FACTORS AFFECTING GOOD RELATIONSHIP WITH CLIENTS IN PROPERTY DEVELOPING COMPANIES IN KENYA:
A CASE OF SHAMBA POA INVESTMENTS LIMITED.

DAMARIS NJERI NGIGI
L137/23006/2013

RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT FOR THE REQUIREMENT OF DIPLOMA IN PUBLIC RELATION IN THE SCHOOL OF CONTINUING EDUCATION OF THE UNIVERSITY OF NAIROBI

SEPTEMBER 2014
DECLARATION

This research project is my original work and has not been presented to any other University.

DAMARIS NJERI NGIGI

L137/23006/2013

This research project has been submitted with my approval as the Nairobi University supervisor

JOHN KAIRU

SUPERVISOR

DEPARTMENT OF EXTRA MURAL STUDIES

UNIVERSITY OF NAIROBI
ABSTRACT

The study aimed to find out factors affecting development of good relationship with clients in property developing companies in Kenya with specific reference to Shamba Poa Investment Limited. The specific objectives of the study were to find out how social factor, ethics, organizational policies, and corporate communication affect development of good relationship with client in property developing companies in Kenya. The research design chosen for the study was descriptive research design. The target population was the employee of Shamba Poa Investment Limited, in all departments with 40 employees. Census method was used to obtain a sample size. Data was collected by the use of a semi structured questionnaire that had both closed and open ended questions. Data was analyzed using both quantitative and qualitative techniques.

From the findings the main factor affecting development of good relationship with clients in the organization in descending order were: ethics, policies and social factors. The findings indicate that more than a half of corporate communication affects development of good relationship with clients in the organization.

The researcher recommends that the management of Shamba Poa Investment Limited Company embraces the concept of social factors since it leads the organization to understand and directs the attention of the organization towards its needs and target in competence to other. Organization ethics should be developed to support good relationship so that it enhances productivity and good relationship to his employees. Organization policy is one of the crucial factors to the organization and the organization should check on the policies that are outdated in the organization and try to amend them in order to satisfy its employee hence to reduce turnover which may arise due to the same. Communication skills should be improved since it affects the cooperate image of the organization management and the employee’s style of communication should be formal to reduce work delays and distortion of information.