



ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

**PUBLIC RELATIONS AND ITS IMPACT ON THE BUSINESS INDUSTRY: A STUDY ON
TEWODEROS FEKERU PLASTIC MANUFACTURING COMPANY**

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JANUARY 2020
ADDIS ABABA, ETHIOPIA

ADDIS ABABA UNIVERSITY
DEPARTMENT OF JOURNALISM AND COMMUNICATION
(PUBLIC RELATIONS AND STRATEGIC COMMUNICATION)

**PUBLIC RELATIONS AND ITS IMPACT ON THE BUSINESS INDUSTRY: A STUDY ON TEWODEROS
FEKERU PLASTIC MANUFACTURING COMPANY**

**A THESIS SUBMITTED TO SCHOOL OF JOURNALISM AND COMMUNICATION ADDIS ABABA
UNIVERSITY IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER
OF ARTS IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION**

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JANUARY, 2019

ACKNOWLEDGEMENTS

First and foremost, my deepest thanks go to the almighty God, as he did much and he is always with me. I am deeply very excited to reveal my sincere gratitude and appreciation to my advisor professor Ton veen for his constructive comments, positive suggestions, criticisms and professional advises, from doing all these on time from the beginning of the proposal writing to the completion of this thesis. Once again the support of my close friends shows that they are still there and care for me whatever difficulties I face in my life and how many times I fall. I am grateful for them. I also Thank Tewodros Fekeru Plastic Manufacturing Company for providing me information and open their door for me to accomplish my study.

DECLARATION

I, the undersigned declare that this thesis entitled “public relations and the impact on the business industry a study on Tewoderos Fekeru plastic manufacturing company, is my original work and has not been presented in any other university or organization, and that all sources of materials used for the thesis have been duly acknowledged.

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ABSTRACT

The purpose of the study was to assess public relations and its impact on the business of *Tewoderos Fekeru Plastic Manufacturing Company*. This company has three plastic recycling factories stretched out in Addis Ababa: Asko, Ashewa meda and Keta. The study was conducted in the company headquarter which is located in Asko. To meet the objective, the research has used qualitative methods by means of data analysis, In-depth interviews and focus group discussions were conducted with key informants and professionals. Data for the research was collected from primary sources of data with the help of interview guide and questionnaire. Secondary data was also equally reviewed like; published and unpublished materials such as journals, books and academic papers in order to assess public relations and its impact on the company business which is located in Asko. According to the result of the study Public relations in this Company has a great impact for the company business, which can increase or decrease sales. Based on the findings there was a direct connection of business and public relations in the company. And also Public relations mechanism acts as an engine of the process of product promotion on the market, ensuring success of the company business when implemented well. The information obtained from communication managers and employees through interviews and focus group discussions indicated that, the business of the company is highly dependent on its PRs communication Strategy, but unfortunately there is no defined measurement to evaluate the effectiveness of its public relations and business activities. The research also identified these internal and external factors as reasons for the failure to crosscheck public relations and business information. There is lack of professionalism both in public relations and business strategy, public relations dictatorship by the owner and local understanding of the concept of public relations are the major misunderstood ideas in the company internal aspect. Additionally Competition pressure, globalization, fluctuations of demands and socio-economical issues as external factors that hold back the company.

LIST OF ACRONYMS

TFPMC	Tewoderos Fekeru Plastic Manufacturing Company
PRs	Public Relations
MPR	Marketing Public Relations
IMC	Integrated Marketing Communication

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Public relations is an applied social and behavioral science which measures evaluates and interprets the attitude of the various relevant publics. Moreover, PRs is the management of relationship to establish good will and mutual understanding between an organization and its publics Kumar (2006). And also PRs is a conduit, a facilitator, a strategic conversation and a manager of Communication, conducting research, defining problems, and creating meaning by fostering Communication among many groups in society. We can find PRs in virtually every industry, government, and nonprofit organization. Many companies choose PRs to assist their business strategy.

Nevertheless, there is no single organization around the world that is not affected by rapid changes caused by global competition, customer's pressure and development of information technology. Therefore, the magnitude of PRs activities may differ due to size and nature, no matter what the philosophy the strategy and method is alike but it has a power to influence the global understanding or to escalate relation with in the firm and its customer, agents, employers Black, S. (2004).

In such a view, Tewodros Fekeru plastic Manufacturing Company is one of the biggest private company in plastic recycling business in Ethiopia. The company inaugurated In 2000 E.C by the owner Tewoderos Fekeru. The company is a pioneer of plastic recycling business in Ethiopia. The company previously had one branch which is located in Asko, and then established two recycling factories located in Keta and Ashewa meda. In general the company has 200 employees. The company collects different kinds of used plastics and rubbers from individuals, organizations (by bid). And then those used plastics and plastic bottles extrude to be prepared for recycling process, and finally produce films, pbc plastics and conduits out of them.

The study was focused only in the head quarter of the company which is located on Asko area. In the company there is informal type of PRs or communication management trend. Like any

business organizations this company also uses different activities to reach its customers like: organizing meetings, community related campaigns, internet, and email correspondence sharing for communication with governmental and nongovernmental organizations.

In this research paper the researcher was concerned with public relations and its impact (positive or negative) in the company business. And also the researcher tried to look at the major problems and gaps to be considered of the company public relations strategy in related with the company business.

1.2 STATEMENT OF THE PROBLEM

Public relations is abroad set of communication effort used to create and maintain favorable relationship between an organization and its stakeholders. An organization communicates with varies stakeholders, both internal and external to meet the company goal.

In TFPMC there is a glimpse of PRs practice in a different mode of appearance. The company insists on associating its internal and external communication situations with the company owner interest. This enabled the company communication managers to offer a limited service on business communications. With regard to this the student researcher gathered general problem below.

There is no defined measurement (PRs department) to evaluate the effectiveness of its PRs and business activities, additionally PRs strategies like (TV, radio, social media and website) are not effective to create two-way communications, and thus it weakens the company ability to create a better image and income. And also the magnitude and size of PRs manpower and facility as compared to the company size it is very small and insufficient therefore, the study strives to bridge this gap by bringing the subject PRs profession to attention and show its impact on the company business.

1.3 OBJECTIVE OF THE STUDY

The general objective of the research is to find out how Public relations strategy and practice is affecting the overall aspect of the company business.

Specific objective:

1. To find out how the company manages PRs information that helps its business.
2. To seek out how PRs and business strategy evolve in the company.
3. To find out the integration of PRs and business in the company goal.

1.4 RESEARCH QUESTIONS

1. How does PRs practice implemented in the company?
2. What are the problems that the company has faced during on launching PRs strategy?
3. How des PRs practice affecting the company business?
4. What do communication technicians do to cope up with the PRs strategy interms of the market?
5. What is the impact of public relations on the business of TFPMC?

1.5 METHODOLOGY

The research is more related and easy to analyze it by means of qualitative research method, because qualitative research mainly exploratory research, it helps to uncover trends in thought and opinions, and dive deeper in to the problem. Also qualitative research method is a manner that it help to reveal the behavior and perception of a target audience with reference to a Particular topic. Therefore the research mainly used qualitative research methods.

1.6 DATA COLLECTION METHODS

The data that inform this study was obtained from both primary and secondary data collection methods. Primary data derives from interactive in-depth interviews and focus group discussions with the company employees, communication managers and with the company

owner. The framework of the research and the literature review is based on secondary data like books, published and unpublished materials such as journals and academic papers.

1.7 SIGNIFICANCE OF THE STUDY

Both PRs and marketing are integrated; they both tend to seek the answer to the question concerning what the public or the buyer needs to know in order to make the next decision, about the organization or products. They both target on influencing the targeted groups (publics) attitude toward the organization interest, mission, vision and goal. The research tried to elaborate TFPMC internal and external PRs practice and its positive and negative influences on the company business.

In general the main beneficiary of the finding is for the company owner and communication managers or PRs officers of the company. The finding can help them to understand how PRs should be viewed based on the company mission and vision to widen the range of its business. And also to create a general Idea among employees, communication managers and the owner to minimize risks of inefficiency on business communication management. As a result of that the PRs officers and managers if taken the recommendation, they will produce better achievements on the business Arena, including a better management of internal and external business communications, handling of communication Crisis issues and more apparently maximization of the company income

1.8 SCOPE OF THE STUDY

This study attempted to cover public relations and its impact on the business of TFPMC. As explained in the introduction part the company has three branches stretched out in Addis Ababa. It is not possible to cover all the branches due to financial and time constraints. So, the study delimited to the company headquarter which is located in Asko.

1.9 LIMITATION AND DELIMITATION OF THE STUDY

Studying PRs in TFPMC was not particularly an easy task, because many times the company communication managers whom the researcher contacted were insecure (to save the company reputation from damage) and not willing to cooperate, hoping that they were saving their company from any harm. To resolve this problem the researcher forced to explain the goal and benefit of the research in a scientific and academic ways. Additionally in doing the research the researcher has shown a much amount of tolerance to get things done. To mention; the company owner most of the time was out of Ethiopia, and it was very hard to get him face to face because of his busyness. However the researcher managed this incident to get information on the company ongoing business communication process to include a concise and deliberate data from him.

This study delimited in the company headquarter which is located in Asko area, this happened due to the locations of the company branches, a reason for this was two of the company branches located in remote areas Keta and Ashewa meda. And also the study limited in the company headquarter because of time and resource limitations.

CHAPTER TWO

LITERATURE REVIEW

2.1 MEANING AND DEFINITION OF PUBLIC RELATIONS

The idea of PRs has been around as long as people have sought to persuade other people to get them to do something, not do something, or keep on doing something. In addition most often PRs defined as the management function that seeks to establish and maintain mutually beneficial relationships between an organization, commercial or non-commercial, and the audiences or “publics” on which the success of these entities depends. These publics may include any of several possible constituencies: customers, investors, employees, suppliers, legislators, competitors, government officials and other “influential’s” Don Bates (2006). PRs is a building of good relation with the company’s various publics by obtaining favorable Publicity, building up good corporate image, and handling or heading off unfavorable rumors, stories, and events. PRs identifies the policies and procedures of an individual or organization with the public interest and executes a program of action to earn public understanding and acceptance. Moreover PRs is the establishment of two way communications to resolve conflicts of interest and the establishment of understanding based on truth, knowledge and full information. From these perspectives PRs requires execution of communication programs designed to bring public acceptance and common understanding.

Public relations is used to promote product, people, place, idea, activities, organization and even nation. PRs is a management tool designed to favorably influence attitudes towards an organization product and its policies. It is also a distinctive management function which helps and maintains mutual lines of communication, understanding, acceptance and co-operation between an organization and its publics; it involves a planned and sustained effort to establish a good understanding between an organization and its publics Andy Schmitz (2012).

2.2 THE HISTORY OF PUBLIC RELATIONS

This is a very brief history of Public relations. The importance of this section of the literature review is to give a background to PRs, a profession and practice that has great impact on business and marketing.

Public relations has been with us for thousands of years. The Greeks had a word for it: *sematikos*: to signify, to mean. *Semantikos* means semantics, which can be defined as how to get people to believe things and do things.

In 50 B.C. Caesar wrote the first campaign biography, *caesar's Gallic wars*. He publicized his military exploits to convince the Roman people that he would make the best head of state. Candidates for political office continue to publicize themselves with campaign biographies and accounts of military exploits to this day Rowan university communication institute – (2000).

In 394 A.D., St. Augustine was a professor of rhetoric in Milan, the capitol of the Western Roman Empire. He delivered the regular eulogies to the emperor and was the closest thing to a minister of propaganda for the imperial court. Thus, St. Augustine equivalent would be the president's press secretary or communication director.

In 1776, Thomas Paine wrote "The crisis," a pamphlet which convinces the soldiers of Washington's army to stay and fight at a time when so many were prepared to desert so they could escape the cold and the hardships of a winter campaign. Paine was a master of political propaganda whose writing could get people to do things and believe things Rowan university communication institute – (2000).

In the 1800s, PRs techniques were used to encourage settlement in America. West Railroad companies-were laying down new tracks across America- employed former journalists to create flyers and pamphlets that described the vast opportunities in the American frontier. And many believe it was the railroad companies that first used the term "public relations." While railroad companies were promoting westward expansion, the very first celebrity "press agents" were promoting clients. In PRs history, the late 1800's were known as the age of the press Agent. The

characteristic feature of the age was hype - or exaggeration. Press agents were concerned more about creating legends and selling tickets than truthful portrayals about their clients.

The man who is credited for moving the PRs to its next stage was Ivy Lee. In 1906, he published his "Declaration of principles" that advocated truthfulness and openness, and thereby ushered PRs into the public information age. Ivy believed that the best way to practice "public relations" was to make sure the public had truthful information.

During this time, as the public increasingly found its "voice," corporations began to be concerned with public opinion. Only 20 years earlier had railroad tycoon uttered his famous words: "Let the public be damned!" things had changed. Business executives began to realize that an angry public could make doing business much more difficult, if not impossible.

That's why many companies began to employ PRs professionals whose job it was to keep the public informed. The goal was to provide accurate information to an organization's stakeholders (anybody or institution that could be affected by the organization's business).

In 1923 Bernays published his landmark book, *crystalizing public opinion* and established the profession's theoretical foundations. Using theories first introduced by his uncle, Sigmund Freud, Bernays wrote about how to move people to do what you want them to do. By doing so, he transitioned the public relations profession into its third major age" scientific persuasion and (the two way asymmetric models) Rowan university communication institute – (2000).

Nowadays Public relations serves a wide assortment of organizations in the public eye, for example, organizations, exchange associations, establishments, healing centers, schools, universities and religious foundations. To accomplish their institutions must create successful associations with a wide range of publics, for example, representatives, individuals, clients, shareholders, investors, and different organizations, and with society at large. The PRs specialist acts as an advocate to management and as a mediator, making an interpretation of private points into sensible, publicly acceptable policy and activity. In this manner, it is unmistakably clear that PRs assumes principal part in political, monetary, social and ecological measurements of the general public Mathew Cabot, (2012).

Further, Banik (2004) define PRs as the systematic promotion of mutual understanding between an organization and its public in addition, Banik defined PRs as creating belongings' and winning employees cooperation, building good will, furthering mutual interest and overcoming public misconceptions.

2. 2.1 OBJECTIVES OF PUBLIC RELATIONS

Like other aspects of professionals PRs have its own objectives and goals to establish positive image of the company and among its publics Belch and Belch (2004). According to them the objective of PRs includes:

- **Building Product Awareness.** When introducing new product (service) or relaunching an existing product, marketers can use a PRs element that generates consumer attention and awareness through media placements and special events.
- **Providing Information.** PRs can be used to provide customers with more in depth information about products and services. Through articles, collateral materials, newsletters and websites, PRs delivers information to customers that can help them gain understanding of the product or the service.
- **Stimulating Demand.** A positive article in a news paper, broacher, social Medias often results in a discernable increase in product sales.
- **Reinforcing the Brand.** In many companies the PRs objective is also involved with brand reinforcement by maintaining positive relationships with key audiences, and thereby aiding in building a strong image. Today it is ever more important for companies to build a good image. A strong image helps the company build its business and it can help the company in times of crises as well.

Therefore, the PRs target is to create a conducive work environment for the company and its activates and implements program to meet organization objective by maintain suitable image bringing, customer loyalty and other relevant public including employees, suppliers,

stakeholders, government labor groups, citizen action groups and the general public Belch and Belch (2004).

2.2.2 NATURE AND FUNCTIONS OF PUBLIC RELATIONS

According to Kotler (2006), PRs department may perform any or all of the following functions:

- **Press relations:** creating and placing news worthy information in the news media to attract attention to a person product or service,
- **Product publicity:** publicizing specific products,
- **Public affairs:** building and maintaining national or local community relations,
- **Lobbying:** building and maintain relations with legislators and government officials to influence legislations and regulation,
- **Investor relations:** maintain relationship with shareholders and other in the financial community and,
- **Development:** PRs with donors or members of not for profit organization to gain financial or volunteer support.

2.2.3 THE RELATIONSHIP BETWEEN PUBLIC RELATIONS AND BUSINESS

According to Giannini (2010) there is a vast commonality between PRs and business. Business has been defined as the sharing of information, Concepts, and Meanings about products, services and the organization that sell them, by the Source and Receiver (public). A more elaborate definition is: business is a targeted Interaction with customers and prospects using one or more methods. PR in business is the aspect of communication which evaluates public attitudes, identifies the policies and procedures of a person or an organization with the public interests, and executes a program of action to earn public understanding and acceptance. Its objective is to create mutual understanding and goodwill; it can as well be a supplemental Form of communication useful to the effective implementation of business communication and

strategies. PRs is a communication function, thus it should be Planned and executed to accomplish specific communication goals in the promotional campaign. Organizations have recognized that PRs compliment business related efforts, hence they create departments such as public affairs, PRs or corporate affairs to handle corporate market. PRs essentially perform various functions in business including: - press relations, Product publicity, corporate communication, lobbying and counseling. Nowadays many companies have recognized the need to integrate their various business communication efforts, such as media advertising, personal selling, direct marketing, sales promotion, PRs and publicity to achieve more effective business communication.

The direct connection of business and PRs lies in the fact that PRs mechanism acts as an engine of the process of product promotion on the market, ensuring success of the company, its high reputation in the face of fierce competition. Although the aim of the modern companies is to increase sales, this does not preclude the need to use PRs tools to integrate the interest of consumers and their behavior.

2.2.4 MARKETING PUBLIC RELATIONS (MPR) AND INTEGRATED MARKETING COMMUNICATION (IMC)

2.3.1 MARKETING PUBLIC RELATIONS (MPR)

The term marketing public relations was coined in the 1980s in an effort to distinguish the use of PRs techniques in achieving marketing objectives from the general practice of PRs Harris and Whalen (2006). It is an 'all encompassing' term integrating concepts and tools from PRs, marketing, and advertising. Harris and Whalen stipulate that its growth was supported by the recognition of its intrinsic value by business executives and the ability of PRs professionals to develop PRs campaigns in support of marketing strategies. MPR Was in fact described as the largest and fastest growing segment of a fast growing industry.

Henry (1995) defined MPR as "a comprehensive, all-encompassing public awareness and information program or campaign directed to mass or specialized audiences to influence sales or use of a company's products or services" Harris and Whalen (2006) postulate that MPR

refers to “the use of PRs strategies and tactics to achieve marketing objectives”. According to Kotler (2003) MPR plays a significant role in the process of launching a new Product as well as in the repositioning of a mature product: it can build interest in a product category, influence specific target groups, defend a product which experiences public Problems and build the corporate image in a way that reflects favorably on its Products/services. Kitchen and Pappasolomou (1997) emphasized the effectiveness of MPR in winning consumer’s trust, celebrating special occasions and sponsoring special events and Programs. (Giannini, 2010) posits that MPR has the potential to enhance the visibility of Products and organizations, influence public opinion favorably towards the organization, as well as encourage the trial of products and increased usage.

Giannini (2010) defines MPR as “any program or effort designed to improve, maintain, or Protect the sales or image of a product by encouraging intermediaries, such as traditional mass media, the electronic media, or individuals, to voluntarily pass a message about the firm or Product to their audience of businesses or consumers”. A number of studies have been carried out in order to identify the degree of awareness of the business sector regarding MPR. One of this is a survey carried out among 286 advertising age subscribers who held marketing and advertising positions with client organizations Duncan (1985). Among the key findings were the Following:

- MPR is perceived as effective in a variety of areas that were traditionally the responsibility of advertising
- MPR is especially effective in building brand awareness and brand knowledge
- MPR breaks through clutter
- MPR complements advertising by increasing the credibility of message
- MPR is made cost - effective by an increase in media advertising costs.

MPR was once referred to as product publicity and was incorporated into PRs campaigns, gradually; it evolved into a holistic and comprehensive communication program targeting Mass or well – defined special audiences, with the aim of creating awareness and giving Information

about products and services to boost sales. The concept combines many different Tools and techniques, which have traditionally belonged to the PRs discipline, within an all-Encompassing campaign. MPR continues to evolve as the lines between product publicity, PRs, promotion and advertising are becoming increasingly blurred. Its growth and Popularity is further supported by the move towards integrated marketing communications and the tendency of advertising agencies to provide a “full service” to their clients by planning and integrating various promotional tools such as advertising, public relations, and direct marketing.

Overall, MPR has the potential to synergize with other forms of marketing communications to increase the effectiveness of the overall promotional campaign and to ensure a sum that is greater than its components’ individual cumulative strengths.

2.3.2 INTEGRATED MARKETING COMMUNICATION (IMC)

Integrated marketing communication (IMC) is a strategic approach to corporate Communication that entails the coordination of all company communications to present a harmonious and consistent message to consumers and publics. And also integrated marketing communications prescribes a strategic coordination of all communication within the communication mix, which is often segmented into four Categories: product, price, promotion, and place (otherwise known as the four Ps). Broadly speaking integrated marketing communications (IMC) is an emerging concept that is meant to address the rising level of consumer awareness of all company communications. In fact, early on, Schultz (1996) argued that integration actually happens at the consumer level, and that it behooves the company to synchronize communications accordingly.

In spite of this emerging need to coordinate all communication activities (including advertising, sales, promotion, and public relations) few studies have empirically examined this interplay of communication activities stammer Johan, et. al, (2005) and the investigation of integrated marketing communication has received little attention in PRs scholarship.

Integrated marketing communication (IMC) is a strategic approach to corporate communication that entails the coordination of all company communications to present a harmonious and the consistent message to consumers and publics.

A recent report from the council of public relations firms revealed that the discipline of corporate communications is converging. Past norms rendering PRs departments separate from marketing departments are no longer appropriate in this age of consumerism in which consumers aggregate all messages from a company in making a decision to interact with the company Schultz (1996). To synchronize communications accordingly.

2.3.3 STRUCTURAL RELATIONSHIPS OF PUBLIC RELATIONS AND MARKETING

Kotler and Mindak (1978) were among the first to address the relationship between PRs and marketing when they outlined five alternative arrangements.

1. Separate but equal functions (marketing and PRs) have different functions, Perspectives and capabilities.
2. Equal but overlapping functions (both are important and separate functions but they Share some terrain, particularly product publicity and customer relations; in addition, PRs serve as a 'watchdog' on the social responsibility of marketing).
3. Marketing as the dominant function (marketing managers the relationship with all Publics in the same way as the relationship with customers – 'mega marketing').
4. Public relations as the dominant function (if public relations builds relationships with all Key publics of the organization, then programs to build relationships with customers, i.e. Marketing would be a subset of public relations).
5. Marketing and public relations as the same function (public relations and marketing Converge in concepts and methodologies and a single department manages the External affairs of the company).

Hallahan (1992) modified typology to include six Arrangements: (1) celibate (only one of the functions exists), (2) co-existent (the two Functions operate independently), (3) combative (the two functions are at odds), (4) co- optive (one function usurps the other), (5) coordinated (the two functions are Independent but work closely together) or (6) combined (the two functions operate Within a single unit).

PRs scholars and professionals have expressed fear of arrangements in which Marketing dominates PRs or when the two are combined in to a single unit –Arrangements that Lauzen (1992) called ‘marketing imperialism’ and ‘encroachment’ on Public relations territory. Marketing professionals presumably would feel the same about public Relations, for example, Lewton (1991) described the problems of either a dominant or combined structure:

Obliviously, when the issue is one of merging both functions, and either PRs being ‘Under marketing’, or marketing being ‘under public relations’, some concerns are inevitable, Just as there would be concerns if a hospital were going to have the human recourses Department report to finance, or medical staff relations report to the legal department. In a PRs marketing merger, the PRs professionals wonder why their discipline is seen as a Subset of marketing (which it isn’t), and wonder what marketing number crunchers know about Media and stakeholder relations. They are concerned that other noncustomer audiences will be ignored. If marketing is placed under public relations, marketers wonder how a PR vise-President can make decisions on pricing or set up an effective sales rep program. They are Concerned that their customers –who are their universe –will get lost in the midst of ‘all those Audiences’ Lewton (1991).

2.3.4 THE FUNCTIONS AND TASKS OF PUBLIC RELATIONS

The most basic and common functions of PRs are:

1. Control of public opinion and behavior in order to meet their needs and interests.
 2. Responding to the public. Organization takes in to account events, problems and behavior of others and responds to them.
 3. The achievement of mutually beneficial relations of PR, which are realized according to the individual generic areas;
- **External function:** is aimed at creating and maintaining a positive image of the organization among the community groups that are external to the organization, at informing them about the organization and its products;

- **Internal function:** is aimed at creating and maintaining corporate social responsibility within the organization (good reputation of the organization among its staff, formation of a benevolent climate within the organization, maintaining a sense of responsibility and interest in the result of work). In this regard, PR should be considered as a method of creating organizational culture.

PRs can have a significant impact on public opinion and it is cost-effective compared to Commercial advertising. Using PR, the company does not pay for advertising rates, it pays for the work of media personnel. However, specialists believe that the consumer is more likely to pay attention and trust interesting article than advertising clip. It is obvious that PR performs more complex functions than advertising and plays an important role in the following tasks:

1. Assist in the introduction of new products and services;
2. Changing attitude to goods and services;
3. Development and revival of interest in partially or completely forgotten goods and services;
4. Creating favorable image of the company addressing certain target groups;
5. Creating good image of the company that would positively influence the image of products and services Hawes (2010).

2.4.1 FUNCTIONS AND TASKS OF MARKETING IN THE MODERN ORGANIZATION

Marketing begins with a study of target market segment. Marketing management is the analysis, planning, implementation and monitoring of activities designed to establish, strengthen and maintaining beneficial exchanges with target buyers in order to achieve certain objectives of the organization, such as profit, sales volume growth, increase of market share, and so on. Marketers determine potential demand and its size (capacity segment of the market), i.e. identify customers whose needs are not met adequately or experiencing an implicit interest in specific goods or services. There should be done market segmentation and

Selection of those its part that the company is able to serve well. Marketing, management Planes, creates and brings the product to the consumer, develops demand strategy through Product price, distribution channels and methods of promotion. Marketing researches product, market, consumer demand, and offers possibilities – these studies is a function of marketing. marketing function is the impact on the level, time and nature of demand in order to achieve the goals of organization Smith (2014).

Currently, the relationship between marketing and PRs and their similarities are growing. Increasingly, these two trends are intertwined in practice. However, even thirty years were considered completely separate discipline. In the process of rapid development of marketing and public relations, they are rapidly expanding their spheres of activity, using increasingly aggressive means of communication, actively expanding the audience, as a result, they begin to turn to the same segments of the Public and sometimes even use same tactics of communicative behavior. Despite the fact that from the point of view of consumers, these disciplines are very similar, the practice has always maintained a strong conceptual separation. If we ask PR and marketing practitioners to highlight the basics of their professions; they would come around to the following scheme.

Marketing:

1. Promotion of the goods (services) among consumers.
2. The main goal is selling.
3. The implicit goal is to make a profit.
4. Success depends on the amount of sales and profit.

Public relations:

1. Organizations help in adapting public and company.
2. The main objective is to establish rapport.
3. The implicit objective is to stimulate a favorable perception.
4. Success depends on the expression of positive public opinion, public support in any manifestation.

It turns out that marketing is a set of measures to promote a product or service, pricing, working with distributors, and PR is the management of the company's reputation. Marketing Creates a market for goods and services PR provides a favorable environment in which Companies operate. In some cases, marketing success can be destroyed by negative social or Political trends, tracking and smoothing of also the task of PR.

In the context of convergence of price /quality ratio on most goods and services, a special role is played by image of the company. In this case, PRs acts as a function, which enables the Construction of a positive image Brandu (2014).

2.4.2 PUBLIC RELATIONS TOOLS

The basic tools of Public relations are:

- Publications (articles, reports, newsletters, magazines, brochures) are widely replicable means of promoting an attractive image of the company and transmitting messages to the target markets.
- Events (trade shows, seminars, conferences, competitions, presentations) can include both general public and target audiences.
- News. The main task of PR specialist is to provide interesting and favorable news about the company and its services.

The use of PR tools should facilitate the implementation of the planned business objectives:

- Raising awareness of the consumer.
- Strengthening confidence in the company and its services.
- Promotion of sales.
- Reduce of the cost of advertising and sales promotion.

The diversity and complexity of the goals emphasize the breadth of actions of PRs technologies Jacques (2013).

2.4.3 MARKETING TOOLS

There are various marketing tools to ensure the success of the company and increase sales effectiveness. Marketing tools to achieve the company goal, selection and use of which is realized through the procedure of the marketing mix (marketing – mix model 4p): product, Price, promotion, delivery. The concept of marketing mix is determined by a set of basic tools of marketing: product policy (innovation, work with range, removal of goods whose life cycle is over from the production, customer service, and guarantees):

- Pricing(base price, discounts, credit);
- Communication policy (advertising, PRs);
- Marketing policy (market research, sales, development of new markets, etc.);
- Development and implementation of competitive strategies.

The first marketing tool is an estimate, according to which the firm's resources are allocated to business units. Other marketing tools are:

- Advertising (the most effective way to deliver information about the goods to the consumer for the purpose of sales promotion);
- Public relations (marketing tool, contributing to the establishment and maintenance of interaction, understanding and cooperation between the company and society, the formation of benevolent public opinion);
- Personal selling (but this is very expensive as it related to the preparation of highly qualified specialists in sales).

Pricing policy is considered the most important marketing tool. This is usually the final stage of market activity, and the price is a kind of indicator of conditions in which the company exists and operates Rockoff (2012).

Marketing studies people's interest in products and services, analyses possibilities to influence target groups and effectiveness of advertising. With the help of PR-activity, the company monitors the interests of consumers, partners, employees, shareholders, identifies threats, helps management to resolve various conflicts and quickly establish a dialogue. In general, PR is

focused on public opinion, while the purpose of marketing is selling. In turn, PR provides answers to questions such as: how to be a company, how to make it work needed and fruitful? Building a relationship between the company and community-that is the mission of PRs. In the context of the existing fast-growing market, PR is becoming an important part of marketing communications. PRs today is an effective mechanism for overcoming problems on the way of the goods to the buyer. Using public Relations influences the performance of marketing as a whole.

2.4.4 BUSINESS COMMUNICATION

The business world moves around the consumer, and is based on the exchange of information, co-operation, utility and finance. No business survives in isolation. To start and run any Business successfully there should be effective communication with everyone associated directly or indirectly with enterprises so as to gain co-operation, finance and information as Well as to publicize product/service among consumers Brandu (2014).

Communication, though bereft of physical attribute, affects the existence of the enterprise. major business activities indicate the importance of communication skill. Why is communication important to business? Communication matters because businesses organizations are made up of people. An enterprise is begun with the registration of the unit, obtaining licenses and approvals, finances, machinery, raw material, manpower etc. all this needs communication skills.

Communication within companies can be classified into formal and informal mode. The formal communication comprises official communication, such as instruction reports, inquiries, explanations etc. these can be understood in three ways superior to subordinate to superior and between colleagues working at the same level. In formal communication, the status of the receiver should be kept in mind. On the other hand, informal communication takes place irrespective of the requirement and the designation. For a smooth working culture in your enterprise, we should not only need to communicate effectively but we also require, keeping the communication within the enterprise formal or informal. Lack of proper communication

leads to anarchy, frustration, slow work, and misunderstandings etc., which are detrimental to the growth of the organization. With our product/service, we shall be going to the market or to the consumer where, again, our communication skill will play a vital role in the sales strategy. here, our approach is to provide certain utility to the consumer in exchange for money. We will be selling our services/products, directly or indirectly, to the target group. Hence we should be able to convince the consumer of the veracity and usefulness of our service and should be able to motivate him/her to buy it. With this one-point program in mind, we should highlight the benefits derived from the usage of our product/services.

To achieve this, we can use different publicity channels, like the newspaper, television, radio, door-to-door publicity, hoarding, posters, handbills, kiosks etc. each of these has a different degree of impact on different segments of the society, it has its own limitations.

People receive information from different sources therefore; they become selective in actually receiving and responding in their final decision. For instance, if a society believes in simple living, it would not try to understand a message emphasizing fashion and show business.

When people communicate with each other, they exchange various forms of meaning, such as ideas and information, through a common system of symbols. Typical communications can include writing in a diary, watching television, talking with friends, and speaking on the telephone. It has been estimated that people spend more time communicating than they spend on any other complex activity in life. Human communication takes place on many levels, from the simplest interpersonal and small-group exchanges among friends to mass Communications, as experienced in public speeches, magazines, or news broadcasts. Smith (2014).

Communication is not limited to exchanges between people. It also refers to activities that do not involve people-for example, the word communication may be used to describe the Ways that animals relate to each other. Similarly, it is often said that electronic devices Communicate with each other. All such communication happens because participants in the Process share an understanding of certain symbols and exchange them in a systematic or orderly way.

Any company or organization is part of the world economy and make an attempt to buy and sell in world markets. Businesses need efficient communications to keep in touch with their suppliers and customers.

2.5.1 BUSINESS AND REPUTATION BUILDING

Reputation is a perception of past actions and future behavior viewed not in isolation but in the Context of what others are doing in the market place. This relativity is important: if all the companies any organization sector has a policy of charitable donations but other company doesn't then by this omission the organization will appear mean-spirited. Reputation is a perception of character. For a business or organization this character is also a Reflection of behavior, what it has done in certain situations and can be expected to do in future occasions. beside to this every business has a product and/or service, which is what they deliver to their customers to meet their needs. Every business has a brand, which is how they Want people to feel when they encounter or engage with it. Every business also has reputation, which is how people actually perceive a business: brand, products, services, and more. Doorly and Grcia, (2004).

All business owners know that their reputation is important, but they don't always know why it is important, or just how important it is. Business reputation is made up of what others think and feel about a given business, based on their experience, what they've heard about the business, and the facts they've gathered about a business-true or not. People don't wait until they know they have all of the information about a business to decide whether to engage with it, it should be sure that the information they do have is accurate. A corporate/company/ association identity is constructed by how internal and external Perceptions are evaluated in relation to each other, a sort of simultaneous mirroring process. An organization considers and promotes itself as a certain type, stakeholders monitor this self-classification and if it matches their expectations it generates a positive reputation. For any organization, the achievement of its objectives is the main reason for existence and, with a Good reputation among its stakeholders, achieving those objectives will be easily done. Clients will prefer to deal with the

organization instead of others and they in turn can influence other Potential customers. suppliers will be more inclined to trust the organization if the organization Have a reputation for fair dealing. A potential employee will be more likely to prefer to the organization if the organizations have a good reputation for the treatment of staff compared with other employers. Although reputation may be and intangible concept, a good one will demonstrably increase worth and provide sustained competitive advantages Mellisa Davis (2009).

2.5.2 BUILDING A STRONG BRAND

Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services. Branding is important because not only is it what makes a memorable impression on consumers but it allows customers and clients to know what to expect from a company. It is a way of distinguishing oneself from the Competitors and clarifying what it is a company offer that makes it better choice. Branding is absolutely critical to a business because of the overall impact it makes on a company. Branding can change how People percept a company brand, it can drive new business and increase brand Awareness. A brand is built to be a true representation of what the company is as a business, and how the company wishes to be perceived. There are many areas that are used to develop a Brand including advertising, customer service, promotional merchandise, reputation And logo. All of these elements work together to create one unique attention-grabbing Professional profile. In addition to this a good reputation helps to build up a strong brand. A Strong brand identifies how much an organization is different from other organizations. Great Branding is about being exceptional; select areas where the organizations want to excel and Work on creating the reputation of delivering unique excellence.

Branding is important when trying to generate future business and a strongly established brand can increase a business' value by giving the company more leverage in the industry. This makes it more appealing investment opportunity because of its firmly established placed in the market place.

2.2.4 THE IMPORTANCE OF BRANDING IN BUSINESS WORLD

According to Brick (2009) he included a few the meaning and importance of branding in business sector:

1. Branding gets recognition

The most important reason in branding is important to a business is because it is how a company gets recognition and becomes known to the consumers. The logo is the most important Element of branding, especially where this factor is concerned, as it is essentially the face of the Company. This is why a professional logo design should be powerful and easily memorable, making an impression on a person at first glance. Printed promotional products are a way of getting this cross.

2. Branding increases business value

A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with a company, because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well-established, word of mouth will be the company's best and most effective advertising technique.

3. Improves employees pride and satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in that they do. working for a brand that is reputable and help in high regard amongst the public makes working for that company more enjoyable and fulfilling.

4. Creates trust with in the marketplace

A professional appearance and well-strategized branding will help the company build trust with consumers, potential clients and customers. People are more likely to do business with a company that has a polished and professional portrayal. Being properly branded gives the impression of being industry experts and makes the public feel as though they can trust the company, the products and services it offers and the way it handles its business

5. Supports advertising

Advertising is another component to branding, and advertising strategies will directly reflect the brand and its desired portrayal. Advertising techniques such as the use of Promotional products from trusted companies such as outstanding branding make it easy to create a cohesive and appealing advertising strategy that plays well in the company goal.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter will illustrate what kind of research methods and procedures that the researcher followed to answer the research questions and obtain the research goal. The research activity is process oriented and is difficult to analyze by means of purely quantitative method. Because In quantitative research method, the researcher only analyses the data with the help of statistics and hopes the numbers will yield an unbiased result that can be generalized to some larger Population. On the other hand, inquires deeply in to specific experiences, with the intention of describing and exploring meaning through text, narrative, or visual-based data, by developing themes exclusive to that set of participants. According to my research topic; the research is more related and easy to analyze it by means of qualitative research method. Because qualitative research mainly exploratory research, it helps to uncover trends in thought and opinions, and dive deeper in to the problem. Therefore the research will mainly use qualitative research methods in order to acquire Tewodros Fekeru Plastic Manufacturing Company public relations practice and its Impact on the company business. Qualitative research favors a flexible questioning approach Dominick, and Wimmer (2003). In addition to this, a fundamental Set of questions prepared. All the research questions, feedbacks, documents are collected from the company head quarter which is located in Asko this helps the researcher to gather every information needed to assess the research questions. The researcher selected this branch of the company because of its location and every business communication and public relations related strategies are orchestrated from there. And also the company owner office is also located in there.

3.2 DATA COLLECTION METHODS

The researcher used three methods to collect data: in-depth Interviews, Focus group discussion and the company data base. But the data collection method mainly utilizes in-depth interview method because comparatively it contains much more and detailed Information than other data collection method like focused group discussions. In-depth Interview method can help to conduct intensive data which is vital to the researcher. So it is the major method to collect Information from Employees, Customers, stakeholders and the Company owner. In order To get adequate information about How TFPMC PRs information and its Impact on the company business segment. To attain over all Information of PRs And its impact on the company's marketing system; the Researcher used the company's marketing and PRs related documents, employee's personal reflections, communication managers feedbacks and the company owner (manager) expertise in a four month period.

3.2.1 IN-DEPTH INTERVIEWS

As previously described, the aim of this study is to find out the public relation circulation of Tewoderos Fekeru plastic manufacturing company and its impact on the company business Arena. Interviewing employees, stakeholders, concerned bodies and the owner was found to be the best technique to accomplish this.

The interviewees are the ones who meet the incidents of the company internal and external business communication process since inauguration date of the company. Communication managers or communication technicians have a decisive role in public relations and marketing communication process. Since communication managers and average employees might have different experiences, they need to be interviewed and asked follow-up questions separately. A questionnaire form would be more limited and it tends to limit the answers to those suggested by the researcher. Therefore, the research prefers in-depth interviews with communication managers and employees.

In-depth interviews provide detailed background about the Reasons why respondents give Specific answers. It elaborates data concerning respondents Opinions, values, norms, experiences, perceptions and preferences. (Dominick and Wimmer, 2003).

In-depth interviews are more detailed; and as Dominick and Wimmer (2003) argue, when compared to traditional survey methods, intensive in-depth interviews provide more Accurate responses on sensitive issues.

3.2.2 FOCUS GROUP DISCUSSIONS (FGD)

A Focus Group Discussion (FGD) is a qualitative research method and data collection technique in which a selected group of people discusses a given topic or issue in-depth, facilitated by a professional, external moderator. This method serves to solicit participants' attitudes and perceptions, knowledge and experiences, and practices, shared in the course of interaction with different people. And also focus group discussion it is a good way to gather together people from similar backgrounds or Experiences to discuss a specific topic, it can explain how a group thinks about an issue, and inconsistency and variation that exists in a particular community in terms of beliefs and their experiences and practices. This research was made on "natural groups" (the company employees). The researcher believed that conducting a focus group discussion with a natural group can reveal discrepancies and similarities between what people say and how they act, and how other participants react and comment in response. so on the light of the above explanation the researcher moderated a group of discussion with six Employees to gather information based on their expertise and perception in regard with the company public relations plan and strategy.

3.2.4 SAMPLE SELECTION AND SIZE

TFPMC as previously discussed has three branches of companies stretched out around Addis Ababa and remote areas, but the research mainly analyses the resource (company) which is found in Asko area, the researcher selected this branch because it is the head quarter of the

company and also there are a lot of information in there. So the researcher only investigates the research questions only in the company which is located on Asko area. In-depth interviews were collected with five Communication managers, five employees and the company owner. And focus group discussion has been made with six employees.

Purposive sampling was used meaning that individuals are handpicked to be participants because they have certain characteristics that are believed to make them especially good Sources of information (Orcher, 2005).

The purposive sampling tried to be representative of all employees and managers including the owner. Who engage in the communication gathering and promoting process in the company. This includes all the communication managers, employees, and decision makers. Stratified purposive sampling was used for each of the above categories. Orcher (2005) States that in order to stratify, subgroups of interest in the population must first be identified. Then participants from each subgroup must be selected so that all subgroups are represented in the sample. In other words, stratification is used to ensure that all important subgroups are Included in the sample.

The headquarters of the company were selected due to its major role on the business when Compared to with other branches of the company, and also it has a lot of information.

3.2.5 DATA ANALYSIS PROCEDURES

Qualitative researchers use an inductive method: data are collected relevant to some topic and are grouped into appropriate and meaningful categories; explanations emerge from the data themselves (Dominic and Wimmer, 2003). The nature of PRs and its impact on the business of TFPMC this is the major thematic area that this study would discuss. The findings will be presented, illustrated and Corroborated by quotations arising from the in-depth interviews and focus group discussions With the head of the company, communication managers, communication technicians And employees. The interpretation and discussion guided by the objectives of the study.

3.3.1 QUALITATIVE CONTENT ANALYSIS

The aim of qualitative content analysis is to find out the impact of Public relations practice on the business of TFPMC; therefore, the researcher collected the PRs Practice and its impact on the business of the company. In order to do that the researcher used primary and secondary data sources like: primary sources; derived from interactive in-depth interviews and focus group discussions with the company employees, communication managers and with the company owner. Secondary sources: PRs and business (marketing) related documents, records, magazines, journals and published and unpublished academic papers and books.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 WHAT KIND OF INSPECTION DOES TFPMC TO COUNTER CHECK PUBLIC RELATIONS INFORMATIONS TO MAXIMIZE ITS MARKET?

The aim of this section of the data analysis is to outline the trends of PRs sourced movements and practice on the business of TFPMC. The major objective of this section is to give the overall and detailed PRs data and practice found in the company. Therefore, the researcher analyzed all aspects of PRs and the impact of it on the business of TFPMC. During the company history, TFPMC has made almost 4 public relations related campaigns to increase its market including community related campaigns in order to influence the working community in a positive manner. The head of the company is that the researcher took as a sample Sourced PRs related campaigns during the period. In academic context, campaign has its own rules to attain an achievement or to get a best out of it.

It is obvious that in sophisticated countries they take a calculated and scientific PRs implementations, after making any PRs campaign, this enables the given companies to function better according to the company goal, mission and vision. This study crosschecked how TFPMC PRs department operates accordingly and examined the validity of its PRs related campaigns on the light of PRs professional ethics and concepts. In TFPMC PRs strategies have been made for many years, these strategies were made by default. The most and fundamental target of the company is making profit out of any business communications and actions. This is what the company value most from any of business cooperation. The company has its own business philosophy which can be described as “go with the flow” kind of rule, as long as if the company attain any profit during on the business process. Arbitrarily the company ponders on the result rather than the business process. This implies that the company’s PRs practice in utilizing a good relationship with its employees is wick. As we have seen in literature part utilization of a good relationship with employees, it enables to make a good decision and appear more professional. Broadly speaking in TFPMC the internal communication with employees and

communication managers, is situational and highly depend on getting things done rather than practicing scientific communication theories or models. However the company owner gives orders once in a month according to the current situation mostly this happens when communication related crisis occurred. When it comes to external communication phase decisions and actions can be made by any employees based on their responsibilities, whenever they encounter a situation. But sometimes it becomes so harmful for them when they make a bad decision, it can terribly unfortunate for them getting recognition from the owner, sometimes they end up with termination.

The information sourced from the PRs department of this company promotes the effort of building reputation of the company by implementing different communication management systems; the system could be unstructured and futile. This happens when making relationships or negotiations with the outside community and with government officials. The company participate and supporte the community members through donations, like cleaning of the work environment from dirty particles and creating a job opportunities for the community members including both men and women.

In TFPMC communication technicians mainly use informal way of Communication transferring methods; these include lobbying, persuasion and so. But fortunately all ways of communication Transferring models promote the effort of the achievement of the company mission which is profit making. And also the company employees are highly sensitive when keeping the company reputation when they face unpleasant situations. They are highly keen and active to handle a bad news or information when occurs outside their company. On these kinds of occasions the company owner provides adequate information and utilizes ongoing communication with employees. When associating or communicating with customers the company owner gives a higher value for his customers, he always uses soft and honest words to win their needs most importantly he trust only his own decision. The company owner established a self centered communication handling system. When it comes to customer relations most feedbacks received from the customers about the company PRs style are ignored by the company owner. And through time the incident affected the relation between the company and the customers as well as the image of the organization.

4.2 THE IMPACT OF PUBLIC RELATIONS ON THE BUSINESS OF TFPMC

As a business entity in TFPMC there is a concept of planning and execution of communication strategies in the society and in the market sphere. The company is familiar with the idea of PRs in informal way. Most of them believe that every communication is marketing and marketing is everything, they cannot distinguish it from anything else. Somehow PRs and marketing communication both are interchangeably launching in the company communication process. First of all there is no organized PRs department that manages internal and external communication aspect of the company. On the top of this all five communication managers which are assigned on different departments are not graduated from any PRs or communication college or university. Two of them graduated by accounting and two of them by management. And the last only from grade 10. The company gives more value for employees who are charismatic and who has a good communication, execution skills more than educational degrees or credentials.

In TFPMC more or less there is a PRs practice informally. But typically they use PRs strategy with marketing communication both in mixed way to attain a good benefit from the market. The main thing is about making a profit in every pace of the company movement. In literature part it is discussed that PRs is a profession that deliberately manages communication to get a desired result from it. It is a mechanism of controlling (not manipulation) of people or customer opinions to get things done. As a business entity in this company they are good at winning peoples attitude and opinions to stay on the market. Generally speaking in TFPMC PRs is affecting the market of the company in a positive way.

4.3 THE RELATIONSHIP BETWEEN PUBLIC RELATIONS AND MARKETING IN TFPMC

In TFPMC the current relationship between PRs practice and its market was found to be very associated with the local trend (fortunately), according to the communication Managers and the employees who were interviewed and discussed with, almost all of them agreed that there

is a Strong integrity between the company PRs practice and the company market. But somehow it is different from international trends. According to the company employees and communication managers who were interviewed and discussed with. (Five employees, five communication Managers, the company owner and six employees in focus group discussions) it is so admitted that there is a different kind of PRs implementation in the company. Many of the company employees suggested that, one of the reasons for this is; the company communication system mainly built on traditional or conditional communication Process.

Communication manager 1 “we mainly focus on the company development regarding with the company revenue. We mainly cover developmental activities. We mainly focus on PRs campaign to maximize the company income, through time we have seen that creating public awareness on our business on brushers, magazines, and commercials has made a big progress on the company business, but amazingly the company never appeared on Medias to promote its service and business. The market of the company is very vas when compared with counterparts. I think the only thing that holds the company on the truck of success is the the company owner personal charismatic behavior.” (Personal interview with communication manager 1, April 9 2019).

According to this informant, the TFPMC PRs and its impact on the company business is based on ‘I provide you with information, you return it by promoting me’ and the Communication manager obey to this deal. The relationship between PRs and marketing is continuing as the company goal. Despite the fact that communication manager 1 believes, communication managers should basically work for the company desire; he said the Situation in the company makes it an obligation to promote developmental activities based on the company norms. Another employee said they are unable to do professional work based on their educational expertise, but rather the company desire.

Employee 5: “because we are told to promote the company image based on the owner point of view, we are not able to manifest our professional expertise (graduated by marketing) Due to this reason; we are working based on the company owner desire”(Personal interview with employee 5 April 9 2019).

Some communication managers like communication manager 4 insist that it is not always good Implementing communication tools based on the company owner perspective; rather it should be cross checked and engaged in sophisticated ways.

Communication manager 4: it is obvious that the company should reflect genuine communication professional tools to be competitive in the business world. Nowadays business activities are becoming much competitive and complicated the company should plan communication practices accordingly” (Personal interview with communication manager 4, April 10).

Most of the interviewees said their relationship with PRs is based on the company internal communicational culture. Most of them accept that this communicational culture both unethical and unprofessional. Most of them argue that obeying for the company is a mandate, rather than professional regulations. Communication manager 3 exemplifies this:

Researcher: “how do you explain the company PRs strategy to maximize its market?

Communication manager 3: I personally believe that, the company only wants me to fulfill the task according to the company communication behavior. There for I know what to ask when and when I deal with business related communications, meetings and events (Personal interview with communication manager 3, April 12 2019).

communication manager 3 agreed that this is unethical according to his perception, PRs is a unique profession that you inform the public what you want them to know.

Employee 2: PRs should not be at the expense of the public’s right to know about the company but rather, what the company want them to know (Personal interview with employee 2, April 15).

Employee 2 said the above when commenting with how the company interacts with the outside business environment.

It seems from the interviews with many employees and managers that their relationship with the company public relations practice and its impact on the company business are not engaged with PRs profession.

4.4 PUBLIC RELATIONS AS A MARKETING TOOL

TFPMC employees and communication managers (employees 1-5, communication managers 1-5) said that there has been an increasing trend of increasing of revenue in the company business over the last two years that every piece of marketing information and contact with

other business entities when passed on through a PRs strategies. They said this procedure brings a dramatic change on the company to be fruitful on achieving its Goal.

Some of the communication managers' believed that it is essential to have a responsible or well organized PRs department (responsible body) that provide information to internal and external bodies.

Employee 3: "PRs are contact persons of organizations to orchestrate information to the internal and outside community. It will help to enhance the company image to the business environment; there is no way that you get information without PRs" (Personal interview with employee 3, April 13 2019).

The magnitude to which PRs play a role in getting public attention especially employees and potential Customers .This enables the company to attain a better income and also enables the company to walk in the truck for a long period of time. Most of the employees concerned about the company trend of PRs practice, since it gives great power only for the company owner.

Employee 3:"I personally don't agree with this trend that forces you to get things done only through the will and want of the company owner demands. In the first place the company owner will not give us information that can help our decision"(Personal interview with employee 3, April 13 2019).

On the above employee explanation there is no way that getting information without the permission of the company owner that can help employees to decide better when it comes to doing the Right things on behalf of the company owner. Another concern of the employees and the company communication managers is that if the PRs office of the company is weak in gathering and making information when is needed the company will be affected negatively, due to lack of appropriate internal Information. Dependency on the company owner is the concern of several communications Managers who face much of critical issues of the company.

Communication manager 2: "this trend decrease communication manager's effort to solve communication related problems. You cannot see the quality of information gathering, it will weaken the company image after time. It increases dependency on the company owner PRs information source" (Personal interview with communication manager 2, April 15 2019).

He also said the trend will make employees feel alienated towards their job and profession; through time it is pretty obvious that they may terminate their job.

Communication manager: 1 “you could easily see the problem of information monopoly by the company owner and the company owner’s family members. Because they are not experts, for example you could see that the expert will explain to you professional things in detail, whereas the family members only give you information about general things and figures. You could see that he is answering things he received from other bodies. Then it is very difficult for them to explain professional things that need explanation beyond the incidents. There is this difficult to understand and describe communication issues among PRs and marketing communication practices” (Personal interview with communication manager 1, April 16 2019).

The lack of communication knowledge and explaining PRs related issue is also the concern of employee 3.

Another concern of the employees, for instance expressed by employee 3, is that if the PRs office of the company is weak in gathering and making information available when is needed, any time the company whole communication process will be affected negatively.

Dependency is the concern of several employees who face communication related issues; it makes them to ask what to do next and uncertain about the next incident.

Communication manager: 3 “This norm decrease PRs officers’ professional effort and motivation. You cannot see the quality of marketing and PRs related information gathering. It only increases dependency on others who hold the company power” (Personal interview with communication manager 3 April 16 2019).

Also employee 2 said: The Company usually needs its PRs assigned employees to fill more than one role.

Communication manager: 3 “communication managers are more in to the big picture. They don’t have to be bound by anything. May be they may shift from one segment to the other.

(Personal interview with communication manager 3, April 16 2019)

Employees : 1-6 “this company mainly built on trust based integration between the owners family, many business related communications and information are deliberately hidden from as, they know and believe that these information are the blood line of the business. They keep them secretly in order to stay on the business. They keep business related information away from us they don’t allow as to participate on the communication process” (Focus group discussions April 17 2019).

In summary, the employees of the company engaged with the difficulty on implementing or Launching professional way of public relations practice to elevate the company market. Based on their answers the company is facing dependency on the company owners and his family members, there is high dependency on them how to deal with issues like: decision making, controlling and when gathering information.

4.5 MARKETING CONTACT WITH PUBLIC RELATIONS

As we have seen PRs practice has a great impact on the business making process in TFPMC. The company arranged several meetings to discuss about the marketing communication process for years. Since the business has no competitors on the market things are going as they come, almost the company is a pioneer in the business of recycling of used plastics.

According to the company owner explanations he has been doing a lot strategy to maximize his company income; on his understanding PRs and marketing, they both have a significant role on the business.

Researcher: what is your understanding on marketing?

Owner: I personally integrate marketing and PRs together, they are two terms, I often use them when I work in my company. In some ways, this is logical because the two need to work together. But in fact, PRs and marketing are two very different functions and require very different skills, through experience business people like me know what a business operation is. My employees whom I assigned they know what negotiation and winning people's opinion too. I mainly provide products, services and also I sell myself which are: my ideas, principles, appreciations and other sort of good side of my personnel sides To my employees, coworkers and customers to influence them positively to get a good result. My understanding of marketing is to understand the market environment from on the perspective of the customer's point of view. And also Marketing job is to direct the company toward the segments, or groups of customers and channels where the company can profitably compete. It should help the company see how it needs to modify its product offerings, pricing and communication so that it

meets the needs of the customers. (Personal interview with the company owner, TFPMC owner April 2019).

Owner said he follows his own understanding on his business activities, he has developed his own ideology how to run his business and how to handle counter parts threats. To him these are his key ingredients for the success of his business until now. And also he has his own personal understanding of marketing and its relation with PRs.

Owner: since I organized my company from a scratch I know it well how to use my employee's potential. I enable them to fulfill every minor issue side by side on their recommended work position. I personally believe that my employees should not be allowed to know my business related information. These are my rules and statements to develop forward.

Researcher: how do you describe Public relations in your company?

Owner: well PRs in my company it is not well organized in a form of department, most of the time I highly recommend my employees and communication managers to go with the flow of in every business communication situation. Because I am always concerned about domination, I personally believe that winning the opinions of others is the key to success in the business sphere. I render my company every process based on my personal expertise; I have passed a lot of up and downs in my life. Those incidents shaped my life form of business ideology for example: I use different kinds of winning communication techniques to win peoples thought, to make them believe what I believe in order to promote my service and my goods. My company is highly dependent on me, I control every aspect of communications and PRs situations, and sometimes it is hard for me to deal with every communication which I received from my subordinates. I do not disseminate business related information to my assigned communication managers or to my employees. But somehow when things become twisted, due to global changes and economical fluctuations. In my perspective these things are signs for me to wake up and plan to explore what the future holds for my business. My company highly rooted on the society context of business and communication clues. I think, behave and act as on the status quo, I am so flexible on dealing with issues especially in business meetings. I sell ideas when I council my customers or volunteers who wants to launch or start plastic manufacturing company. These kind of meetings are highly depend on me, customers want my personal experience to share with them, because I have gained those experiences through a lot of failures and bankruptcy. In another meaning I sell my thoughts, expertise through communication and counseling so broadly speaking PRs in my company it exist in some form or another but it is not well organized and identified as a blue print for the company. Mostly I perceive or implement PRs events on the context of my business community and personal interest.

Furthermore, the owner said to me: marketing and PRs they are dependent on Each other, when I develop or implement PRs related communications I have seen the difference on increased sales and a better income in my company. It has driven my company from unpopularity to popularity; it is not only a sales device, however, it is a method of promotion of Services and goods. When sometimes hostile public opinion shows up, PRs plans and implementations help to build a positive image and erase unpleasant thought toward my company. And also I personally believe Companies should plan marketing communication strategically to build stable, Open and trusting relationships with their customers and employees. PRs events or situations contribute a lot to make good decisions and also to build a reputation. I gather every aspect of marketing information from my subordinates; this information enables me to make a sound decision when there is a problem. When marketing and PRs become part of the company's Strategic management function, marketing relation departments are likely to manage Communication programs strategically. Marketing communication and PRs both are major internal and external functions of the firm and both share a common ground in Regard to product and service publicity and consumer relations. marketing exists to sense, Serve, and satisfy customer needs as a profit. PRs exist to produce goodwill and acceptance in the company's various publics. There is always been some degree of tension and competition between PRs and marketing people, especially when it comes to questions of which discipline ought To be dominate or which contributed more to the companies well-being, they also competed For sometimes scarce internal resources and for public attention. Some companies and organizations use only one of these disciplines. Others use both, but the degree to which they Use them and the specific ways in which they used them varies from companies to companies based on the company's purpose, size and unique organizational history. Marketing can generate sales of goods and services and directly contribute to the company's profitability. PRs coordinate relationships with various publics in order to gain public acceptance and approval of the organization's activities, including its sells activities. Marketing and PRs they both are business functions, they generate awareness and positive response to Products, services and businesses.

Generally the owner has personal understanding of PRs profession; somehow it is mixed with marketing principles and implementation. But in some point the PRs understanding of the owner inclined to his expertise. He has developed his own strategy to manage all the company communication situations. In some ways according to his business environment he is influencing people's opinion. He has believed that in the future things will be difficult for him to attain the same result because of global marketing changes. So implementation of formal PRs department is a mandate for the survival of the company.

4.1.1 WHAT DO COMMUNICATION TECHNICIANS DO TO COP UP WITH PUBLIC RELATIONS PRACTICE IN TERMS OF THE MARKET?

Through experiences in TFPMC PRs officers or communication technicians people argue that consumers or customers are heavily influenced by what they see, read and hear. These incidents can influence their perception. The bottom line is that PRs practice is the back bone of the company business. For many companies detection of what their customers see, hear and read about them is the core point of the business. In TFPMC the Leaders and managers of the company engage in serious determination when they face some Marketing communication related problems. They mainly concentrate what matters the most for them. They regulate the values of the company effectively towards how the employees perceived it. An employee who has no idea who she/he is cannot create a vision that can help the company or his/her coworkers. In the company they give much credit for communication creativity, it is valued above almost all other skills and qualifications. Everyone in the company or in communication team is encouraged to solve communication problems. Because the company highly believes that creativity is what makes an employee a useful person.

The leader and owner of the company believe that PRs should never be solely about reputation management. Instead, PRs must be an ongoing process about communicating the company values, belief, and showing importance of the company to the rest of the world. communicating what the company has is very vital for the business if it is done authentically. as

explained previously the company mainly stands for profit making, the communication managers believe that marketing communication should not be solely about Tactics, tools and platforms, unless otherwise it won't make a difference if there is no sense of what the company is, what the company believes, and why the employee matters.

4.1.2 HOW PRs PRACTICE AFFECTING THE COMPANY BUSINESS

The norm of the company communication models and PRs are different. Public relations focuses on two –way asymmetrical communication, where the organization and its publics engage in an active, continuous dialogue. This is a process of listening, dialogue, and feedback among a given company and its strategic publics where the idea of publics are considered in the decision making process. Indeed, TFPMC established two-way asymmetrical mode of communication among internal and external publics. The results indicated that the company communication mode is different when compared with the scientific PRs objectives.

However PRs can become an important issue once you put yourself or the company in a position of public Visibility. Said communication manager 4, ordinary people or organizations don't have this kind of worries but for people or companies like ours it's an important consideration. PRs is an important factor to the success of a company. Business oriented companies like us you have to remember that virtually all business are dependent on their PRs communication Strategy. If you have a poor relationship with your customers it could potentially have a Negative effect on the decision making process. When you are in to business, the single most Significant factor (related with communication) can affect your revenue or income. This includes the reputation of your business, the quality of communication mechanisms you choose to convince your customers and the relationship you establish with your buyers. If your business has a bad reputation, it can affect sells. Even if your products and services were of good quality. If your establishment has a poor relationship with your clientele, it will also affect your sales. PRs can have a huge bearing on how your business would turnout. This is why major companies hire people just to handle the PRs for the company. That's why we

have what some people call communication managers (PRs officers) their job is to take care of communications.

However, hiring people to handle PRs means you have to spend money. This is all good if you have big business. You can hire a PRs manager to Take care of things for you and having a PRs manager leaves you free to do more important Things. In our company we are deciding to establish a good PRs practice, through time we have noticed that good PRs practice means big revenue. We have seen these kinds of opportunities through times. Good PRs is important it need not be expensive. You just have to make sure that you deliver good products and services; at the same time you have to make sure that your employees treat your customer's right. As long as you do things right your business will be in good shape. Bad PR usually arises from bad recruitment of employees. We are convinced that PRs now a day have meaningful data to influence big decisions.

4.1.3 PROBLEMS THAT THE COMPANY HAS FACED DURING PRs PRACTICE

TFPMC is mostly dominated by the owner of the company. There are a lot of problems the company faced:-

- **Poor understanding of the PR profession:** There is a poor understanding of PRs concept. They do not appreciate the role of PRs and hence do not have or consider PRs as an integral part of their daily activities. Today's world is a world of communication and in every second, millions of information units are exchanged in the world. Having accurate and up to date information for employees also is the important thing for decision making.
- **Lack of specialization in the profession:** Another problem is lack of specialization in the profession. Many of the company communication managers and employees do not consider this as an area that needs much expertise. Most of the company managers who occupy the positions of PRs in the company are not PRs major. Some claims to be practitioners simply because they are practicing marketing. In addition

the company has no Logo and website that can enable the company to appear more professional. In these days people are expecting to have a brief description of all services offered by any company on its website. When the company fails to keep this information updated, potential customers will get the wrong impression regarding the quality of the company service.

- **Lack of technological equipments:** technology is changing the world, and the world of PR is no exception. The rise of the internet, cell phones, and social media are just a few examples of how technology is impacted people communication. Nowadays fundamentally videos, email, and social Medias have become so importantly entrenched in our lives, ideas are always growing, knowledge is accumulating, and technology is evolving. These tools allow any organization to a better communication world. As a competitive company in this time embracing the future of this technology is a must. Unless otherwise it does not take much time to damage the company reputation.
- **Bad relationships with employees:** unhappy employees don't represent their companies well, so it is important that employees should enjoy their jobs. TFPMC don't see its employees as a key target audience. Maybe it is easy to spend most of the time and energy on communications with external publics, but it is unfair to expect employees to represent the brand or to work hard positively in an appropriate manner if communication practitioners don't get attention. Because employees can be another tool used to communicate a company's brand identity to its target publics.

From the company history the company mainly inaugurated by AtoTewodros, he is an entrepreneur who has built the company from scratch, the company communication behavior highly influenced by the owner's personal understanding of communication style. He value results more than communication process and procedures. This trend also exists after 1 decade of working history; still the company is highly affected by the owner personal business and communication style. The owner said this type of communication style helped him to be successful in his business firm. He strongly believes that his own experience of leadership and

communication managing style is his ultimate power or tool of a winning weapon when he encounters business related issues.

owner: “most of the time when I negotiate with my customers I communicate with them based on positive mode of communication method, I personally believe that people will become more and more interested to do business with me when I approached them in soft communication mode. This method helps me to win their mind. In another meaning business communication is all about making trustworthy among us.”(Personal interview with the owner April 2019

CHAPTER FIVE

CONCLUSION AND RECOMENDATION

5.1 SUMMERY

The purpose of the study was to find out how public relations affecting the business of TFPMC in a broad way. In the company the researcher observed that there was no defined measurement (PRs department) to evaluate the effectiveness of its PRs and business activities, moreover PRs strategies like event organizing, media relations and website were not effective to create two-way communications with internal and external bodies. And so it has weakens the company ability to create a better image and income. And also the magnitude and size of PRs manpower and facility as compared to the company size it was very small and insufficient. Therefore, the study strived to bridge this gap by bringing the subject PRs profession to attention and show its impact on the company business. Based on the findings derived from qualitative research method in-depth interview and interpretation of the data collected through in focus group discussions and document analysis, the company has no organized public relations department that can control business communications strategically. Seemingly the company mode of communication process is different and it has its own internal communication culture. This Communication culture is highly dominated by the company owner communication Perception. As discussed the company had different communication mangers, many of them were unprofessional and unfamiliar with the profession public relations. Additionally the company has 200 employees in all its branches, according to the company size and capacity the magnitude of its public relations strategy was inadequate and insufficient. In the company head quarter where the research made of in focus group discussion (with six employees) and in-depth interviews with (five communication managers and with five employees including the owner) the respondents and interviewees argued that the company value income more than the company reputation. As discussed in literature part public relations can increase sales and protect unpopularity for any organization. When public relations is part

of the organizations strategic management function, it can manage communication programs strategically and can build a strong reputation.

5.2 CONCLUSION

The study has tried to find how Public relations affecting the business of TFPMC. The company has its own way of practicing PRs profession in regard to as the company mission, vision, and goal. The conclusion is based on qualitative content Analysis, in-depth interviews and focus group discussions of communication managers, Employees and the company owner. Depending up on the findings the company internal and external communication processing method mostly the Power relies on the companies' owner communication behavior. As discussed in literature part PRs has the capacity to build stronger relationship with employees. And so communications has to be strictly professional, but in the company almost many of the company PRs officers are not graduated on communication related professionals. Simply they run the company communication by means of informal communication paradigm. It is believed that PRs boosts an organization's credibility, when it operated through trusted employees, but strictly the employees should be professionals to cope up with the original business events. unfortunately in this company the company has its own communication culture, the company rejects ongoing relationships with its key and important parties. Mostly important kinds of information managed by relatives of the owner. This is the reason why there is poor implementation of PRs profession.

Public relations by its nature is a time consuming and asks intensive effort to attain more out of it, to do that there should be a defined measurement to evaluate the effectiveness of its PRs related activities. In TFPMC PRs activities like (TV, radio, and website) are not effective to create two-way communications thus it weakens the company ability to create better PRs methodologies and strategies. And also the company has shattered to have a chance to amend its strategy and its PRs actions. As a business entity whatever the company provide. Trust plays a monumental role when it comes to determining the success of a business. Without trust, a business leaves potential sales on the table. To bridge that the company should develop a logo

should be designed that can represent the company image and reputation. A well - designed logo is an easy way to convey to potential customers that a business is Professional, trustworthy, and provides quality goods or services. But amazingly TFPMC has no logo that can signify it in the business world.

5.3 RECOMMENDATIONS

The major issue that needs recommendation is the companies' internal and external communication handling method should be changed in a sophisticated way. Which means the company owner should disseminate important PRs information to his subordinates in order to have a better circulation of information and decision in the company. The owner should sit down each member of his communication teams should tell them what is going on. Most importantly the owner should provide training and advancement opportunities for communication managers.

Establishment of PRs department can help the company to Promote internal stakeholder (staff management) relationship through effective information sharing. Re-shape internal communications that could result to damage reputation and relationship endanger within the company. Promote value chain efficiency through inter-functional effective communication and consultation. Promote working relationship among the different levels of management within the company. To have this, the public relations department must try to make two way communication and create common understanding between the company, employees and customers by providing continuously updated information to all its publics on current issues of the company through website, internet, and facilitate meetings and different events. Nowadays everyone is digitally connected in today's world, so TFPMC should engage with new technological equipment that can help the company communication process to build a better financial freedom. As a competitive company in the market, the company has no Logo that can represent or identify it from the other similar companies. So a logo should be designed that can represent the company image. And also the company should give recognition for managing the company brand. Branding is important because not Only is It what it makes a memorable

impression on consumers but it allows customers and Clients to know what to expect from the company. It is a way of distinguishing a company from the competitors and clarifying what it is the company offer that makes it the better choice. Branding is absolutely critical to a business because of the overall impact it makes on the Company. Branding can change how people percept a company brand, it can drive new Businesses and increase brand awareness. Beside to this there is To get all things better as a business entity the company should hire professional PRs officers in order to enhance and formulate the company's PRs situations.

The ever changing demands of business environment influenced by the external forces of globalization and technology advancement becoming rush, to manage this kinds of incidents wisely an internal relation with employees inside a company is arguably even more important than the external. To accomplish this, the role of communication managers in any company should be creative and find other ways to retrieve information in order to reduce the dependency on the company owner. There should be personal Opinion when to decide something critical related with communication issues. As discussed in chapter four TFPMC public relations strategy and decision making power mostly relies on the owner. This indicated that the owner behaving like a communication dictator over his employees. But as a well competitive company, The Company must put specific measurement and business related communications handling methods to evaluate its PRs activities using personal observations, survey of employee and customer reaction by evaluating target Vs result and by conducting formal speech.

Generally in order to resolve all public relations related problems cited by the respondents, the company is needed to provide up-to-date information to the employees continuously on current issues that might affect the employees through oral communications, by providing formal meeting and so. Most importantly PRs department need to be established and should work hard to make a better communication circulation and decision making.

PRs activities have positive effects on the society. By participating in different launching activities that support community such as customers festivals, job festivals, mothers and

children health care day, sharing the pain with Victims. This is also an effective way to improve company reputation and image in public.

Finally, the company needs to keep up on its entire public relations activities to the extent that can fulfill the interests of its customers and the external publics through making the company visible, accessible and accepted by its customers and stakeholders in general. And in order to further improve its PRs activities, the company should facilitate all possible resources on certain training and development programs especially for its PRs communication managers.

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APPENDIX

Addis Ababa University, School of Journalism and Communication, department of Public relations and strategic communication, interview guide for MA thesis to be administered for communication managers, the company owner as well as for focus group discussions.

1. What is your understanding on the concept of Public relations?
2. What is the difference between public relations and business?
3. What is business communication?
4. According to your organization, what are the weakness and strengths observed on when launching public relations strategy?
5. What is the contribution of public relations strategy in the company?
6. How do you describe the company business information managing system?
7. What are the most serious problems observed when running public relations campaign?
8. How does public relations practice affecting the company business?
9. What do communication technicians do to cop up with public relations practice in terms of the market?
10. What kind of inspection does TFPMC to maximize its market?
11. What is the impact of PRs on the business of TFPMC?
12. What is the integration of PRs and business in the company goal?

