The Purpose of Public Relations by Dharmsingh

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Whenever a company is set up, it always expects and wants people to but its products, it wants more and more customers and make lots of profit and satisfy the customer needs. A company always thinks about what the customer actually wants and what are its needs and requirements. thus a good company or organization plans for a formal and a better way to communicate with the public to know its demands in order to give good response to them.

Since it becomes very difficult for a well-established company to get to know what the people expect from them as it is important but almost impossible for them to interact with the wide variety of the public and get to know their demand. Therefore an organization hires a group of people which form a good effective team known as public relations agency, which does all the work of interacting with the people and get to know what their needs are. A public relation agency is the one which give the public full right and opportunity to speak and let them know what they want in the upcoming product or what changes they want in the existing product as a company has to take care of all this. As it produces goods which are in demand so that they can be well sold.

Thus, A Public Relations Agency proves to be very effective in this sector as it interacts with the general public to know what is in their mind, what are their needs and requirements and what is it that will attract the public to buy their product.

Therefore a public relation company very carefully listens to all the queries and requirements of the people who want the product to be modified or replaced for their use. And also their feedback helps a company a lot in the process of improvement as we say a feedback lets you know what you are and what your image is , similarly a feedback will let a company know how to improve the quality of their product what are its negative points and how they can go ahead and make the respective changes in order to keep the requirements of the public.

Sometimes, a public relation proves to help the company the other way too. As a public relation agency is a mediator between the public and the company, it know all about the thoughts and requirements of the people since a public relation agency is closest to the public, therefore it gets all the important information from the people about their needs and also a company to make good profit. Advertise their same product in a way that suits the customer needs therefore it works in a positive as well as the negative way.

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