implies, it focuses on the people outside of the organization as it is very essential to communicate with different groups of people to the external target population. Some of the groups of external public include:

Customer: any organization has its own customers which are the people to whom the company sells its products, services or idea.

In today's, competitive market customers look for product or service that are known and have an image and are backed by quality and good after sales service. Customers' opinion could play pivotal role and cannot be ignored.

Media Relation: media relation is a vital tool in public relation. Reasonable amount of communication and public relation activities are conducted through media; especially through print media.

Community: an organization should regularly keep its relationship with the community and provide them feedback about their opinion, suggestion and compliant if any; this could eventually help establish good relationship with them as they are one of the prime target groups.

Government: There are two aspects to address here. The first one is the public relation for the government (as an organization) and the second public relation for the government which is seen as target group. This is important to build a good relationship with the government and also help the community.

Public at large: - The term public relation, public at large has three major things; Give information to the public, attempt to modify attitude and action of an organization, and respond to the public and by conveying the reaction of the public to the management. In General any organization must have developed sustainable and frequent public relation activity with both internal and external publics of an organization.

Shareholders: shareholders are very important public relation partners of companies. They include company owners and, hence, a company cannot afford to be unmindful of the interests of its shareholders.

2.5. Major Media Type

- **Television:** It has often been said that television is ideal advertising medium. Its ability to combine visual image, sound motion and color presents the advertiser with the opportunity to develop the most creative and imaginative appeal of any medium. A television has a wide audience and continues to hold great appeal for companies vending goods and services with more general target market (Blech, 2004: 304 - 305). Moreover, Clow (2004: 277) states that television is excellent medium to reach members or the buying center when they are not preoccupied with other business concern.

- **Radio:** is a personal medium that take advantage of its many stations and format to direct advertising to extremely well defined audience segment. The medium can be heard in home, at work, in the car and on anywhere at free time. More importantly, radio is listened to in the market place where perspective buyers often go. Radio has the advantage of high degree of audience that is selectivity available through various program formats and geographical coverage. (Blake, 2004:377) mention that radio lets companies focus their advertising on specialized audience such as certain demographic and lifestyle group.
- **Newspaper:** it's the one method of print media and also the largest of all advertising media. A newspaper is massing medium it almost read by most people, it offers great flexibility which assists creativity and its printed message lasts long with greater market coverage and acceptance (Lee and Johnson, 2003: 193).
- **Internet:** it's not the most effective method, but very few companies have been able to successful adapt the technology to profitable sales tool. Its inexpensive and easily available type of medium. Moreover, it's the most flexible media with the ability to immediately cope with change and reach to market and competitive environments (Chunawalla and Sethia, 2005: 3).

2.6. Objective and Aims of Public Relation

The main objective of the public relation department of TAMCO PLC is to enhance company's reputation and create a good image of the company among the public. According to Jobber, (2001: 500) public relation can accomplish many objectives some of them are:

- **Prestige and reputation:** it can foster prestige and reputation which can help companies sell products and keep employees motivated and promotes community and government relationships
- **Promotion of product:** the desire to buy a product can be assisted by the unobtrusive thing that people read and see in the press, radio and television create awareness and interest in product and companies can be generated.
- **Goodwill of customers:** Ensuring those customers are presented with useful information are treated well and have their compliant deal with fairly and speedily.

- **Goodwill of suppliers and distribution:** building a reputation with customer (for suppliers) and reliable suppliers (for distributor)
- **Goodwill of government:** influencing the opinion of public officials and politicians so that they understand that companies operate in the interest of the public
- **Attracting and keeping good employees:** creating and maintaining respectability in the eyes of the public so that the best personnel are attracted to work for that particular company.

2.7. Major Tools of Public Relation

To communicate with internal and external customers and also the public, a company's public relation department must use appropriate tools. These may include:

- **Publication:** - It may include reports for the purpose of influencing and/or informing readers. It can also be a brochure article, company news, magazines and audiovisual materials. These publications can provide general background information and details of the company's activities including goals, plans, and success stories to readers.
- **News:** Announce any news about the company, its products and its employees. Its inexpensive way of communicating with the public. It's taken as one of main duties of public relation department of the organization since it is used as input to outside public.
- **Events:** this is one of the public relation activities to communicate with the public by arranging special events like exhibition, seminars, contests and competition, news conference, sponsoring sport and cultural festivals that can reach the target public.
- **Public service activity:** Companies can build good will by contributing money and time to a good cause. Seizing such activities as opportunity to keep the public informed and build good image of a company is invaluable.
- **Speeches:** Face to Face communication has better result than other modes of public relation. The important point here is to create contact with the public. One example could be to conduct Q&A with the media or making a public speech at trade associations or sales meetings. These appearances can play pivotal roles in building the company's image. Jefkins (1983: 10)

recommend that the following tools can serve as a bridge to have strong relationship with customer.

- **Customer Service and Education:** Create awareness, teach and help them to buy things they understand, having interest and can associate with it, so it's important to educate them and make awareness that can eventually help them make proper choices and rely on the product or service they familiar the most.
- **Guarantee and Warranty:** These are the methods that try to attract the customer by giving additional period of time to securing customer trust on the product or service.
- **Work Visit Open Day:** Taking people behind the scenes and letting them see how things are made. This is important because it leads the customer to believe that they are part of an organization.

2.8. Practice of public relation

The practical application of public relation can be summarized under three main headings:

- **Positive step to achieve goodwill:** these consist in arousing and maintaining goodwill and public relation interests in the activity of an organization in order to facilitate the successful operation and expansion of those activities.
- **Action to safeguard reputation:** it's equally important to look inward at the organization and to eliminate customer and practice which through legitimate are likely to offered public opinion or to interfere with mutual understanding.
- **Internal relationship:** using public relation technique internally in order that the staff and employees of the organization shall be encouraged to identify their own interest with those of the management.

2.9. Function of the Public Relation

Public relation has often been treated as a minor element in the promotion mix (Kotler, 2002: 616) but a strong company has an idea to manage successful relation with its key stakeholders, these type of companies have a public relation department

that monitor the attitude of the organization and communication to build good will.

They most often perform the following four activities:

- **Press relation:** Developing news and information about the company in most positive manner
- **Product publicity:** sponsoring efforts to publicize specific product
- **Lobbying:** create positive connection with legislative and government officer to promote or defeat legislation and regulation
- **Counseling:** sharing ideas and advising management regarding public relation issue in the good or worst time of the company's position
- **Development:** public relation with donors or member of not-for-profit organization to gain financial or volunteer support
- **Public affair:** building and maintaining national or local community relation.

2.10. Social Responsibility and Public Relation

The emergency of public relation as a discipline of management gathers momentum ever since there was awareness in business sites social responsible (Banik, 2004: 20).

It's equally important for businesses to be concerned about what is happening around it's in social, political and technological fronts. The role of public relation, therefore, has gone beyond crisis management and public relation programs. Today, public relation include media communication, image building, attitude research and counseling on strategies and issues. It's the distinct role of public relation to deal with human climate to sense its turns to analyze it, to adjust to it, to help direct it.

The main issue in fulfilling its social responsibility, however, it's not the quantum of funds but the business. The business should realize that it has the following responsible toward the external public (Banik, 2004: 22).

2.10.1. Social Responsible Toward Customer

- Develop and design new product, product line, and products range keeping in mind the customer needs, preference, taste, color, choice etc...
- To provide quality good in adequate quantity at right place, at the right time and at responsive price.

- Customer interest has to be always paramount and give preference over the interest of other public while formulating companies' policies and procedure etc...
- To attend customers suggestion, grievance and explaining companies point of view giving due respect to customer suggestion and grievance.
- Customer should be educated through various media like advertising, publicity, personal selling, and demonstration in exhibition about the product quality, quantity and usage.
- The customer should be given a good worth for their money (Banik, 2004:22).

2.10.2. Social Responsible Toward Media

- Media has an inherent and moral right to information
- The relationship with media is to be nurtured over a period of time forever and not for a short while for any specific purpose.
- The company should regularly scan what is reported about it in the media and interest with them giving its version.

2.10.3. Social Responsible Toward Community

- The Company should make it humble contribution in improving the quality of life to the community by providing educational social, medical and cultural relationship
- Community should be provided with opportunity to share fruits of the business of the company through employment chances, making supplies of raw material, distribution of finished products and doing various contractual jobs
- The Company should always respect and immediately act up on the opinion and provide feedback to the general public regarding its products and services
- The company should carry on its business and community activities in such away that can cause least inconvenient to the community
- The company should make optimum and discreet use of the natural resource, so that the valuable resource could be conserved for longer time and the ecology of the area is also not distribute (Banik, 2004: 23).

2.10.4. Social Responsible Toward Action Group

- To provide information to them on any subject relating to company so as build confidence and trust between the two and avoid the possibilities of misunderstanding
- To take suggestion views and advices from them time to time on the possible change likely to take place in the company to a certain their reaction and to incorporate appropriate change if require.
- Although they may be critical of the company or its function, they should also be treated as business association of the company as they have their genuine interest in the company its good name. They normally add a doing of view which is missed out by the company inadvertently, there for their view and suggestion should be consider seriously and implement as far as possible (Banik, 2006: 24 - 25).

2.11. Advantage of public relation

Blechi (2006: 576) states the following to be advantage of public relation.

- **Cost:** public relation is inexpensive way of promotion especially when the possible effects are considered
- **Image building:** effective public relations make an organization to create a positive image
- **Ability to reach specific group:** all organization does not use all promotion mix, the reason behind this is, it's because of financial incapability, so the best way to communicate the society is grouping through public relation
- **Avoidance of Clutter:** public Relation message are not subject to clutter of advertisement they are typically perceive as new item.

2.12. Developing public relation approach

Public relation is a scientifically managed part of an organization which is part of problem solving and change process. Four steps are suggested by Scott, m Cutilp (2006: 340) for developing public relation plan,

- I. **Define the problem:** define what is the problem and must be concerned with and affected by the polices of an organization

- II. **Planning and program:** gather information about the program public objective action and communication for used to make decision
- III. **Take action and communication:** implement the program to achieve the specific objective for reach the publics to accomplish the program
- IV. **Evaluating the program:** assessing the preparation implantation and result of the program.

2.13. Factor affecting the effectiveness of public relation

There might be many factors which have an influence on the practical implementation of public relation at any organization.

Setting public relation objectives, identifying the company target group, identifying appropriate public relation tools activity shall be specific setting standard selection for personnel of public relation department.

Hiebing and Cooper (2003: 383) suggest the following factors to be considered before any public relation activity performed.

- Setting public relation objective
- Identify the target group
- Identify the tools
- Activity should be specific
- Setting standard
- Selection of personal public relation department And
- Availability of technology.

2.14. Implementing the Public Relation Program

Once the target audience is identified, the public relation program must be developed and delivered to recipients. A number of public relation tools are available for this purpose including press release, press conference, exclusive interview and community involvement (Blech, 2004: 573).

- **The press release:** One of the most important public relation tools is the press. To be useful, the press information must be factual and interest to the medium as well as to its audience

- **Conference:** though it is less often used by organization and corporation, it can deliver message very effectively
- **Interview:** mostly someone will raise specific question and spokesperson of the firm will reply them
- **Community Involvement:** many companies enhance their public image in local community they working in. This involvement may take many forms including membership in local organization, contribution to or participating in community events, etc.
- **Exclusive:** although most public relation effort seeks a variety of channels for distribution, an alternative strategy is to offer one particular medium. As exclusive right to the story of that particular medium. An exclusive right to the story of that particular medium reaches at number of people. An exclusive right to the story of the particular medium reaches at substantial number of people in the target audience offering an exclusive may enhance the likelihood of acceptance.

2.15. Effective Public Relations

A public relation program to be effective has to have the objective of determining the progress and successes to be reviewed (Sahu and Raut, 2003: 148). Even if it's difficult to decide the objective of public relation, the major objective lies on information the public what is new persuading them by giving all the information about the current situation and integration with the whole public by developing a two way communication in order to meet the desire objective, Belch and Belch (2004: 577) says that effective public relation helps to develop a positive image for the organization. The key to effective public relation is to establish good program that is worthy of public interest and manage it properly to implement effective public relation practices. The following three factors should be done correctly as much as possible

- Selecting the right personnel to carry out the public relation
- Setting specific objective that are capable of evolution; and
- Fully integrate the public relation function in to the organization

The selection of the right personnel is especially important for potential public relation practitioners. The selected personnel should have skills and attribute

necessary to be successful including sound judgment, personal integrity, communication skills, organization ability, strong personality and team player.

2.16. Measuring of the Effectiveness of Public Relation

Measuring the effectiveness of public relation is important according to Blech. Blech (2003: 566) in addition states that determining the contribution of public relation program to attaining communication offers advantages such as:

- It tells management what has been achieved through public relation activity
- It gives management a way to judge the quality of public relation achievement and activity
- It provides management with a way to measure public relation achievement quantitatively

CHAPTER THREE

DATA PRESENTATION, ANALYSIS AND PRESENTATION

This chapter deals with the presentation analysis and interpretation of the data gathered from customer and was distribute manager. The data were obtained through a questionnaire and interview. the questionnaires was distribute to customer and an interview was held with the manager, One Hundred Fifteen copies of question are continuing both open and close ended question were distributed to customer.

The rate of return for the questions are was 73.33%. This means out of the total 150 questionnaires 110 was filed out and released.

3.1. Analysis of Respondent General Characteristics

Table 1: General Characteristics of Respondent

No	Item	Description	No of Respondents	Percentage
1	Gender	Male	30	27.7%
		Female	80	22.73%
		Total	110	100
2	Age	18-27	24	21.31%
		28-37	40	36.36%
		38-47	22	20%
		48-58	14	12.73%
		>58	10	9.10%
		Total	110	100
3	Educational Level	12 th grade	40	36.36%
		Certificate	24	21.81%
		Diploma	22	20%
		1 st Degree	14	12.73%
		1 st Degree	10	9.10%
		Total	110	100
4.	Occupation	Government Employee	10	9.10
		Self Employee	20	18.18%
		Private Employee	50	45.45
		NGO	10	9.10
		Others	20	18.18
		Total	110	100

In table 1, 1st item is about the gender category of responders among the total respondents 30(27.275) are male were as 80(72.73%) are female. This indicates that female respondents took lion share.

The 2nd item of table on the pervious page duplicate the customer respondent's age item under four age group. the 1st age group of respondents between 18 - 27 accounted for 24(21.81%) the 2nd age group of the respondent range between 28 - 37

accounts for 40(36.36) the 3rd age group of the respondents range 38.47 accounted for 22(20%) the 4th age group of the respondents range 48-58 accounted for 14(12.73%) the remaining 10(9.10%) are included in the respondent age growth are in the age of young , so they could answer those question honesty and responsibility.

Regarding the educational background on item 3 among the total respondents 40(36.36) of them 12th grade complete, 24(21.81%) of them are in certificate holder, 22(20%) of them are in Diploma holder, 14(12.73%) of the responded are in 1st degree holder and 10(9.10) of the respondents are in the level of 1st degree holder and above. This show that most of the TAMCO PLC customer have at least in the 12th grade complete and certificate holders. This enables the PR Department of the company easily to communication.

Regarding the occupation on item 4 show that 10(9.09%) replied Government Employee, 20(18.13%) of them replied self employee, 50(45.45%) of them private employee the rest 10(9.01%) and 20(18.13%) of them replied NGO and other. This analysis shows that most of the respondents incorporate in this study are private employees.

Table 2: Relationship with the Company

No	Item	Description	No of Respondents	Percentage
1	For how long is have been customer	< 4	16	14.55%
		5 - 9	40	36.36%
		10 - 15	30	27.27%
		16 - 20	20	18.13%
		> 20	4	3.64%
		Total	110	100

As it is show in the 1st table item 5 show that 16(14.55%) of customers respondents are doing business with TAMCO plc less than 4 years, 40(36.36%) have doing business with the company for 5 - 9 years and 30(27.27%) of them doing business for 10 - 15, the rest 20(18.13%) and 4(3.64%) are during business for 16 - 20 years and above 20 years .This shows that majority of the customer respondents have between 4-9 years working experiences relationship with the company.

Table 3: Issues Related with the Company's Information Provision

No	Item	Scale	No of Respondents	Percentage
1	How do you rate the willingness of the employees at the information desk to provide information?	Very High	14	12.73
		High	10	9.10
		Neutral	22	20
		Low	40	36.36
		Very Low	24	21.81
		Total	110	100
2	The company's preparedness to customers and suggestion?	Very high	4	3.69
		High	20	18.18
		Neutral	30	27.27
		Low	40	36.36
		Very low	6	14.55
		Total	110	100
3	The Company information desk is well equipped?	Strongly agree	20	18.18%
		Agree	10	9.09%
		Average	10	9.09%
		Disagree	60	54.55%
		Strongly Disagree	10	9.09%
		Total	110	100

As It us depicted in the table 2 on item 1 out of 110 respondent 14(12.73%) replied very high, 10(9.10%) high 22(20%) Neutral, 40(36.36) low and the rest 24(21.81%) of them responded very low. This implies that above 50% of the customer respondents regard the TAMCO PLC employees of willingness in providing information under the category of low and very low. This create group between customer and company.

In item 2 of table 2, Out of 110 respondents 4(3.69%) replied very high, 20(18.18) high 30 (27.27%) replied Neutral, 40(36.36) low and the rest 16(14.55%) responded very low. This shows that TAMCO has not a good preparation in taking complaints and suggestion.

Whereas during the interview with the PR manager he replied that “we have a good preparation in taking customers complain and suggests and also our employees well prepared for this” This show that there is misunderstanding between the company assumption and customers views.

Item 3 of table 2, on the previous page presented the TAMCO information desk is well equipped. Out of 110 responded 20(18.18%) strongly agree, 10 (9.01%) replied Agree, 10(9.01) Average, (54.55%) replied disagree and the rest 10(9.01%) of them replied strongly disagree this implies that to TAMCO PLC has low information desk. this create a bad relationship with the customer.

Table 4: Issue Related With Creating and Maintains A Favorable Image in the Mind of the Customer.

No	Item	Scale	No of respondents	Percentage
1	Do you agree TAMCO work to enhance a company reputation?	Strongly Agree	4	3.64%
		Agree	24	21.81%
		Average	14	12.73%
		Disagree	56	50.91%
		Strongly Disagree	12	10.91%
		Total	110	100
2	What is the level of the company image in the mind of customer?	Very high	18	16.36%
		High	14	12.73%
		Medium	10	9.09%
		Low	50	45.45%
		Very low	18	16.36%
		Total	110	100
3	I tell about the company good image to others	Strongly Agree	12	10.91%
		Agree	18	16.36%
		Neutral	54	49.09%
		Disagree	16	14.54%
		Strongly disagree	10	9.01%
		Total	110	100

As it is shown in the above table for item 4(3.64%) have responded strongly agree 24(21.81%) Agree, 14(12.73%) Average, 56(50.91%) replied Disagree and the rest 12(10.91%) of them have responded very low. This implies that the company faced a problem in creating a good reputation.

In table 4 item 2 the overall effort of TAMCO PLC in creating a good image in the mind of the customer 18(16.36%) replied very high, 12(10.91) high, 10(9.09%) medium, 50(45.45%%) low and the rest 18(16.36%) replied very low respectively. This implies that regarding to create good image in the mind of the customer TAMCO PLC does not work to enhance a good image in the mind of the customer, so it make the company to decreases its sales volume.

In table 4 item 3 presented that the level of the customer in telling the good image to others, 12(10.91%) of them replied strongly agree, 18(16.36%) Agree, 54(40.09%) Neutral, 16(14.54%) Disagree and the rest 10(9.01%) of them have responded strongly disagree based on the above result, the majority of the customer doesn't tell good image about the company to other.

Table 5: Public Relation Activities which is Implemented Mostly By TAMCO PLC

Frequency of Response in Number and Percentage											
No	Item	Strongly Agree		Agree		Average		Disagree		Strongly disagree	
		NR	%	NR	%	NR	%	NR	%	NR	%
1	Donation activity	10	9.09	12	10.91	14	12.73	56	50.91	18	16.36
2	Sponsorship	4	3.64	12	10.91	24	21.81	56	50.91	14	12.73
3	Press release	8	7.27	10	9.09	20	18.18	58	52.72	14	12.73
4	Public seminar	12	10.9	10	9.09	14	12.73	50	45.45	18	16.36

In table 5 item 1 public relation activity which are mostly implemented by TAMCO are analyzed presently, among them charitable donation 10(9.09%) replied strongly agree, 12(10.91%) agree, 14(12.73%) average 56(50.91) replied disagree, the rest 18(16.36%) of them replied strongly agree. This implies that most of respondents believe that TAMCO PLC is not involved responsible in charitable donation.

In table 5 item 2, shows that 4(3.64%) replied strongly agree, 12(10.91%) agree with TAMCO implemented sponsorship as its public relation activities on the other hand 24(21.81%) average, 56(50.91%) disagree and 14(12.73%) responded strongly disagree. This shows that the company doesn't use sponsorship as a public relation tools.

In table 5 item 3 8(7.27%) strongly agree, 10(9.09%) responded agree, 20(18.18%) average, 58(52.52%) disagree and 14(12.73%) responded strongly disagree. This implies that press release is not a main activity conducted in the company and the customer can't know what is going in the company. These create ambiguity in the customer mind.

In table 5 item 4 12(10.9%) of the respondent strongly agree, that TAMCO mainly use public seminar as a tool, 10(9.09%) agree, 14(12.73%) average, 50(45.45%) replied disagree and the rest 18(16.36%) responded strongly disagree from this we can understand that TAMCO PLC is poor in implanting Public Relation tools.

On the other hand during interview session the student researcher asked and found out that the company's think that they use appropriate all Public Relation activities.

Table 6: The Impact of External Factor in Public Relation Activity of TAMCO PLC

No	Item	Scale	No of respondents	Percentage
1	How do you rate the company's public relation tools method compared to its competitors?	Very High	12	10.09
		High	16	14.54
		Medium	10	9.09
		Low	52	47.27
		Very Low	20	18.18
		Total	110	100
2	How do you Evaluable the TAMCO PLC public relation program?	Very High	18	16.36
		High	12	10.10
		Medium	45	40.9
		Low	24	21.51
		Very Low	11	10
		Total	110	100

Item 1 .12(10.09%) responded very high, 16(14.54%) high, 10(9.09%) medium, the rest 52(47.27%) and 20(18.18%) replied low and very low respectively.

This implies that the TAMCO PLC is not operate the Public Relation tools as compare its competitors.

Whereas during the interview with the Public Relation manage the replied that “the company is going neck to neck with its competitors, but they are working aggressively hard, however, we can compete with them anyways”.

Item 2 18(16.36%) responded very high, 12(10.10%) High, 45(40.9%) of customer responded medium, 24(21.51%) low and the rest respondents replies 11(10%) very low. This implies that the PR Program of TAMCO PLC is in moderate.

Table 7: The TAMCO PLC Communication System and Implementation

No	Item	Scale	No of Respondents	Percentage
1	Do You think the TAMCO PLC meet its Public Relation tools efficiently and effectively?	Strongly Agree	12	10.90
		Agree	10	9.09
		Neutral	22	20
		Disagree	56	50.90%
		Strongly Disagree	10	9.10
		Total	110	100
2	How do you see the company's communication system?	Very High	10	9.10
		High	20	18.18
		Medium	10	9.10
		Low	50	45.45
		Very Low	20	18.18
		Total	110	100

In table 7 item 1 above presented the TAMCO Public Relation tools whether effectives and efficiently uses or not, 12(10.90) replies strongly Agree, 10(9.09)

Agree, 22(20%) Neutral, 56(50.90%) Disagree and 10(9.10%) replied that strongly Disagree, This implies that the company is not use PR tools effectively and efficiently and by the PR department it's have its own impact in the organization.

In table 7 item 2, 10(9.10%) responded very high , 20(18.18%) high, 10(9.10%) medium and 50(45.45%) and 20(18.18%) replied low and very low respectively this implies that he TAMCO PLC PR communication system is not a good position.

On the other hand during the interview session student researcher asked that in what way the company Evaluate to effectiveness of the overall PR activity he replied that “the company overall aim is implemented and create good image in the mind of the customer and public at large. Our company take a feed back or use an implementation live communication with the customer face to face, Suggestion box etc, In order to get feedback about the company PR implementation from customer.

Table 8: The TAMCO PLC Participation in Responsibility Activities

No	Item	Scale	No of Respondents	Percentage
1	How do you assess TAMCO PLCs system of recognition and awarding customer?	Very High	10	9.09
		High	14	12.73
		Medium	22	20
		Low	24	21.81
		Very Low	40	36.36
		Total	110	100

In table 8 item 1 10(9.10%) have responded very high. 14(12.73%) high, 22(20%) medium, 24(21.81%) low the rest 40 (36.36%) of them have responded very low. This implies that the company doesn't recognized or award the customer, this create the gap between the customer relationship with the company.

Table 9: Customers Complaints Regarding to the Company's PR Achieves

No	Item	Scale	No of Respondents	Percentage
1	Have you ever had any kind of Complaint regarding the Company's PR activities?	A. Yes	60	54.54
		B. No	50	45.45
		Total	110	100
2.	If your answer is "yes" to question 1, have you tried to inform the company?	A. Yes	80	72.72
		B. No	30	27.27
		Total	110	100

Regarding Customer Complain about the company public relation activities 60 (54.54%) respondents replied yes and the remain 50(45.45%) of the responders replied No.

Out of the total customer respondents which replied yes to item 2 of table 8, 80(72.72%) of them replied yes with regarding to informing compliant to Company and the remaining 30(27.27%) of the responded replied No it can be informed from the above finding that even though the customers inform the company about the complaints they have the company doesn't making efficient use of feedback because as we have seen in table 2 of item 2 the company's practice and experience in taking complain and Suggestion is law.

CHAPTER FOUR

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The proposal was designed to assess the Public Relation practice it's challenges of TAMCO descriptive method was employed to the result found from questionnaires and interview from the company.

In view of this researcher found on the Public Relation tools being used by the company, if this tools are at sufficient amount, are they timely distributed, are they at a standard level or do they passes the right content in them, from the analysis and interpretation made in the previous chapter the following summary, conclusions and recommendations are drown up.

4.1. Summary of the Major Findings

The major finding of the student research is listed as follows:

- Among the total respondent 30(27.27%) of the respondents are male were as 80(72.73%) the respondents are females. This implies that the female respondents greater than male respondents.
- Concerning the age of the respondent majority of them are in the range of 28 - 37 years.
- With regarding the education 36.36% were 12th grade complete, 21.81% in certificate level and 20% of the respondent in diploma level and 12.73% of the respondent in first degree holder the rest 9.10% are in 2nd degree and above. This shows that the TAMCO customers are at least in 12th grade and certificate level.
- The Majority of customer respondents 45.45% work in private employees.
- The majority of the customer respondents 36.36% have a relation with the company from 5 – 9 years.
- With regard to company preparation to customer complaints and suggestion 36.36% replied low

- Concerning the willingness of the employees at the information desk, the majority are 36.36% of the customer said low.
- Majority of 54.55% of the customer replied low about the company information well equipped.
- Concerning the effort of the company work to enhance the company reputation is poor in 50.91%.
- With regarding the effort of the company image in the mind of customers 45.45% replied low the information about the company good image to other is medium level in 49.09%.
- Regarding the company's preparation, in donation activity, public seminar, press release and sponsorship, regarding the frequency TAMCO PLC in supporting participating and coordination such activities, all of the respondents put in low level.
- Concerning the company's Public Relation tools method compared to its competitor most of or 50.90% of customers replied low.
- Majority 40.9% of the respondents replied medium on the company public relation program.
- Concerning the TAMCO PLC meets its Public Relation tools efficiently and effectively 50.90% of the customers disagreed.
- Majority 45.45% of the customer replied low about the company's communication system.
- Regarding the company's system of recognition and awarding customer 36.36% replied very low.
- Concerning the company's public relation tools practice in the company the marketing manager of the company as her that the company's think that they use appropriate all Public Relation activities.
- With regarding the company's measuring in effectiveness of Public Relation the Marketing Manager of the company answer. The company overall aim is implemented and create good image in the mind of the customer and public at large.
- Concerning the objective that the company wish to achieve, the Marketing manager say's we are not fully achieve what we need to accomplished out we are trying our best"

4.2. Conclusions

The student researcher conclude, the following points through examines the analysis of the respondents:

- The company preparation in taking complain and suggestion from customers is low. So, the student researcher conclude that TAMCO PLC is not addressing its customer need and expectation up to the designed level.
- On the other basis of finding of this research paper, it can be inferred that the information center have create information gap between the company and its customer, also, consequently has result in some lack of information from the explanation given by the marketing manager during the interview session, the student researcher conclude that this problem is mainly associated with lack of due attention at the management an in separation of its public relation office.
- Supporting and participation in donation activity, public seminar, press release and sponsorship help the company to get better image in the mind of the customer regarding the issue the company not use efficiently as expected, the student researcher conclude that the company effort in such events of publics were at low level.
- The other major issue raised by the student researcher was the effectiveness of the company in meeting its organizational objectives regarding this issue the marketing manager says “we are not fully active what we need to accomplished but we are trying our best”
- The company Public Relation tools method compared to its competitors is at low level, the student researcher concluded that this problem move a customers to switch to competing companies.
- The company Public Relation practice in creating and maintaining a favorable image in the mind of customer were at low level, the student researcher conclude that the company give less attention to aware its customers by using different Public Relation tools of the company.

4.3. Recommendations

Based on the major research finding that have been discussed so far the following are recommended by the student researcher:

- One of the major role of Public Relation department function is providing information and the information should provide on right time. Therefore TAMCO PLC should invest resource to the information center.
- The other major rule of Public Relation department to handle the complain and suggestion of the customer provided as input in low this regard the Public Relation department of TAMACO PLC has a low program so, in order to in prove this a better way of communication the Public Relation department should focus on facilitating meeting, seminar and event with is customer.
- The TAMCO PLC effect in creating and maintaining a favorable image in the mind of the customer, were low so the company should work hard on the participation of sponsorship, donation activity and others to maintain a favorable image moreover the company should update its Public Relation tools especially its website and the company should able to use all social medias, TV, Radio and all kind of medias which's suitable for the company communication to its public.
- The other issue raised by the student researcher and need recommendation is using Public Relation tools effectively and efficiently. In this regard honest of the responded replied low, so the organization in order to implement effective communication with in and out of the organization the company should always check whether the company Public Relation tools are implemented in effective and efficiently way by using different method.
- The Public Relation practice of the company is weak, compute with its competitor so the company should strength its Public Relation practice through researching development to enhance customer expectation and coup up with competitors.

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Appendix

Questionnaire Prepared on the Public Relation and Practice of TAMCO P.L.C.

Objectives of the Questionnaire

The questionnaire is prepared to conduct study on the Public Relation practice of TAMCO aiming mainly at identifying the problem and giving or recommending possible solution, so the student researcher kindly requests you to fill out this order to ensure that the study is heading to the right direction.

General Instruction

- It is not recommend to writing your name.
- Please put “✓” mark for alternative type question and write your view for subjective question.

I. General Characteristics of the Respondent

1. Gender
a) Male b) Female
 2. Age
a) 18 – 27 yrs c) 37 – 47 yrs e) 58 yrs and above
b) 28 – 37 yrs d) 48 – 58 yrs
 3. Educational level
a) 12 Graded c) Diploma e) 2nd degree and above
b) Certificate d) 1st Degree
 4. Occupation
a) Government employee c) Private employee e) other specify
b) Self employed d) NGO
 5. For how long you have been customer
a) Less than 4 yrs c) 10 – 15 yrs e) 20 yrs and above
b) 4 – 9 yrs d) 16 – 20 yrs
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II. Question Directly Related to the Study

1. How do you rate the company Public Relation tools method compared to its competitive?
 - a) Very high
 - b) High
 - c) Medium
 - d) low
 - e) Very low
 2. How do you evaluate the TAMCO PLC Public Relation program?
 - a) Very good
 - b) Low
 - c) Good
 - d) Very low
 - e) Moderate
 3. How do you rate the willingness of the employees at the information desk to provide information?
 - a) Very high
 - b) High
 - c) Medium
 - d) Very low
 - e) Low
 4. Do you think TAMCO PLC participation in sponsorship social activity and charities effectively and efficiently?
 - a) Strongly agree
 - b) Agree
 - c) Average
 - d) Strongly agree
 - e) Disagree
 5. The company is well prepared to give feedback to customer's complaints and suggestions?
 - a) Strongly agree
 - b) Agree
 - c) Average
 - d) disagree
 - e) Strongly Disagree
 6. Do you agree, TAMCO PLC works to enhance the company reputation?
 - a) Strongly agree
 - b) Agree
 - c) Average
 - d) disagree
 - e) Strongly Disagree
 7. How do you see the TAMCO PLC Public Relation department to adopt positive program and to eliminate questionable practice?
 - a) Very high
 - b) High
 - c) Medium
 - d) Low
 - e) Very low
 8. The company information desk is well equipped?
 - a) Strongly agree
 - b) Agree
 - c) Average
 - d) disagree
 - e) Strongly Disagree
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9. How do you rate the company method to respond to complaints?
- a) Very high c) Medium e) Low
b) High d) Very low
10. I tell about the company good image to others?
- a) Strongly agree c) Average e) Strongly Disagree
b) Agree d) disagree
11. What is the level of the company image in the mind of the customers?
- a) Very high c) Medium e) Very low
b) High d) Low
12. Please identify if any of the following Public Relation achieves are implanted by the company?

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Community service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public seminar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Do you think TAMCO PLC meet its Public Relation tools efficiently and effectively?
- a) Strongly agree c) Neutral e) Strongly Disagree
b) Agree d) disagree
14. How do you see the company's Communication system?
- a) Very high c) Medium e) Very low
b) High d) Low
15. Have you ever had any kind of complaint regarding the company Public Relation activities?
- a) Yes b) No
-

16. If your answer is “yes” have you tried to inform the company?
a) Yes b) No
17. How do you rate TAMCO PLC system of recognizing and awarding customer to reinforce their loyalty?
a) Very good c) Moderate e) Very low
b) Good d) Low
18. If you have any idea comment or suggestion relate to the Public Relation practicing in the company. Please specify in short?

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11.

Interview Checklist you are an interview session with Public Relation Manager of the TAMCO P.L.C.

The following interview questions are aimed to collect data from Public Relation and related issues to Public Relations Practice in the company.

Interview Questions

1. Which Public Relation tools are practiced in your company?
2. How does the TAMCO measure the effectiveness of Public Relations?
3. What is the ultimate objective you wish to achieve through your Public Relation campaign?
4. What measure are taken by the company to minimize the problem and related to policy practice.

DECLARATION

Candidate's Declaration

I, the undersigned, declare that this research paper is my original work, prepared under the guidance of W/ro Meaza G/Medhin, All source of material used to the manuscript have been dully acknowledged.

Name: Yayne Birhanu

Signature: _____

Place of Submission: St. Mary's University Department of Marketing Management

Date of Submission: _____

Advisor's Declarations

This research paper has been submitted for examination with the approval of an advisor.

Name: _____

Signature: _____

Date: _____

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Appendix

