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FACULTY OF ECONOMICS -MASTER STUDIES

MARKETING AND BUSINESS MANAGEMENT

MASTER THESIS

**MANAGEMENT AND COMMUNICATION OF PUBLIC RELATION
CASE OF FERRONIKELI ENTERPRISE**

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CONTENT

INTRODUCTION

PART ONE

- 1.1 What are public relations
- 1.2 How does a public enterprise manages public relations?

PART TWO

- 2. Issues for which Ferronikeli communicates with the public of Kosovo
 - 2.1 Establishment of a public relations office
 - 2.2 Management of public relations office of the Ferronikeli enterprise
- 3. What exactly did the media write about Ferronikeli

PART THREE

- 4. Information about the Ferronikeli company
 - 4.1 Scheme of NewCo Ferronikeli Complex technology process L.L.C
- 5. Environment
- 6. Data from research
- 7. Interpretation of results
- 8. Analysis of surveys
- 9. Functioning of the PR Office of Ferronikel

PART FOUR

- 10. Visits to institutions, universities and practitioners in NewCo Ferronikeli
 - 10.1 Institution visits
 - 10.2 Professional practice, visits to different schools and universities in and out of Kosovo
- 11. Sponsorships and activities of Ferronikeli, 2012 - April 2015
 - 11.1 Sponsorships and sports activities
 - 11.2 Shares

11.3 Humanitarian aid

11.4 Projects to improve the lives of citizens

PART FIVE

12. Conclusion

13. Recommendations

INTRODUCTION

Communicating a business with the public is very important not only for enhancing the image and business reputation but also for establishing long-term relationships. We say to the public rather than to the consumer, because Ferronikeli, considering the fact that it mainly exports its product, Kosovo citizens does not consider it as a consumer but as a public one. Since it operates in Kosovo, this enterprise considers the communication with the public to be of great benefit due to the involvement of different mutual interests, starting from the exercise of business activity, to the protection of the environment, workers, various activities involving human or natural resources. This interest in communication with the public will be the subject of this study.

So, the purpose of the enterprise in this case is to inform such a public, to communicate and to create long-term relationships. When we consider that for a proper management and communication of a PR office it is necessary to work very hard by engaging professional people in this field.

This paper aims to provide a theoretical model for the work of the PR office of an enterprise, and to investigate how it is managed and communicated by the PR Office of Ferronikeli where I work; come up with concrete recommendations as to what steps need to be taken to further advance its image.

The objective of this topic is the meaning and detailed description of the management and communication of a public relations bureau, given the successful models of such offices that today operate in similar cases as with Ferronikeli. During the work of this topic, I will undertake various analyzes, taking into account the ways, the most appropriate technology that can be used to advance the management and communication of this office, always considering the nature of the enterprise and the type of the interest it has to communicate with the public.

PART FIVE

Conclusion

Nowadays, when it comes to knowing that the number of businesses is growing, which simultaneously means increasing competition, it is known that public relations is an essential necessity that guarantees the success of each enterprise. Therefore, the NewCo Ferronikeli company should not stagnate in this field, although its product has no market in Kosovo, but through the public relations office it becomes an integral part of the society where it operates, creating a mutual trust relationship. Since this will enable the enterprise to identify not only as a business but as a point of reference and trust in the field where it operates. Being serious and committed to corporate social responsibility would set the company in a more open horizon and create stronger foundations for its future. Strengthening relations with the Drenas based on the implementation of important projects that have a direct impact on improving the lives of the citizens of this municipality. As well as not leaving the support of sports clubs, schools, preschools, organizations and many others with which there is already a cooperation but needs to be strengthened. Also, Ferronikeli should inform the public of any investments or innovations that have been invested in the enterprise to enable the public to understand how the company is continuing to work in this enterprise. Then, when we consider that Kosovo has a very high number of young people entering the labor market every year we should stimulate the students of the Faculty of Metallurgy, the Ministry of Labor and Social Welfare of the Republic of Kosovo and create good reciprocal relations with NewCo Ferronikeli and sign agreements through which the latter would enable students the practice that would prepare them for the labor market.

There is little debate about NewCo Ferronikeli regarding the issue of the environment, but what has been said above shows that this enterprise has made satisfying investments, which really affect the provision of a cleaner environment than the surrounding area. The enterprise should continue with its successful operation, but the enterprise's priority should be investment in this field and should continue every time with the advancement of environmental equipment by investing in environmental issues. Ferronikeli's equipment with an integrated environmental permit is another important issue that enables the public to understand that the company has made the necessary investment in this field and also notes that environmental pollution is within the allowed parameters.

This enterprise has been present in the media for activities, visits, investments, humanitarian and philanthropic actions and these are reflected in the media in an affirmative sense. Also this enterprise has realized various activities of establishing long-term relationships with the public in Drenas. We say public because of the production and market specification that this enterprise exports the product out of Kosovo. These activities have to do with the various visits that are made in this organization, starting from students, pupils etc.

Given the activities, the more responses of respondents who were positive in the evaluation of Ferronikel from the economic and development point of view and as a business offering jobs: the one of environmental protection due to the measures taken by the new privatizer; humanitarian actions, various donations etc.; the image and reputation of this enterprise from the conducted research results to be very positive.