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CREATING A POSITIVE COMPANY IMAGE

During the writing became clear the need to create a positive image as an important resource for economic and social viability.

***Keywords:** image, the image of the company, corporate image, positive image, social image, internal image and external image.*

Гайдук А. О. ФОРМУВАННЯ ПОЗИТИВНОГО ІМІДЖУ ПІДПРИЄМСТВА

Під час написання статті з'ясувалась необхідність формування позитивного іміджу як важливого ресурсу для забезпечення економічної і соціальної стійкості підприємства.

***Ключові слова:** імідж, імідж підприємства, корпоративний імідж, позитивний імідж, соціальний імідж, внутрішній імідж, зовнішній імідж.*

The main methods of research in the article were: the method of analysis and synthesis method of comparison, generalization. The theoretical and methodological basis to work on problems creating a positive company image, marketing and management and periodic publications of leading domestic and foreign researchers and practitioners.

Any company that wants to remain on the market should be competitive pay much attention to the formation of its positive image. It is essential to attract customers in the enterprise and therefore increase profits. You must define priorities in the formation of positive image of the company, the main directions of marketing efforts and the specific form to be selected for promotional and informational activities. A strong corporate image is now necessary condition for achieving sustainable and long-term business success.

The theoretical basis of article can be used to form a positive image of the modern enterprise.

In the face of fierce market competition among enterprises that offer identical products and services, exacerbated the issue gains market and attract potential customers. One of the main tools to improve the situation on the market a positive image of the company, which distinguishes it among similar activity for organizations strengthens market position, increasing the market value of the company is expanding circle of customers. There are many definitions of "image", considering it from different perspectives.

To the company achieved sustained and positive long-term business success, a prerequisite is to create a strong company image. It provides the opportunity to obtain certain organization of market forces, protecting the company from rivals attacks, strengthens position relative to substitutes and company facilitates access to various resources. Fortunately memorable image formed and fixed in the minds of the target audience, it is the signal to the positive perception of the company and thus can overcome obstacles such as distrust and neglect, characteristic of mass consciousness. The image of the company and the problems of its formation are considered in the works Quarterly VA Sizonenko B. Alexander, Loznica VS, Zazykinoyi VG, Erwin Hoffmann.

In the era of "information society" where people's ideas about the world and processes, largely shaped by the media when the reputation of any subject and object began to play a much more important role and image of the company acquires the status of a major resources that contribute to its economic future. The need to research company image due to the fact that this is a real resource management that substantially determines the success of its economic and social position; the importance of identifying the main structural components of the image of the company; the need to study communication processes that influence the formation of the image of the company. The image of the enterprise is a key source of differences, which is guided by the consumer at purchase. This way of presenting the organization, its values and commitment to the consumer.

According to A. Semenov, K., image - is deliberately designed for the benefit of the company, based on the specifics of internal laws, properties, virtues, qualities and characteristics of the image that signifies our strong part of the consciousness of the target audience, consistent with its expectations and distinguishes the company from similar.

In the works Aleshin IV examines the significance of the image for the organization and concluded that corporate image - an image in the representation of social groups.

Positive image improves competitiveness in the market. It attracts customers and partners. Organization facilitates access to resources. Orban Lembryk-LE believes that image - it seems that the organization and its employees have on the people and which is fixed in their minds in the form of certain emotive stereotype [1].

Summarizing all definitions, one might say, the image of the company is formed representing the target audience information on the activities and achievements of the company, which constantly and dynamically affects the relations of the enterprise with its potential and actual customers, its competitiveness, financial performance and contacts with other public or private enterprises, institutions and organizations. The image of a particular set consists of elements that are related.

These elements are effective factors that are formed on the basis of a marketing communications company.

Corporate culture - a set of values, rules, customs, traditions, norms of business ethics and governance, which are not fixed by law, but are essential to the success of the company. The image includes the idea of the head of ability, psychological characteristics, appearance, his charisma.

The image of the personnel - a generalized image of staff, revealing to him the most characteristic features: professional competence, social and psychological characteristics of employees, socio-demographic and physical data, the level of education.

Corporate identity - a card company. Corporate identity is perceived directly, visually memorable because that is the components that affect the senses - it sounds, flavors and colors. It exists physically realized in enterprise, corporate clothing, promotional materials [2].

Social image - of the general public about the social objectives and the role of economic, social and cultural life of the community, support domestic social projects, human rights.

Image employer - attract and retain professional personnel, salaries, caring staff, quality social package management system personnel.

Business reputation - of the company as the subject of business activity. Goodwill Enterprise includes ethical and business enterprise management features, stable partnerships with suppliers, etc. [3]. External public image forming tools - ryleyshnz. This public coverage of the company and its management, sponsorship promotions, contacts with the media and provide them with materials to highlight the positive image of the company. The internal image of the company and create relationships personnel management, their general character, atmosphere. The internal image contribute to such programs as targeted training, specialized training, programs to encourage employees. We must also take into account the inextricable relationship of internal and external company image.

Effective formation of image of the organization - a purposeful work, led by submitting information in advance of the expected result of its influence. Information should be brought to the audience of all channels of marketing communications. The main tools of marketing communication include: advertising, promotion, public relations, direct marketing, sales promotion. Each of the components of the system has its own characteristics, they all complement each other, creating a single complex [4].

A strong corporate image is a necessary condition for achieving sustainable and long-term company business success. First, it gives the effect of the acquisition organization recognized by market forces, and secondly, increases the specificity and uniqueness of products, protecting the company from the competitors, strengthening the position on the substitutes [5].

Building image made taking into account the basic principles of marketing communication in order to make the company known and attractive. The image is the most effective form of the notice, able to create in the target audience is a perception, which is necessary to achieve specific goals. In developing the image into account the following factors:

- Marketing - marketing differences isolation facility;

- Sociological - determination of benefits, which tends audience;

- Situational - the definition of the context in which the image formation;

- Communicative - providing relevant information influence.

To create an image using tools such as positioning, manipulation, mythology, emotsionalizatsiya and visualization.

Positioning - placing the company in the market environment, occupying a certain position that differs from the position of competitors.

To form a positive image of companies should implement the following measures: - Study customer needs and offer consumers value and benefits of the product or services that meet their needs and expectations. Continuing to expand the range of services provided:

- Get information to the audience of all channels of marketing communications. To bring information to customers

- Connect and improve internal positive emotional climate;

- Have measures that demonstrate social and environmental responsibility of the company;

- Improve quality management, which must be clear corporate strategy and implement it;

- Improve HR, which will increase the company's image as an employer.

This the image a form of communication to influence people's minds. The image is manageable tool influence the behavior of customers, and as a result and sales. Positive image improves competitiveness in the market, attracting customers and partners accelerate sales and increase their volume of facilitating access to resources. All components of the image to achieve three main objectives: to achieve a high level of competence and efficiency in working with clients; creating and maintaining such a positive image that makes consumers trust the company; establishing an emotional connection with the customer and society. The behavior of staff, their attitude towards work and clients corporate culture all this significantly affects both the processes of the image, and the possibilities for its effective implementation. Efforts must create the image sent to internal and external audiences. The internal image of the company and create relationships personnel management, their general orientation, socio-psychological climate.

The external image - the perception and image of the company among consumers, investors, competitors, financial institutions, suppliers and their reaction to this image. The main components of the image of the company are: goodwill, the image of the employer of the inner image, the image of the consumer, image management, social image, the image of the staff. Building, maintenance and development of image needs expressed, thorough of all staff of the company.

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БРЕНДИНГ ЯК ФАКТОР ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА

У статті доведено зростання ролі брендингу в забезпеченні конкурентоспроможності підприємств. Розкрито зміст поняття «індивідуальність бренду» та умови її досягнення. Обґрунтовано доцільність формування стратегії преміального ціноутворення.

Ключові слова: бренд, брендинг, конкурентоспроможність, індивідуальність бренду, лояльність, преміальне ціноутворення.

Larina Y., Medvedkova I. BRANDING AS A FACTOR OF ENSURING THE COMPETITIVENESS OF ENTERPRISES

The article proves the increasing role of branding in ensuring the competitiveness of enterprises. Branding benefits for manufacturers, consumers and society were exposed. The content of the concept of "brand personality" and conditions of its achievement were disclosed. The expediency of forming a strategy of premium pricing was justified.

Keywords: brand, branding, competitiveness, brand identity, loyalty, premium pricing.

В умовах інтенсивної конкуренції, коли серед ключових факторів успіху підприємств виокремлюють відносини зі споживачами, персонал та нематеріальні активи, концепція брендингу набуває все більшого значення і стає відповіддю на потреби в нових формах забезпечення конкурентоспроможності товарів та послуг. Отже, дослідження брендингу як фактору конкурентоспроможності підприємства є актуальним.

Дослідження розвитку брендингу проводилися такими вченими, як Д. Аакер, Т. Амблер, Дж. Бернетт, Ф. Котлер, О. Зозульов, Є. Ромат, О. Білан, Т. Любаренко, Т. Поліщук, О. Уколова та інші. Дослідженню бренду, розробці нових методів впливу на покупців присвячено праці таких науковців як А. Елвуд, М. Ліндсторм, О. Руда, В. Тамберг, Ш. Шварц та ін. Вищезазначеними вченими було охарактеризовано бренд, його атрибути та основні складові, виявлено методи та засоби впливу на споживача, побудовано двох- трьох- і багатомірні

бренди, моделі брендингу (зокрема мультисенсорну). Працями цих вчених охоплено більшість проблемних завдань аналізу та управління брендами, але разом з тим, зміни середовища господарювання вимагають подальших відповідних наукових розробок. Особливої актуальності набуває необхідність розроблення підходів до забезпечення конкурентоспроможності підприємств в Україні, дослідження факторів, що її формують, у т.ч. нематеріальних активів.

Метою статті є обґрунтування теоретичних і методичних засад брендингу як інструменту маркетингової діяльності підприємства та його впливу на конкурентоспроможність підприємства.

Посилення конкурентних процесів та зміщення акцентів конкурентних переваг свідчить про збільшення ролі брендингу в забезпеченні конкурентоспроможності підприємств. Так, наприклад, Д. Аакер підкреслює, що модель брендингу може бути використана для протистояння