

**IMPACT OF PUBLIC RELATIONS ON PRIVATE COMPANIES: A CASE
STUDY OF DELMONTE FRUITS COMPANY LIMITED**

BY

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DECLARATION

This project is my own original work and has not been submitted for examination purposes in any other institution for the award of diploma or any other qualification.

Sign: FF

Date: 21-06-2012

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This project proposal has been submitted for examination with my approval as the University Supervisor

Sign: 

Date: 21/6/12

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CHAPTER ONE: INTRODUCTION

1.1 Introduction

This chapter introduces the topic of the study which is the impact of public relations on private companies, a case study of Delmonte Company Limited. It entails the introduction; background of the study; profile of the company; statement of the problem; objective of the study; general objectives; specific objectives; research question; significance of the study; research limitation and scope of the study.

1.2 Background of the Study

There is no question that, demand for accountability is growing in all marketing disciplines, including public relations. Corporate management, conscious of the size of the marketing spend, is focusing more attention on the return on investment in marketing services (Ayloitis GJ 2000). More companies are considering measurement capabilities and approaches in searching for new agencies. And procurement executives, who are increasingly involved in public relations firm relationships, are asking for more concrete metrics to assess firm performance. (Anderson, FW and Papastathopoulo 2000).

Clients want to measure public relations programs in order to gain insights that will enable them to refine and improve programs, to assess cost effectiveness of different approaches, and to assure a good return on these investments. In concert with growing demand, public relations measurement and evaluation is growing in sophistication. Today, there is recognition that public relations programs can be measured and that there is value in doing so. Industry research suggests that the most common public