

sary to note that considering many projects on digital transformation in the form of digital initiatives, it can really be singled out the customs aspect in them. This indicates the need for priority digital transformation of the customs sphere. In our opinion, customs information resources can be combined into national digital customs platforms and integrated into a single digital trading platform of EAEU. In turn, this will contribute to the further digital transformation of all related to the customs areas and will be a significant contribution to the formation of the digital space of EAEU. Representatives of the business community engaged in foreign trade and wishing to remain competitive and reap the maximum benefits should take into account the existing opportunities for using relevant digital technologies and information systems and invest in their development.

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IMAGE AND FIRM STYLE OF THE ORGANIZATION

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Resume – The relevance of my research lies in the importance of the image on the formation of the image of the organization in the eyes of clients, as well as in the ways of forming a positive image of the company, about how the organization needs to declare itself and take a leadership position among its competitors. We look at the external and internal components of the organization's image in the order to understand the goals, motivation of the business, the target audience. Also, this article examines the main elements of the corporate identity, and how corporate style can affect the image of the organization.

Резюме – Актуальность моего исследования заключается в важности имиджа для формирования образа организации в глазах клиентов, а также в способах формирования позитивного имиджа компании, о том, как организация должна заявить о себе и занять лидирующие позиции среди своих конкурентов. Мы смотрим на внешние и внутренние компоненты имиджа организации, чтобы понять цели, мотивацию бизнеса, целевую аудиторию. Также в этой статье рассматриваются основные элементы фирменного стиля и то, как корпоративный стиль может влиять на имидж организации.

Introduction. An important role in improving the efficiency of organizations at the present stage, in the face of fierce competition, is played by the image. Image is the opinion of customers, formed on the product or service. At the present stage of development of the organization, the image should act not only as a management tool, but also as an object of study of the organization. The purpose of the image is to create and maintain the necessary impression about the company, product and personality. First of all, the image builds trust among customers, i.e. customer willingness to buy products because they trust the company. In the case when there is no trust, then the client begins to negotiate their own terms or contact a competitor. It is important to note that the image helps to regulate pricing. The conniving attitude of the leadership to-

wards image formation may entail consequences, which will be very difficult to change in the future. The opinion created by society is extremely difficult to change. [1]

Main part. Before you start building an image, you need to create a plan. It should take into account that it is unique products and what is its target audience. There is an internal and external image of the company. The internal image is the mission of the company, i.e. what this enterprise can give to the client. External image is the image of the company, which is formed in the minds of customers, competitors, partners, i.e. people who are not part of the staff. The image begins to form as soon as the company enters the market. The external image of the company includes the visual style, corporate identity, attributes, name, logo, font, corporate style, style image, interior. The image of employees and managers is also included in the image of the company. Decent wages are a key factor in shaping the image of the employer on the labor market, but as recent polls show, the image depends on the positive reputation of the organization. The best result is when the image and reputation do not contradict each other, and when the image is formed in a natural way along with the reputation. Reputation can be improved, and the image can only be aligned. Reputation is an image enshrined in the minds of people, which attracts consumers, employees and investors. Good reputation creates the basis for attracting additional cash flows. Reputation is formed in the contact zones of the company and society and has been developed over the years. If the company can create its image and follow it, then the reputation should be earned. It is indicated by the influence of various business decisions, relationships with partners, product buyers, staff. This includes corporate culture. The larger the enterprise, the better developed corporate culture is. Corporate culture is a set of rules according to which the company lives. This is a set of values, concepts, norms shared by employees of organizations. Culture serves as an expression of the individuality of the organization, a carrier of its traditions and ensures its activity. It is also the guarantee of the stability of the organization. Corporate culture is an important tool in the field of personnel management. Thanks to corporate culture, an organization can increase its tangible asset and value on the market. [2] The basis of corporate culture:

1. Strategic. It means that the organization takes care of its image on the market and, therefore, builds its future;

2. Marketing. It helps the organization build a marketing and advertising strategy, positioning itself in a certain way on the market in favorable and crisis conditions;

3. Instrumental. Allows for the acceleration and adaptation of new employees;

4. Motivational. Creates the necessary incentives for effective work of employees;

5. Communication. Allows you to establish contacts between employees.

There are the following stages in the formation of the internal and external image of the company:

1. Research. At the initial stage, the target market is studied. The image of competitive firms is also analyzed;

2. Strategy development. At this stage, the risks of the company are considered and the way of presenting information is determined;

3. Implementation. At this stage, the strategy for the sale of goods;

4. Monitoring;

5. Maintenance. At the final stage is required to preserve the image of the organization.

Competently created image helps to increase the cost of enterprise services. Image helps to take a leading position among competitors. Effective management of the company's image allows you to:

1. To form a positive opinion and feedback on the company;

2. To improve and win their place on the market;

3. Increase customer base;

4. To raise prices despite the drop-in demand;

5. Improve employee performance.

In addition to the image of the company and an ideally high-quality product, a visual line is needed, which defines a particular company on the market that is remembered and has competitive advantages over customers. All types of advertising and PR are involved in the formation of the image, but the main means of creating and maintaining the image of the company is corporate identity. Corporate identity should create the desired image in the mind of a person and in the future, when he sees one or another element, call a clear image of the company. All this is necessary for the potential buyer to know who exactly is going to. Style is one of the key elements that unites various marketing concepts and embodies in them the ways to increase the competitiveness of organizations and products. It can be said that the practical embodiment of these marketing approaches is the concept of branding. Competently created branding allows you to create a permanent, strong, competitive company brand that guarantees a successful advertising campaign. [3] The main elements of corporate identity: title; trademark; logo; tagline; corporate color (colors); corporate font; corporate website; business card. The first element when creating a corporate identity is the name. The name must be unique, and then carry as an additional element the idea or concept that the company carries. An important element when creating a corporate identity is a trademark. A trademark is a designation that serves to individualize the goods and services of one manufacturer from another.

Conclusion. Thus, it can be said that the image is very changeable. He can adapt to what is now relevant, so it must be constantly adjusted to modern social conditions. The presence of corporate identity creates a positive image of the organization and guarantees the high quality of goods and services, as it demonstrates the confidence of its owner in the positive impression that it produces on the consumer.

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