

FORMATION AND MANAGEMENT OF THE ENTERPRISE'S IMAGE AS A FACTOR OF COMPETITIVENESS

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Abstract. *The formation of the enterprise's image at each stage of enterprise development was studied and it was found out that this is a long and cost-effective process that requires consistency, but comparing costs and effects justifies actions. It was also determined that the formation of the enterprise's image occurs under the influence of external necessity, which arises in a competitive environment and is aimed at both external and internal target audiences. To enhance the influence of the emotional component of the image, the enterprise forms not only a positive image through the results of its activities, but also such external indicators as location, interior, appearance of personnel, management. Also, an important condition for creating a positive image is the establishment of public relations, mass media, and constant identification of the nature of perception of the company's image by various groups of the population when conducting sociological research. In the course of the research, tools for forming a positive image of the enterprise were identified, such as positioning, manipulation, mythologization, emotionalization and visualization. It was revealed that the image of an enterprise consists of the following structure: the image of the product, the image of the consumer of the product, the internal image of the enterprise, the image of the leader, the visual image of the enterprise, the social image of the enterprise. It was found out that after forming the image of an enterprise, it is necessary to manage it on the basis of periodic assessment of it. Therefore, image management can be carried out both at the level of a special public relations department and at the level of enterprise management. As for the periodic assessment of the enterprise's image, it can be carried out by full-time specialists who know the basics of improving the image or involve specialists from specialized agencies. During the study, qualitative models for assessing the image of an enterprise were identified, namely: a constructive model, a ranking method, focus groups that are focused on identifying deep and unconscious characteristics of people's consciousness and quantitative models (questionnaires, interviews). There are also methods for assessing the image of an enterprise using: semantic differential, scales, integral indicators, etc. They allow you to consider from different angles the effectiveness of image influence on the profitability of an organization and its economic indicators. There is also an analysis of secondary information to assess the image: content and intent analysis is the consideration of exactly those sources of information that the company uses to influence its contact audiences. The more widely an enterprise collects information from various informants, the more complete picture of its image in current market situation is created. And the formation of the image was studied on the example of ALC "Yagotynsky Butter Plant" and it was found out that this enterprise has a high competitiveness, since it produces high-quality products, helps the environment and society by holding various events and actions.*

Keywords: *image, image of the enterprise, competitiveness, image formation tools, image assessment, ALC "Yagotynsky Butter Plant".*

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UDC: 334.72: 330.4:330.101.54: 330.35

1. Introduction

The growth of international trade and increased competition in both foreign and domestic markets are caused by innovative processes in the economy, science, education, and culture. That is why the specifics of forming and managing the image of enterprises as a factor of competitiveness of an economic entity are of particular interest. A positive image is perceived as an important and necessary component of the intangible assets of prosperous enterprises. Since a positive image increases the competitiveness of enterprises, facilitating access to resources (financial, informational, human, material), promotes the establishment of strong partnerships, increases consumer loyalty to

manufactured products and positions them as a corporate and socially responsible element of business. Also, a strong competitive position due to the positive image of the enterprise strengthens the "market power", and the resistance of various contact groups to the enterprise in the market is reduced.

The recent attention paid by companies to creating their image indicates that business in Ukraine is on the path of long-term effective development based on socially responsible behavior. Despite the significant scientific achievements of scientists, a number of issues related to the latest technologies for forming and managing the image of enterprises require further improvement, which determines the relevance of the research.

2. The current degree of study of the problem and the purpose of the study

The study of the formation of the image of the enterprise is carried out by such foreign scientists as: Aaker D. [1], Berdinskykh M. [2], Zveryntsev A. [3] and domestic: Korolko V. [4], Kuzmin O. [5], Ksondz S. [6], Lozovskyi O. [7], Tsymbalyuk S. [11], Stefanych, D. [12]. etc. Analysis of recent scientific research in the field of competitiveness management shows that most scientists do not study the issues of forming the image of an enterprise in functional markets as an element of corporate social responsibility of business. Therefore, the purpose of the study is to substantiate ways to improve the process of forming and managing the image of an enterprise in functional markets.

3. Applied methods and materials

At different stages of the study general scientific and special methods were used: theoretical generalization and scientific abstraction – to determine and clarify the essence of the main categories and concepts of the enterprise's image; analogies and comparisons – to compare various phenomena, processes, trends regarding their impact on the image of enterprises; statistical and economic (studying the influence of internal and external factors on the formation of a positive image in the enterprise competitiveness management system); dialectical and abstract-logical – when conducting theoretical generalizations, clarifying the conceptual apparatus on the research problem and formulating conclusions; analysis method – when assessing the image of ALC "Yagotynsky Butter Plant".

4. Obtained results and discussion

Any company that intends to have a strong market position and competitiveness must have an individual identity that is different from the competition. A company's identity consists of its behavior, image, and communication. These elements form the image of the enterprise or its perception by customers, partners, and investors. Building a positive company image cannot be based solely on visualization and a unified logo, graphics, letter designation, color, or interior design style. Other factors are also even more important in the process of developing the company's image. Focusing only on the company's image leads to the phenomenon of building a facade - no matter how beautiful it is, there is nothing behind it.

Let's start from the beginning. Each enterprise in the process of its existence goes through four key stages [5]: the first stage: the formation of the enterprise, focusing on a certain market segment; the second stage: approval of the enterprise in the achieved positions and relatively stable activity; the third stage: characterized by active innovation activity of the enterprise, pursuing the goal of expanding the market with a stable and strong position in its positions (the apogee of the enterprise for the entire period of its existence - the "Golden Age"); the fourth stage: transformation of the enterprise, which can lead to its decline (bankruptcy, stagnation), or to the next innovation turnover.

At the first stage, when the enterprise is at the stage of formation, the cost of forming its image and the total cost of advertising are relatively insignificant. The external image at this stage, due to the minimal advertising costs, requires the following actions:

- sending informational letters to clients and potential partners about the creation of the enterprise, its goals and overall strategy;
- outdoor advertising focuses on the exclusivity of the services or goods offered by the enterprise, which determines the future niche of the enterprise in the market. The trademark is presented unobtrusively at this stage.

At the second stage, the enterprise took over a certain niche of the market, and strengthened its position in it. At this stage, the enterprise increases the cost of both image advertising and general advertising as a whole. The external image of the enterprise at this time is focused on such events as:

- regular support of communication with potential customers - pre-holiday mailings, notifications about innovations in their activities, etc.;
- advertising of enterprise technologies in advertising publications;
- dynamic use of the enterprise's trademark, logo, and slogan in all types of its image activities;
- the enterprise's entry into public relations - sales for charity, presentations, open days, etc.

The third stage is the "Golden Age" of the enterprise. The external image of the enterprise at this stage provides for:

- reduce the cost of general advertising, as the company's trademark already makes itself felt;
- start of organizing advertising for innovative projects of the enterprise;
- taking an active part in public events, where the level and focus should correspond to the style and image of the enterprise;
- deployment of social advertising, charity, etc.

At the fourth stage, if the enterprise is innovative, then the entire cyclical process is started anew, but easier, since there is already experience of previous traditions.

So, as it turned out, building a generally accepted image is a long and expensive process that requires consistency, but comparing costs and effects justifies action. Considering the features of forming the image of an enterprise in modern socio-economic and socio-cultural conditions, we can draw the following conclusion [1]:

1. The image of an enterprise is formed under the influence of external necessity, which arises in the context of the struggle for its preservation and development.

2. The enterprise's image is aimed at both external and internal (staff, management, shareholders, members of the board of directors) target audiences. Therefore, there is an internal need to create a positive image of the organization both among its employees and among social groups that use the company's product.

3. The image of an enterprise is formed in the process of interaction of the image of its personnel with that which arises from external entities interacting with it. Therefore, it is necessary to study and meet the needs of social groups, individuals who are aimed at creating a certain image of the enterprise.

4. To enhance the influence of the emotional component of the image, the enterprise forms not only a positive image through the results of its activities, but also such external indicators as location, interior, appearance of personnel, management.

5. The formation of an enterprise's image is subordinated to solving both long-term and current tasks of its economic, cultural, and social activities. Therefore, an important condition for creating a positive image is to establish relations with the public, mass media, and constantly identify the nature of perception of the enterprise's image by various groups of the population when conducting sociological research.

Therefore, let us take a closer look at public relations - this is the establishment of relations between an organization and various contact audiences by creating a favorable reputation for the company, a positive image that will ensure the elimination or prevention of unwanted gossip, rumors and actions. These directed actions provide an atmosphere of mutual trust and understanding between the company and society [4].

Now let us go directly to the tools for creating a positive image of the enterprise. Tools such as positioning, manipulation, mythologization, emotionalization, and visualization are used to create an image [11].

Positioning is the placement of an organization in a market environment, taking a position that will differ from the positions of competitors. Manipulation is the transfer of attention from the main object to another, for example, to any person who is later associated with the main character. Mythologization is the creation of a myth that the target audience of the enterprise subconsciously

wants to believe and which is not subject to verification, since it is confirmed by the generally accepted "everyone knows about it", "everyone thinks so", "everyone knows it" and so on. Emotionalization is the presentation of interesting, various information that will both encourage and be better remembered. Visualization - creating visual elements of the image: logos, trademarks, colors, packaging shapes, and so on.

Of course, the formation and establishment of a positive image of the company requires certain costs, in particular, high standards of product quality, business cards of employees, branded clothing, charity and participation in public life. If you form long-term goals of the enterprise related to the image, and then determine the main types of work that need to be performed to achieve these goals, then you can quite accurately determine the monetary costs necessary to create the image of the enterprise.

It is important in creating an image not only to offer information for introduction to the perceiving audience, which together creates the image of the enterprise, but also to create models of its positive perception and evaluation.

It was revealed that the image of an enterprise consists of the following structure: the image of the product, the image of the consumer of the product, the internal image of the enterprise, the image of the leader, the visual image of the enterprise, the social image of the enterprise (see figure 1).

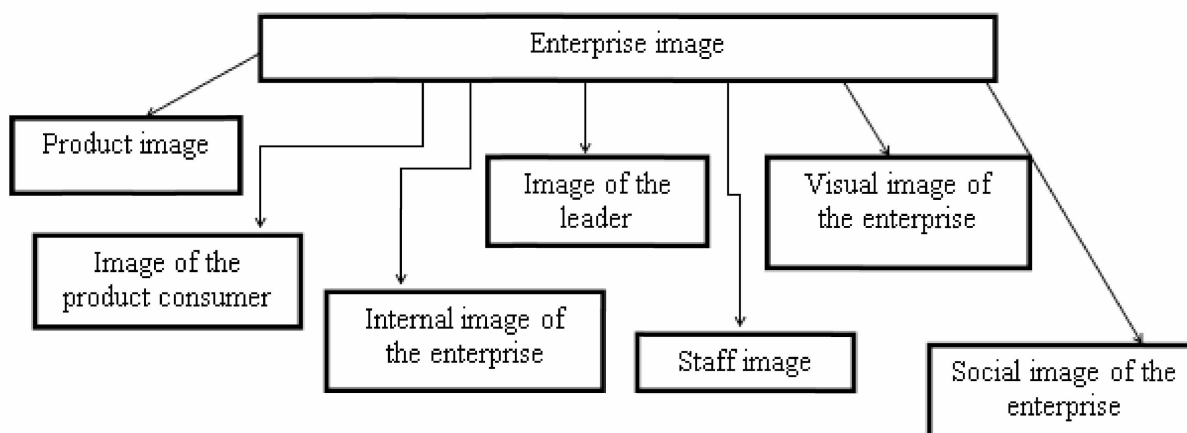


Figure 1. Enterprise image structure

Source: formed by the author on the basis of [7].

1. Product image – these are unique characteristics that describe this product. Creating a positive image requires significant advertising costs. The following components form the product image: functional values of the product - the main benefit or service that the product provides; additional attributes - what ensures the uniqueness of the product (design, name, packaging, quality, etc.).

2. The image of the consumer of goods is formed on the basis of lifestyle (interests and views of a person, actual needs; activity of the person, characteristic behavior and manner of spending time; individual personal values), the character of consumers (a set of stable psychological traits that affect the behavior of this person) and social status.

3. The internal image of the enterprise is the imagination of employees about their enterprise, indicators are the socio-economic climate, as well as the culture of the organization.

4. The image of the head of the enterprise or the founders of the company is the motives, intentions, value orientations and psychological characteristics of the founders based on the perception of such characteristics as:

- feature of behavior, i.e. facial expressions, smiles, gestures, eye contact, speech characterized by timbre, pronunciation and tone;
- socio-demographic affiliation (age, gender, level of education, housing, income, etc);
- appearance, this factor is the most open to observation characteristics of a person who does not need much time to identify himself;
- behavior of a person in a certain situation;

- parameters of non-main activity, they are formed by the stages of professional career, interests, family environment, thoughts, activity of a person in his free time (hobbies, sports, entertainment, the manner of spending his vacation, etc.).

5. The image of personnel is a generalized image of employees that reveals the most characteristic features for them. Competence, professionalism - the degree of preparation of a person for various types of activities or knowledge and possession of a wide range of skills, communication skills and experience, mobility (quality of service), neatness and accuracy in performing duties; staff culture; visual image.

6. Visual image of the enterprise - picture of the company, which is formed on the basis of information about the exterior and interior of the office, exhibition and sales halls, corporate symbols and the appearance of staff.

7. The social image of an enterprise is the imagination of a wide range of consumers about the role of the company in the cultural, economic, and social life of society. This image is formed through support of social movements, sponsorship, patronage, participation in solving environmental, medical, and employment problems.

After forming the image of an enterprise, you need to manage it on the basis of periodic evaluation of it, because over time it becomes irrelevant or worsens under the influence of various factors. We must not forget that competitors also do not stand still, but try in every possible way to attract customers in order to get ahead. To do this, they improve their image, hold promotions or events. Therefore, modern methods of assessing the image of a business entity allow us to identify problems and find ways to eliminate them. If these methods are not available, you need to develop methods for maintaining a favorable image, as well as ways to attract customers or investors.

Therefore, image management can be carried out both at the level of a special public relations department and at the level of enterprise management. Enterprise image management at the level of the public relations division consists of the following stages [3]:

1. study of the existing image management system of the enterprise;
2. identification of the main elements of the image management system that correspond to the current level of development of the enterprise, its goals, objectives, and even the prospects of the external environment;
3. adjusting the "lifestyle" of the enterprise;
4. choosing a way to inform target groups about the specifics of the enterprise;
5. formation of the enterprise's image management system.

Enterprise image management at the enterprise management level includes the following stages:

1. research of the existing system of internal and external image management of the enterprise, distribution of areas of responsibility in the field of image management by the management ladder;
2. identification of the most important elements of the image management system that correspond to the level of development of the enterprise, its goals, objectives, and prospects of the external environment;
3. implementation of the enterprise image management system.

At the same time, the head of the enterprise must coordinate the efforts of all divisions of his enterprise and coordinate their activities with external communication in order to form a positive image.

As for the periodic assessment of the enterprise's image, it can be carried out by full-time specialists who know the basics of improving the image or can be involved specialists from specialized agencies. A qualitative approach to determining and evaluating a business image includes [10]: managerial introspection, interviewing representatives of the corporate audience, the method of sociological surveys, the expert method, and focus groups. High-quality models are most often used: focus groups, individual in-depth interviews, including project methods. Their main purpose is to

determine the verbalization of images, feelings and emotions, the symbolic series, the relationship between logical and emotional. Table 1 clearly shows qualitative models for assessing the image of the enterprise, which are focused on identifying deep and unconscious characteristics of people's consciousness..

Table 1. Qualitative models for evaluating the enterprise's image

Model name	The essence of the model
Design model	Respondents are asked to create something, describe it, show drawings, and so on. The data is recorded, and then subjected to a comprehensive analysis to identify the attitude of people to the image of the enterprise.
Ranking method	They distribute the characteristics of products or services that are presented in the form of a test. They ask you to choose the ones they think are necessary. Although ranking refers to project methods, it is a type of quantitative assessment methods.
Focus groups	Such groups are an innovation in assessing the enterprise's image. Each group has a moderator or PR manager. Participants talk to each other, express opinions or ideas. During conversations, you can get valuable information about the enterprise's image or competitors.

Source: formed by the author on the basis of [10].

Next, we should consider what applies to quantitative models. Quantitative models include questionnaires and interviews. The survey allows you to collect static information about the state of the image, find out the opinion of society, its attitude to the organization. You can also use it to evaluate the effectiveness of advertising and promotions. Interviewing is a deep method of assessing the image of an enterprise, which makes it possible to find out people's opinions at the micro level, to understand how a person feels when using goods or services [6].

A comprehensive analysis allows you to get a complete image of the organization, so you need to study not only the external, but also the internal image. Assessment of the internal image of the enterprise will allow you to find out the leader's image and management style; psychological climate of the organization; corporate culture. When studying, it should be remembered that the image is a multi-faceted and complex phenomenon.

There are also methods for evaluating the image of an enterprise using: semantic differential, scales, integral indicators, etc. They allow you to consider from different angles the effectiveness of the image impact on the profitability of an organization and its economic indicators. Below, in table 2 these methods are listed.

Table 2 shows that most authors adhere to the evaluation method using integral indicators. So let us look at the advantages and disadvantages of this method.

Advantages:

- contains universal methods for assessing the image of an enterprise in any field of activity, the size of the enterprise, and the stage of its life cycle;
- assessment of the enterprise's image separately for each of its interaction groups;
- assessment of the enterprise's image is carried out through the assessment of its elements, which are ranked by their significance, which significantly increases the objectivity of the assessment;
- based on the results of the assessment, a conclusion is made about which specific areas of activity of the enterprise need to be improved.

Disadvantages:

- the contribution of individual image-forming factors to the formation of a positive image for a particular target group and the degree of consistency of respondents' opinions are not taken into account;
- complex mathematical calculations;

- generalization of image-forming factors leads to the fact that the assessment of the company's image is not carried out for all structural elements, which in turn does not allow them to be managed.

Table 2. Methods for evaluating the enterprise's image

Method name	The essence of the method	Authors who adhere to this method
Evaluation method using semantic differential	The evaluation algorithm includes: 1) development of a set of relevant criteria; 2) applying the scale to a specific sample of respondents; 3) output of the average result; 4) checking image variability; 5) visualization of evaluation results.	Kotler F., Dagaeva E., Muromkyna I. I., Matyushyna T. V.
Evaluation method using scales	The first stage is an assessment of the target audience's level of knowledge about the subject, which is usually carried out using the following awareness scale: never heard, heard occasionally, a little familiar, know more or less, know very well. If the majority of respondents fall into first or second category, companies should pay special attention to raising the audience's awareness of their activities. Then, using the following attachment scale, it should be examined the attitude to the company's products of respondents who know products well: sharply negative; rather negative; indifferent; rather positive / very positive. If the majority of respondents have a negative attitude to the company's products, it is logical to conclude that the organization needs to overcome the problem of negative image. In order to understand the company's problems better, a combination of both scales is practiced	Zakharov V. Y., Shkardun V. D., Akhtyamov T. M., Moskvina I. A., Rogalova N. L.
Evaluation method by calculating integral indicators	This method includes the following steps: 1) identification of factors for which the assessment will be carried out; 2) determining the relative importance of each of the factors. To do this based on a survey of consumers or experts factors are assigned a certain coefficient of weights (weight); 3) development of a qualitative and quantitative scale for evaluation by all factors; 4) determination of the average rating for each factor in accordance with the developed rating scale based on the results of a consumer survey.	Matyushyna T. V., Sinyayava N. M., Tomilova M. V., Rogalova N. L., Brezhneva V. M., Gerasymova T. V., Yakubenko E. N., Chubukova L. V.

Source: formed by the author based on [2; 3; 6; 12].

There is also an analysis of secondary information. It, as a method of evaluating the image of an enterprise, has special application conditions. For this purpose, it will be relevant to consider exactly those sources of information that the enterprise uses to influence its contact audiences (figure 2).

A special feature of content analysis is that it examines documents in their social context. When evaluating an enterprise's image, the method can be used to analyze interview data and open-ended questions in questionnaires.

In intent analysis, the concept of intent is understood as intentions, goals, and the orientation of consciousness to a particular subject that they are trying to convey to the audience.

These methods are not used for direct assessment of the enterprise's image, but their use provides information that is necessary in the image management process, namely:

- analysis of information in the media about competitors;
- vision of general social attitudes;
- determining the target audience's preferences;
- forecast of future demand and possible changes.

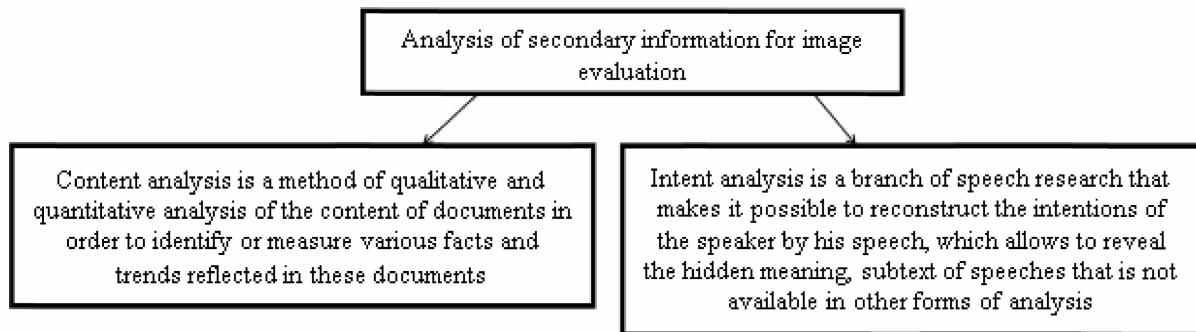


Figure 2. Content and intent analysis of the enterprise's image

Source: formed by the author on the basis of [12].

All these research methods can also be used in relation to the political image and external image of the enterprise. The more widely an enterprise collects information from various informants, the more complete picture of its image in current market situation is created.

Next, we will consider the formation of the image on the example of ALC "Yagotynsky Butter Plant", which is part of JSC "Milk Alliance" (ALC "Bashtanka cheese plant"; ALC "Zolotonosha Butter-Making Combine", LLC "Pyriatyn Cheese Plant"; ALC "Yagotynsky Butter Plant"; ALC "Yagotynsky Butter Plant" "Yagotynske for Children") - its market share in 2019 was 9.6%. The company's product portfolio is balanced in such a way as to meet the needs of a wide range of consumers in various product categories of the dairy and cheese markets. The main competitors of this JSC in 2019 in Ukraine (their market share) are: JSC "Wimm-Bill-Dann Ukraine" - 4.4%; PJSC "Danone" - 4.9%; PJSC "Combine Pridneprovsky" - 2.6%; LLC "Milk Company Galychyna" - 2.7; LLC "Loostdorf" - 5.2%; PJSC "Ternopil Milk Plant" - 2.6%; LLC "Terra Food" - 9.2 and others – 58.8%. In general, the Ukrainian dairy market is considered highly competitive - the number of only large players is about 10-15, not to mention numerous small local producers, the number of which exceeds several hundred.

Today ALC "Yagotynsky Butter Plant" is no longer a provincial factory of regional significance, which persistently lends to farmers in order to survive. This is a fairly self-sufficient and powerful enterprise, which employs about 800 people. Producing a wide range of dairy products, the plant is the largest enterprise with the most modern production.

Let us recall that the company under study has more than one award, which is one of the factors that contributes to the formation of a positive image. It should be noted such awards [8; 9]:

1. Winner of National competition of products and services quality "Top 100 Ukrainian Products" for pasteurized drinking milk "Big milk" 3.2% fat, 2014.
2. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for dairy butter "Extra" 82.5% fat TM "Yagotynske", 2014
3. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for pasteurized cow's drinking milk "Velyke" 3.2% fat TM "Yagotynske", 2014.
4. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for Ryazhenka from the oven 4% fat TM "Yagotynske", 2014.
5. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for the fermented milk "Zakvaska" with vanilla-flavored pear filling 2.5% fat TM "Yagotynske", 2014.
6. Winner of National competition of products and services quality "Top 100 Ukrainian Products" for the fermented milk "Gerolact", 3.2% fat, 2015.
7. Gran Prix of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for the fermented milk "Gerolakt", 3.2% fat, 2015.

8. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for dairy butter "Extra" 82.5% fat TM "Yagotynske", 2015.
9. Golden medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for the pasteurized milk drink with cocoa "Cocoa Milk" 3.2% fat TM "Yagotynske", 2015.
10. Silver medal of National tasting competition of dairy products quality by National association of dairy producers in Ukraine "Ukrmolprom" and diploma for dairy butter "Selianske" 73% fat TM "Yagotynske", 2015.

The positive image of ALC "Yagotynsky Butter Plant" is formed not only by the product of this enterprise, which inspires trust due to the quality and long-term status of "the best milk product", behind this is the latest equipment, competent employees and efficient management. ALC "Yagotynsky Butter Plant" also purchased new sewage treatment plants worth 30 million UAH, which was established at the end of 2020, which positively affected the formation of the enterprise's image, since the enterprise cares about the environment.

Next, we will consider the activities of ALC "Yagotynsky Butter Plant", which form a positive social image of the enterprise under study (see table 3)

Table 3. Activity of ALC "Yagotynsky Butter Plant" in society

Event	Year	Event description
1. Promotion with the participation of milk "Velyke" 2.6% fat, to help children with cancer	2018, 2019	From each package of milk "Velyke" sold during the promotion period, 10 kopecks were transferred to the account of the charity foundation "Tabletochki".
2. Campaign "Return of milk to Ukrainian schools"	2020	ALC "Yagotynsky Butter Plant" for three months in 2020 provided milk 2.6% fat TM "Yagotynske" Secondary School No. 1. in Yagotyn
3. Campaign "Updating the library in orphanages" and "Feeder - bird helper"	2020	Each orphanage received a creative set for creating bird feeders. Children placed a hand-made feeder in the park areas of their localities. Thanks to this, it was possible to unite 1,500 children from different parts of our country, and for this 30 orphanages received brand-new books, which were selected depending on the age category of children.
4. Financial assistance to the ATO	2015-2020	ALC "Yagotynsky Butter Plant" continues to provide financial assistance to the ATO.
5. Financial assistance to hospitals during the COVID-19 pandemic.	2020	ALC "Yagotynsky Butter Plant" provided financial sponsorship to the local hospital in the amount of 40,000 UAH. They were transferred to MNPE "Yagotynska Central Regional Hospital" for the purchase of a ventilator, as well as 10 000 UAH to the MNPE "Yagotynsky Center of Primary Health Care" for the purchase of necessary medical products and personal protective equipment and disinfectants.

Source: compiled by the authors on the basis of [8; 9].

The campaign "More than milk" was held throughout Ukraine from October 1 to December 31, 2019. During the promotion period from each sold package of milk "Velyke" 2.6% fat, 10 kopecks were transferred to the account of the charity foundation "Tabletochki". The collected amount, namely 164,289 UAH, was used to purchase vital medicines and medical supplies for the wards of the charity foundation "Tabletochki", who are being treated in the Department of Pediatric Hematology of the Kyiv Regional Oncology Dispensary.

It should be recalled that this is the second joint charity project of TM "Yagotynske" and charity foundation "Tabletochki". In 2018, as a result of the charity event, it was possible to collect 138 000 UAN, which were used to purchase medicines and medicines for children who were treated in cancer centers in Kyiv, Mykolaiv, Cherkasy and Poltava regions.

Also fact that TM "Yagotynske" supported the project for returning milk to Ukrainian schools creates a positive image for the enterprise. ALC "Yagotynsky Butter Plant" in 2020 provided free milk 2.6% fat TM "Yagotynske" Secondary School No. 1. in Yagotyń. This happened as part of a pilot project of healthy nutrition in Ukrainian schools, which was introduced at the initiative of the wife of the President of Ukraine Olena Zelenska. Moreover, the goal of this project fully coincides with one of the philosophical priorities of JSC "Milk Alliance", namely: care for the health of the nation. Similar programs for daily provision of milk to children in educational institutions operate in more than 80 countries around the world.

In addition, TM "Yagotynske" helps orphanages to update libraries. As part of the social campaign "Feeder - bird helper" milk packaging "Velyke" TM "Yagotynske" 2.6% in winter period from January 28 to February 28, 2020 changes the design that helps consumers quickly design bird feeders using already applied markings. This is aimed to ensure consumers to help birds survive the winter. Thus, this promotion helps, firstly, to educate children to take care of living creatures - birds; secondly, it helps orphanages create or update their existing own libraries. 30 orphanages from 7 regions of Ukraine took part in this campaign: Kyiv, Sumy, Chernihiv, Cherkasy, Vinnytsia, Kirovohrad and Dnipropetrovsk region. Thus, around the social campaign, the "Yagotynske" trademark managed to unite 1,500 children from different parts of our country, and 30 orphanages received new books that were selected depending on the age category of children (3-5 years, 6-10 years and 11-18 years).

Also, of course, there is respect for the fact that even now, in difficult times in 2020, ALC "Yagotynsky Butter Plant" continues to provide financial assistance to the participants of the ATO.

As for 2020, it is worth saying that even during the COVID-19 pandemic, the selected enterprise makes a lot of efforts that directly positively affect the image of the business entity. Since ALC "Yagotynsky Butter Plant" provided financial sponsorship to the local hospital in the amount of 40,000 UAH. They were transferred to MNPE "Yagotynska Central Regional Hospital" for the purchase of a ventilator, as well as 10 000 UAH to the MNPE "Yagotynsky Center of Primary Health Care" for the purchase of necessary medical products and personal protective equipment and disinfectants. The enterprise provided disinfectants, chlorine and detergents to medical institutions in assistance [8; 9].

So, we can say that the enterprise under study has a successful reputation and a positive image of the enterprise as a whole. ALC "Yagotynsky Butter Plant" has been producing high-quality products for more than one decade, takes care of the environment, has a clear social position, competent staff and qualified management.

5. Conclusions

Therefore, as we were able to find out, an image is a certain vision that is formed when observing a certain object. As for the image of the enterprise, it is a stable idea, a set of associations and impressions about the organization that are formed in the minds of customers and determine their position in the market and competitiveness. Several components forms the image of the enterprise: the image of the product; the image of the consumer of the product; the image of the leader; the visual image of the enterprise; the internal image of the enterprise; the social image of the enterprise. The enterprise's image should be improved continuously. Since a strong and positive image becomes a necessary condition for an organization to achieve sustainable and long-term business success. Because, first, a strong image of the enterprise gives the effect of acquiring a certain market power by the enterprise, in the sense that it leads to a decrease in price sensitivity. Secondly, a strong image reduces the interchangeability of goods, which means that it protects the organization from attacks by competitors, and also strengthens its position in relation to substitute goods. And, third, a positive image facilitates the company's access to various types of resources: human, financial, informational, and so on. Therefore, the image of an enterprise should be constantly evaluated using various methods, namely qualitative, quantitative, scales and an integral indicator, as well as a semantic differential. Questionnaires and interviews, content and intent analysis are also very effective in assessing the image of an enterprise.

After analyzing the image of ALC "Yagotynsky Butter Plant", we can see that the enterprise under study does everything to maintain its competitiveness, increase its positive image through its

positive reputation by producing high-quality products, but also to help the environment and society by holding various events and promotions.

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