

## **IMAGE AS A FACTOR OF INCREASING THE COMPETITIVENESS OF THE ENTERPRISE**

**Zakrevsky D.**, master student  
Scientific supervisor – Khomenko S. A.,  
Candidate of Philology, Ass. Prof.  
Belarusian National Technical University  
Minsk, Republic of Belarus

The image of any product is an image that is formed in the minds of the target audience. The operation of a company depends on what kind of image the company has – positive or negative.

There are three types of the company's image: perfect, real, mirrored.

The ideal image is understood as the image that any company which sets high goals should strive for. The real image reflects the prevailing attitude of the public. It can be either positive or negative. The mirror image is the management's idea of what the target audience thinks about the company. The efforts of any company to form its image should be reduced to the fact that it is possible to put an equal sign between the mirror, real and ideal.

The integral image of any company, including transport and logistics, consists of two components: internal and external.

The internal image is the image of the manager, the image of the staff, the corporate culture.

The external image is determined by the following positions:

- developing corporate identity to specify the company among competitors;
- conducting charity events, financial support of enterprises;
- carrying out work on the formation of a business reputation of a reliable partner for other companies, investors and state-owned enterprises;
- creating a decent product, service and support with high-quality service for the formation of a positive brand image among customers.

Since the image of an enterprise is formed in the minds of consumers who choose a product or service with the most competitive characteristics, it can be considered as a basis for increasing competitiveness.