

THE FORMATION OF CORPORATE STYLE TRADE ENTERPRISES

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Abstract. *The article is devoted to the formation of corporate style of the trade enterprises. The priority of corporate style in the system of non-price promotion a trade entities on the market in the temporally competitive environment has been dedicated. The features of identification a brand by the consumers have been defined. The necessity of incorporation identity, integrity, comprehensiveness and unity of all elements in the formation of corporate style has been proved. Considered the eight stages of the corporate style's formation, these are: preparation; the concept and strategy definition; the development of ideas; the visualization of forms; the logo's creation; the development of essential elements of corporate style; the formation of brand book and/or haydlayn; the potential protection.*

The main goals, objectives and functions of the corporate style have been set. The major directions of development and of implementation of corporate style, such as unity of form (external image) and the unity of behaviors in the internal and external environment have been caused. The basic principles, which should be based on the formation of corporate style, which are: the principle of originality, relevance, plasticity, simplicity of perception and focus on the target audience have been established.

Keywords: *corporate style, trade enterprise, identity, integrity, unity, integrity, formation*

The current world is characterized by market glut in goods of the same purpose, so the problem of preserving the competitive position for trade enterprises is very important. The emergence of new trading entities further enhances the level of competition in the market. These conditions encourage the entrepreneurs to find new ways and means of attracting the attention of consumers and to maximize the effective use of external elements to enhance the interest of the target audience to their own activities.

To achieve the competitive advantages, the most important are non-price marketing activities, which include the development and promotion process of corporate identity, including its brand, trademarks and brand at all. Positive dynamics of consumer's loyal attitude to the famous brand's products stipulate the desire of significant amounts commercial enterprises to create a world brands [1].

Corporate style should completely reflect the features of the certain enterprise, reproduce its sphere of functioning, direction, specific activities and so on. Surely, the enterprise's specification mostly determines its corporate style. A felicitous choice of style is not only the key to achieving the planned goals of the enterprise, but also conduct to the successful resolution of many problems by improving inefficient elements of brand promotion.

According to many experts in marketing, each element of the marketing communication complex has not only the purpose to promote a product or an enterprise, but the whole corporate style [2-4]. However, among the scientific researches, the corporate style formation of trade enterprises hasn't enough covered an aspects of identity, integrity, comprehensiveness and unity a whole elements of corporate style. It makes impossible for trade entities make a correct identification by the consumer's.

Every year, a huge number of brands leave the market, because of the false and unprofessional approaches to the corporate style's development, and herefrom a consumer's incertitude. The actuality of this research stipulate by existence of this problem and the necessity to find ways of solving it.

Competently formation of corporate style involves the consistent implementation of the following: preparation (collecting and analyzing relevant information, including the features and potential possibilities of the enterprise and the external competitive environment); the concept and strategy definition; the development of ideas; the visualization of forms; the logo's creation; development of essential elements of corporate style; the formation of brand book and/or haydlayn; potential protection.

During the corporate style creation, is very important to choose a correct, reasonable and balanced shapes, branded colors and fonts. Its graphical elements include a meaning undertone and affect its perception emotionally and psychologically.

Corporate style has transmits the idea that expresses the philosophy of the enterprise, has creates unity and integrity of all communications activities. With signs, which broadcast to the audience, corporate style reflects the level of corporate culture that defines the uniqueness and originality of style, shows the communicative function and allows interacting with both external and internal audiences.

The main objectives of corporate style at the external level are: identification of the enterprise, its allocation among competitors, the quality assurance of product/service, sales promotion, increased confidence and effectiveness of advertising. At the internal audience, corporate style strengthens a corporate culture, enhances the spirit of workers, unions and adapts the staff.

The formation and implementation of corporate style carried out in two main directions: unity of form (external image) and the unity of behaviors in the internal and external environment, especially in the market. The main visual elements of corporate style, such as logo, signature block, a set of brand colors and fonts created the unity of form. In the corporate culture of the enterprise, which in tight association with the corporate style reflected the unity of behaviors.

Corporate style, as a marketing tool, performs certain functions, which brings substantial benefits to the enterprise, helping to lead a worthy combat with competitors. The style identifies the enterprise and its products (services) in the market, which makes the advertising more effective; creates and strengthens enterprise's ideology, which increases the trust of the target audience, helping retain existing customers and attract potential; raises corporate spirit of trade staff.

As follows, a successful corporate style should be based on the principles of originality, relevance, plasticity, simplicity of perception and orientation on the target audience.

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