

CLASSIFICATION OF STRATEGIES OF THE ENTERPRISE IMAGE CREATION

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The analysis of literary sources showed that researchers consider the strategy of the creation of an enterprise's image as a part of a marketing strategy and associate it in most cases with the marketing communications strategy. However, this approach lacks the complex nature of the strategy since an attention is focused on one of the parties creating the image of the enterprise. In this regard, the classification of image creation strategies of the enterprise is proposed based on the construction of the determining matrix of the image level. This matrix made it possible to distinguish nine types of strategies obtained on the basis of comparing the image of the enterprise in the opinion of consumers (external image) and the image in the opinion of employees of the enterprise

(internal image). At the same time, three strategies for creating an image (the stage of origin or recession of the life cycle) are identified, corresponding to its low level; three strategies for improving the image (the stage of growth of the life cycle), corresponding to its average level; as well as three strategies for maintaining the image (the stage of maturity of the life cycle), corresponding to its high level. For each type of strategy, its content is established, as well as the main actions of the management to improve the enterprise's image. Development and implementation of these types of strategies will allow the enterprise to design in the minds of consumers and employees of the enterprise the desired image that guarantees continued operation and success in the market.