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# Improving the image of the company

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**Abstract:** The image of the company is a very important tool in the company for proper functioning and representation even outside its gates. Nowadays, it is an indispensable factor. Businesses are "competing" with each other, and customers are not only looking at how the company produces, but also how it presents itself, how it looks and advertises. The article describes proposals for improving the image of the company developed on the basis of the analysis of the current situation and the evaluation of a questionnaire survey in the company.

**Keywords:** artificial intelligence, warehouse, intelligent warehouse.

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## INTRODUCTION

There is a lot of competition nowadays, so companies must constantly respond to new market demands. They will succeed above all if they know how to fight the competition. The promotion of the soft components of management, such as the image of the company, by building which companies can increase the sale of their products and thus the profit, is coming to the fore. The image of the company itself contributes to the positive or negative perception of the company by its consumers, competitors and the general population. It is divided into four parts that form one whole. It is necessary for companies to focus on each part, because only together can they achieve the desired effect. These factors can direct companies to improve economic activity and new ways of development.

## 1 CORPORATE IMAGE

The corporate image should be understood as the goal of the company, it must also be a corporate part of the strategic management process and should be used within all groups and management procedures. It is necessary to be aware of the following facts, which are related to strategic planning, but also to the creation of a corporate image [6]:

- creating an image is not a matter that cannot be built in a short time, or only with some of its characteristics. Successful companies that applied corporate image claim that their company image does not develop alone but together with the company, which subsequently changes,
- the image of the company is not uniform, but monolithic. It means that the company has the results of several images. Significant influence represents what the given target group considers most important,
- one of the properties of the image is its changeability. Although it adapts to change, it cannot be observed in the short term.

From these facts, it is possible to realize that when the company advances and more strongly expresses its strategic goals towards the public, these steps will gain more trust and favour from the public. As a result, the public will look at the company differently, which will eventually improve its image [2, 6].

The overall image of the company consists of a simple formula (1) [2]:

$$CIm = (CC + Cl + Cd) \cdot CCom, \quad (1)$$

where *Clm* - corporate image,  
*CC* - corporate culture,  
*CI* - corporate identity,  
*CD* - corporate design,  
*CCom* - corporate communication.

All companies should know their focus and goals, which define their company image. Before starting to introduce it, they should examine all the factors, answer their questions and create the ultimate goal of their image [3]. Factors that distinguish the company's image include:

- non-material presentation of the company to the public (e.g. complaints and their processing, direct marketing, presentations at various fairs and exhibitions),
- non-material presentation of the company inside the company (e.g. atmosphere at the workplace, resolution of internal disagreements),
- material factory (e.g. design of manufactured products, quality of products, provision of services).

### 1.1 Corporate culture

Corporate culture is understood as the component that governs the enterprise. The essence rests on people who have always had and will always have the need to belong to someone. This need accompanies them and shows them how to join groups and communities of people with the same interests as them. These people (workers) want to belong to their teams. However, it is necessary to know how to use their predispositions correctly in order for people to find a certain connection in the field of corporate relations, as well as personal values [2, 4].

Among the most used values are services provided to customers, respect for individuality, staff development, professionalism and competence, independence, responsibility. Corporate culture also includes files of the so-called corporate imperatives. All generally valid regulations, orders, wishes or even requests are listed here, as well as activities that prohibit or command them. So corporate culture should contain systems of norms and values, recommendations that inspire defined opinions, attitudes, beliefs, or mandatory regulations [2].

### 1.2 Corporate identity

Corporate identity is exactly the same as a person and his personality. This means something that can be influenced, directed towards one's own ideal, personality, but one cannot determine one's own personality. Personality is determined by the factors and influences of the environment in which it lives.

Just like a person, so is a company creates its own character [7].

Corporate identity includes leadership style, organization policy and strategy. It is a tool enabling the creation, development and stability of the organization. It addresses both the inside of the organization and the outside and takes care of a homogeneous presentation of the company [5].

### 1.3 Corporate design

Corporate design is the image that the company gradually creates in the public, in the environment and in the area of its operation. The visual aspects of the company and its features are exposed to the public. Corporate design forms the overall image of the organization, and many times this corporate design is the tool that helps the surrounding to form an opinion about the given company [6].

Corporate design is part of corporate identity. A property or even an element of corporate design is easily memorable, pleasant from the outside, but especially with a direct "relation" to its activities or organization. It contains six basic images of the company, such as the brand (logo), raster, font and typography, company colours, company architecture, and other essentials [7].

### 1.4 Corporate communication

Communication is a very important tool for all companies. It is important for communication with the supplier, customer or own employees. However, you have to ask yourself whether the communication is successful. Communication in companies consists in ensuring the transfer of corporate identity to the corporate image of the organization. All this happens with the help of planned and controlled communication. Thanks to it, a discussion is conducted with a given goal, i.e. interest groups. Communication is an integral part of every business, especially for the public to understand the organization's identity, but also its values. Communication is divided into internal and external [1, 2].

The purpose of external communication is mainly to inform about activities, products, company results, market position. This also includes communication and related activities, such as selling a product, which is a form of external communication [2].

## 2 CASE STUDY

The purpose of the case study was a project with the main goal of improving the working environment at the workplace.

The case study was carried out in an unnamed company focusing on the field of machining, locksmithing, road and freight transport and

scientific and technical activities. They are specified for simple serial products, but also for complicated, precise single parts of medium series.

Within the current state of the corporate image analysis, individual findings were assigned to the given company.

The non-material presentation of the company to the public includes communication policy, advertising, marketing and handling of advertisements.

The intangible presentation of the company inside the organization includes the working atmosphere, work organization, attitude towards management.

Material companies include corporate clothing, the quality of the products provided.

Based on the findings, a questionnaire consisting of twelve questions was developed, which were aimed at the employees of the mentioned company with regard to selected factors of the corporate image. All employees of the company answered the questionnaire.

### 3 DETERMINATION AND EVALUATION OF HYPOTHESES

At the beginning, two hypotheses were established, which were chosen based on information from the analysis of the current state of the company and from the experience of working in the mentioned company of the drafters of the questionnaire.

Hypothesis 1: More than 70 % of respondents think that the company is not well known in society and advertising is needed.

Hypothesis 2: More than 70 % of the respondents are satisfied with the current work clothes.

#### 3.1 Hypothesis 1

The first hypothesis "More than 70 % of respondents think that the company is not well known in society" was confirmed. As many as 87.5 % of employees answered that they think that the company is not known to the public, which was confirmed using the following question (Fig. 1).

The next question (Fig. 2) confirmed that the company has no active advertising and that employees would prefer the visibility of the company, where 56.3 % of respondents would choose advertising in the form of social networks.

In the next question, which had a clear goal, namely the visibility of the company at various fairs or exhibitions, where it could present its products and technologies it deals with and in this way it could find new potential customers. Here, 37.5 % of employees answered that they do not know if they want the company to participate in such fairs. On the other hand, another 37.5 % of employees chose the answer "it is beneficial for the company".

The other 18.8 % of respondents indicated the option yes and 6.3 % the option no. The results show that up to 56.3 % think that the company should participate in fairs or exhibitions.

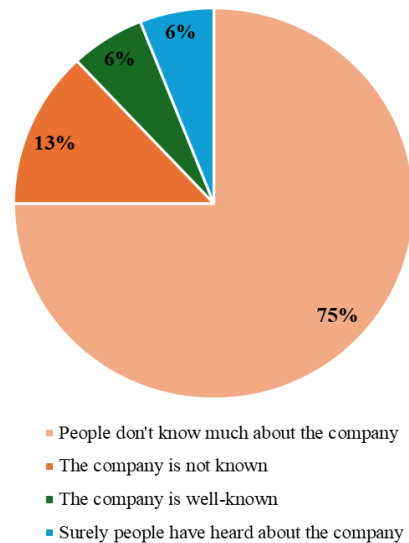


Fig. 1. Knowledge of the company in public

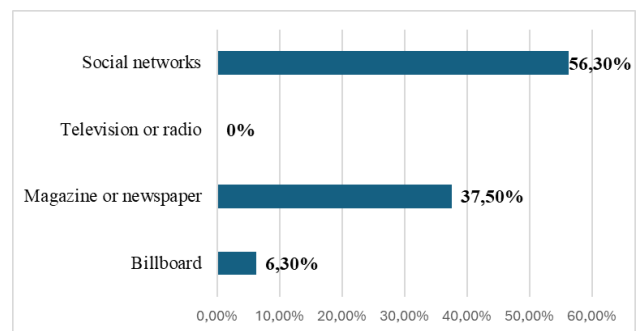


Fig. 2. A form of advertising for the company's visibility

#### 3.2 Hypothesis 2

The second hypothesis "More than 70 % of the respondents are satisfied with the current work clothes" was also confirmed.

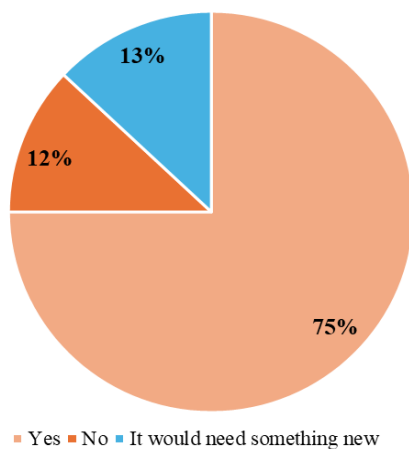


Fig. 3. Employee satisfaction with work clothes

Up to 75 % of employees prefer the current clothes, which was confirmed by the following question (Fig. 3).

Based on the results of the questionnaire, both selected hypotheses were confirmed.

#### 4 SUGGESTIONS FOR IMPROVING THE COMPANY'S IMAGE

Based on the first hypothesis, it was found that the company is not very well known, therefore it is important to focus on this part of improving the image of the company. The questionnaire survey showed that employees would like to make the company more visible using social networks, magazines/newspapers, and ultimately would also accept advertising in the form of billboards. They would also like the company to participate in exhibitions and fairs, which can contribute to the visibility of the company.

The immaterial presentation of the company to the public includes suggestions for making the company more visible:

- creating a profile on social networks (*Facebook*),
- registration on *LinkedIn*,
- magazine advertisement,
- presentation at fairs and exhibitions,
- registration for *Finstat premium*.

In order to improve the image of the company as part of the intangible presentation of the company inside the organization, the following was proposed:

- creation of a code of ethics,
- introduction of regular work schedules.

As a material factor for improving the image of the company, a notice board was designed as a support tool that can motivate workers and simplify their work.

A document was drawn up for the company, where suggested improvements were listed. As part of this, the individual improvements were described in detail with the benefits for the company, indicative prices, how much the given proposal would cost, and the responsible person in the company for the implementation of the individual proposals and their updating were indicated. The company has acquired a sign board, while it has not yet decided what it could use in the near future as part of the advertisements.

#### CONCLUSIONS

To improve the image of the selected company, proposals for improvements were developed, which were divided into three groups of company image factors. These proposals were developed on the basis of questionnaire responses, as well as from the experience of employees in the company. An important part of the proposals is advertising,

where a page was created on the *Facebook* platform and the recommended *LinkedIn* platform. An advertising proposal was created, which is suitable for a magazine or newspaper, or even as a billboard. Exhibitions and fairs were recommended to the company for visibility. As part of the other proposals, a code of ethics was created, a proposal for regular meetings and the introduction of a notice board.

A corporate image can have a significant impact on a company's success. If a company has a positive image, it can attract more customers, partners and talent. On the contrary, a bad image can discourage people from cooperating and customers from buying its products. Building and maintaining a good image is therefore an important part of any company's long-term strategy.

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