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ANALYSIS OF A GOOD IMAGE OF THE COMPANY

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Introduction

Establishing an image should be part of your marketing plan. Many of the world's most successful companies invest in their corporate images.

"Corporate image" was once advertising jargon but is today a common phrase referring to a company's reputation. The "image" is what the public is supposed to see when the corporation is mentioned. A good corporate image is a genuine asset; it translates into dollars at the counter and higher stock valuation.

Creating a positive image is not only a priority but a necessary condition for achieving economic growth and stabilizing the economy in the country.

Material and Methods

There is plenty of publications devoted to the image. Guidelines for the corporate image of the company, its estimates have found reflection in the works of foreign and Ukrainian scientists: D.A.Aaker, B.Vanyeken, K.S. Keller, T. Nilsson, R. Breuil, S. Myers, V.M.Grinyova, G. Dowling, D. Doty, B. D. Semenov, F. Kotler, A. Center, A. I. Alekhine, O.R.Kibenko, O. A. Feofanov, A.Y.Panasiuk and other. Methods of effective management of corporate image organization are closely related to the types of marketing communications, described by T. Petery and R. Waterman.

Image of American corporations is studied by S. Black, Daniyels D., Drucker, P, E. Kotler, E. Rogers , Foster R.

Results

Public Relations interpret the image as a mental idea about the person, product or institution that aims formed in the mass consciousness via the media [1].

D. Doty in his book "Publicity and Public Relations" gives a broad and clear interpretation: "... it all and everyone who has anything to do with the company and its proposed goods and services ... This is work that constantly creates as to and images that are intricately mixed and converted into a single complex" [2].

In the article "Developing Your Company's Image" Karen E. Klein wrote that company's image is what makes it stick in the minds of potential customers. An image is conveyed by the company's colorful logos, its artistic designs, creative Web site, and business cards, but it goes deeper than that. The look of your image backs up the corporate culture you've established inside and outside your firm. It's what you want to convey about yourself, your business, your product, your work ethic, and your professionalism combined with the strategy you've developed to reach your target audience.

It's so important because your image instantly tells all your customers and vendors what kind of company you're running. If your image is excellent, it will make your company stand out from its competitors [3].

Like it or not, your company has an image or "brand". It's what people visualize when they think of your business. Your image consists of your logo, your place of business, your service, product(s) and of course the people working at your business, including you. Your Logo is a big part of your image "brand". It's what people associate with your complete business entity. This includes any printed materials, web presence, physical presence and most importantly your actual product or service. Everything you do or communicate about your business should be consistent with your brand or image. It helps build customer loyalty [4]

A corporate image is, of course, the sum total of impressions left on the company's many publics. In many instances a brief, casual act by an employee can either lift or damage the corporate image in the eyes of a single customer or caller on the phone. But the overall image is a composite of many thousands of impressions and facts. The major elements are 1) the core business and financial performance of the company, 2) the reputation and performance of its brands ("brand equity"), 3) its reputation for innovation or technological prowess, usually based on concrete events, 4) its policies toward its salaried employees and workers, 5) its external relations with customers, stockholders, and the community, and 6) the perceived trends in the markets in which it operates as seen by the public. Sometimes a charismatic leader becomes so widely known that he or she adds a personal luster to the company [5].

Your company has only one chance to make a great first impression. Here are some of the areas that companies use to make favorable first impressions:

- Create the Right Impression
- Logo Design to create the value of your product or service
- Letterhead, Business Cards and Invoices
- Web site and interactive design
- Brochures and Handouts that explain the products and their value to the buyer
- Business presentations, beginning with the telephone
- Exhibits and Trade Show presentation
- Product and packaging design
- Professional Customer Service

David Ogilvy (founder of a large and well-known advertising agency) explains the need for a good and stable image: "The trademark wide reputation for providing constant output and revenues grow from year to year. The front axle is extremely tenacious, and this property then gives huge savings. Organizations with a strong reputation for providing higher prices in the market and good sales. They are hardier. They bring significant profit on every dollar invested in them. Firms with a strong reputation for enjoying much love wholesalers [6].

Conclusions

Having a good company image can be very prosperous for such a reputation can make the company run smoother and have fewer roadblocks. A company with a good image makes it easier to find talents and people are more willing to do business with a trustworthy company. Having a good image brings many businesses and clients to your table.

In order to create an image, companies must decide what they want people to think about when they think of the company. Successful image of the company provides prosperity this company. Effective companies have the opportunity to strengthen its market position and to ensure the competitiveness of the enterprise.

Building a good company image takes decades but ruining it takes only days. As the saying goes, "it takes a lifetime to build a reputation but only moments to destroy it". Having a good company image is only half the battle; the other half is maintaining it.

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