

**AN INVESTIGATION OF PR PRACTICES AND THE  
OVERALL PERFORMANCE OF THE ORGANIZATION**

**(EAPL)**

**A CASE OF STUDY OF EAST AFRICA PACKAGING LIMITED FIRM.**

**BY**

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**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR  
THE FINAL YEAR RESEARCH PROJECT OF THE DIPLOMA IN PUBLIC  
RELATIONS AT NAIROBI UNIVERSITY.**

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**DECLARATION**

I hereby declare that this project was submitted to the full requirements of the Diploma in public relations based on my original work and has not been presented in whole or part for the award of diploma or degree at any other university

Project report presented by:

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Date: ..... 19<sup>th</sup> July 2013 .....

This project report has been submitted for examination with my approval as university supervisor

Supervisor name:

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Date

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## ABSTRACT

The importance of this study is to popularize the need of PR practices in organisations by bringing out the advantages of companies that have PR departments in their organisations. The study is based on three packaging firms where I found out if they recognized the PR department and how their attitudes towards the department help improve the income of the organization and also the image of the organization within the organization and also to the publics.

A complete research was carried out that involved collecting of data through chats, questionnaires and analyzing the information, identifying the problems and coming up with solutions that help improve PR in the organizations.

This project targets mostly developing countries because most organizations in developing countries lack PR departments because of lack of information on the importance of PR in an organization.