

BUSINESS IMAGE AND STRATEGIES IN ROMANIAN AGRITOURISM

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Business / corporate / organization image is a paramount when it comes to improve a company's desirability as a borrower, client, customer, employer, supplier, etc. The most important strategies to build up corporate image are creating a website, creating straightforward, easy-to-understand pricing, designing the business image, doing a referral exchange, encouraging personal recommendations, listing creatively and widely, maintaining a customer database, maintaining good employee relations, making a marketing plan, making the business look good, naming and branding, and using the press. The paper presents the most important features of these strategies illustrated by three Romanian agritourism guesthouses.

Companies use various corporate advertising techniques to enhance their image in order to improve their desirability as a borrower, customer, employer, supplier, etc. Business image needs developing and managing for the following reasons: creating good identity for the employees, thus leading to their satisfaction; enhancing corporate competitive advantage, thus leading to higher profitability; establishing a corporate goodwill for the organisation; influencing investors and financial institutions; promoting favourable relationship with the community in the environment the organisation operates to avoid difficulty in recruitment, selection and maintaining the employee morale; promoting good relationship with the government, opinion leaders and various interest groups; stimulating sales, thus influencing customer loyalty.