IMPACT OF EFFECTIVE PUBLIC RELATIONS
(CASE STUDY)- KENYA REVENUE AUTHORITY (KRA)

BY
OMAMBIA REBECCA NYABWARI
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The research proposal submitted for partial fulfilment of the award of
Diploma in Public Relations of University of Nairobi

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DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the University of Nairobi for academic credit.

Signed: ........................................ Date: ........................................

Miss Omambia Rebecca Nyabwari

This project has been present for examination with my approval as the appointed supervisor.

Signed: ........................................ Date: ........................................

Dr. Irene Otieno
ABSTRACT

The purpose of this research was to determine the public relations endeavours at Kenya Revenue Authority's (KRA); analyse the failures and offer a satisfactory recommendation.

A case study method was adopted as it was considered to be appropriate for purposes of this research this method seeks to describe a unit in detail, in context and holistically. It is a way of organizing educational data and looking at the object to be studied as a whole. In a case study a great deal can be learned from a few examples of the phenomena under study. It will bring about deeper insights and better understanding of the problems faced by students.

This study analyses three major factors that impede public relations namely: lack of employee motivation dwelling mainly on the inability to adapt to and respond to an ever dynamic internal environment a rapidly changing environment.

The study concluded that effective public relations spans and requires organisation-wide effort as well as the incorporation of the target customer who is the central theme of all the effort. Provision of quality, courteous, timely and equitable services to customers, provision of comprehensive education, information and services aimed at promoting partnership and voluntary compliance should be part and parcel of public relations plans of any organisation.

The researcher recommended that more ears be given to the concerns of employees.