

# TO BUILD ENTERPRISE'S IMAGE AS AN IMPORTANT INSTRUMENT IN MARKET COMPETITION

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***The key words:*** *enterprise's image, publicity, firm style, trade mark, firm logotype.*

Advertising manager can use different methods of product positioning. The first method is to disclose product characteristics or consumer's benefits. The second one is the most simple and the most important at the same time. It refers to positioning of a product in correlation of two characteristics as a price and quality. The third method makes an influence on consumer by creation of pleasant associations when product is associated with celebrities, which use this product. The fourth method shows usage of a product so that the consumer may understand more the practical need in this product. According to another method the firm's product must be associated with the symbols of culture, such as cultural attractions, historical places and so on. Next method is to compare a firm's product with a product of the firm's competitors. It doesn't mean disqualification of competitor's products. On the contrary, the firm compares its product with a product of leaders. The aim of such comparing is to show that the firm's product is of the same quality as a product of a firm-leader.

But advertising is not a single instrument of firm's image building. The managers of the firm must take into account such elements as a firm's color, slogan, block, complex of prints, logotype, trade mark and others. All these elements together form the firm's style, which is one of the main instruments of firm's image building. So, in spite of it isn't cheap to form firm's style, it will be repaid by consumers' loyalty to the brand. As a result of such loyalty the firm gets more profit, and a part of net profit may be used for investing in supporting firm's image, it's developing and even forming such instrument as goodwill. So, the firms and enterprises must always work on the firm's image in order to survive and win in market competition.

## Literature

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