

# **THE METHODOLOGY AND THE ELEMENTS FORMING THE IMAGE OF THE ENTERPRISE**

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Image of the organization is a stable long-term positive or negative image in the minds of economic contractors, contact auditoriums, civic and social consciousness in general, their emotional attitude that creates competitive advantages and other economic benefits to the organization in the long run.

In the market economy positive company image is one of its competitive advantages. For its protection and enhancing image should be purposefully managed to form a strategic vision and image management systems to develop measures to achieve it.

Formation technique the corporate image of the company can be represented by the following sequence of steps:

1. An analysis of the enterprise marketing environment and the selection of target (the most important for its activity) community groups.
2. Creating a set of the most important image forming factors for the each target audiences.
3. Development of the desired company image (from the strategic point of view) for each target audiences.
4. Assessment of the company's image in each target audiences.
5. Developing and implementing measures plan for creating a positive company image in the minds of target groups.
6. Monitoring the achieved results and correction the plan.

The structure of image to the notion of consumers, customers, staff, the organization, etc. as for organization, which can be divided into eight groups (component):

- Image of the goods (services). The image of the goods to the notion of consumers regarding to the unique characteristics that the goods has.
- Internal image of the organization. The internal image of the organization is represented by the staff of the organization. Staff is regarded not only as a factor in the competitiveness and one of the key public groups, but also as an important source of information about the organization to external audiences. The main determinants of internal

image are the culture and the social-psychological environment in the organization.

- Image of the founder or the main leaders of the organization. The image of the founder or key management (it is about the individual's image of each head) includes views of intent, motives, abilities, attitudes, values, attitudes and psychological characteristics of the founder (s) responsible on the basis of perception.
- Image of the staff. Image of the staff - collective generalized image, revealing the most characteristic features of the staff. The image of the staff is primarily formed through direct contact of the employees with consumers, representatives of contact auditoriums and other market participants. In addition, each employee can be considered as a face. Of organizations, which are judged by the staff as a whole.
- Visual image of the organization. The visual image of the organization is the understanding of the organization, which are the substrate of visual sensations that hold information about the interior and exterior of the office, retail and showrooms, the external appearance of the staff, as well as brand symbols (the elements of corporate identity).
- Social image of the organization. Social organization's image is the submission of the public about the social order and the organization's role in the economic, social and cultural life of society. Social image is formed by informing the public about the social aspects of the organization, such as sponsorship, patronage, support for social movements involved in addressing environmental, employment, health care, etc., assistance to specific individuals.
- Business image of the organization. Business organization's image is the submission about the organization as the subject of a specific activity. The main determinant of the business image organizations are the goodwill and good faith / bad faith (business ethics) in business activities, as well as the organization of business activity. It has such the indicators : sales, relative market share, innovative technology and the degree of development, patent protection, a variety of products, flexible pricing, access to supply chains.
- Image of the consumer. Image of the consumer is determined by the style of life, social status and the nature of the consumer.

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