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## THEORETICAL ASPECTS AND PECULIARITIES OF AGRICULTURAL ENTERPRISES IMAGE-MAKING ACTIVITIES FORMING

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*Summary. Features of agricultural enterprises' image-making activities under the influence of transformation processes in economics were studied in the article. Image influence on the competitive position of companies was investigated. The necessity*

*of logistic activities improving which influence the increase of seasonal competitive advantage of market subjects was proved. Comparative evaluation was conducted and competitive advantages of agro holdings forming image were described.*

**Key words:** *image, image operations, image policy, agricultural enterprises.*

The aim of the paper is to investigate the nature and characteristics of agricultural enterprises' image-making activities in conjunction with the formation of their competitive position including by the development of logistics activities.

Formation of agricultural enterprises' image policy is a complex process as it's influenced by the peculiarities of the field, from technical and technological to organizational ones. Thus, this process includes the features of two economical categories such as advertising and public relations. However, as information communication and internal politics are complex independent processes, they are influenced by the great number of factors causing their permanent deformation.

Modern company image is its accordance to modern requirements and criteria, its ability to meet modern consumer's demands and to provide products and services to meet modern standards.

One of the important factors in enhancing company image is the logistics activities. Its major task is to ensure that all stages of the process (i.e. sourcing, manufacturing and marketing) were considered as a single and continuous process of transformation and transporting of products and associated informational products. The development of logistics is explained by the desire to reduce risk especially in connection with transportation of production.

One of the basic terms of logistics is the logistic

system. The logistic system is referred as the organizational and managerial coordination mechanism which allows achieving desired effect by means of effective cooperation in actions of different specialists who are involved in managing of material stream.

Agricultural enterprises' image-making activities formation occupies a leading position in its further development as it is the basis of its competitive position stability. Thus, by investigating the agricultural production and marketing features we may figure out the following factors of influence on the structure of image formation:

- climatic conditions which affect economic results through their biological characteristics and their variability in time and space;
- recovering of land resources based on environmentally-friendly production;
- seasonal nature of production leading to substantial fluctuations in prices for agricultural products, as well as uneven processes of income formation;
- production storage requires activation of logistics activities.

While adapting to external conditions the company will form its individual mechanism of image activities. However, we have found that it's necessary firstly to pay attention to corporate culture and to ensure consistency and continuity of ways of development based on real market's, partners' and con-

sumers' needs. It is also necessary to direct the development connecting to logistics function, which will

minimize transportation risks and ensure appropriate independence and competitive advantages.

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