

THE IMAGE OF COMPANY, ESSENTIAL FACTOR IN DEVELOPING THE MARKET STRATEGIES

*Florin Radu Pinte*a, Lecturer PhD Student
“Bogdan University” of Cluj – Napoca, Romania
radupsr200@yahoo.com

*Janetta Sîr*bu, Associate Professor PhD
“Bogdan University” of Cluj – Napoca, Romania
sjanetta2002@yahoo.com

Boris Samochis, Professor PhD
„ Bogdan Voda” University, Cluj-Napoca

ABSTRACT: The project has been done in order to prove the importance of the image inside a large company. Thus I analysed the image of Electrolux company in order to show how important is the invisible part of a big company, regarding the market and the marketing strategies.

The questionnaire was made of 14 questions and there were 400 people who had to answer. During the research I used mathematics methods such as Fischbein and H_i^2 method. The main purpose of a marketing research is the analyse of the numbers and factors, the essential keys that guide the company to a real marketing strategy. Analysing the dates there are some ideas that should be taken in consideration in order to build a stronger image of the company on the market, ideas that I detailed within the project.

Keywords: company, questionnaire, marketing strategies, marketing research

JEL Codes: M31