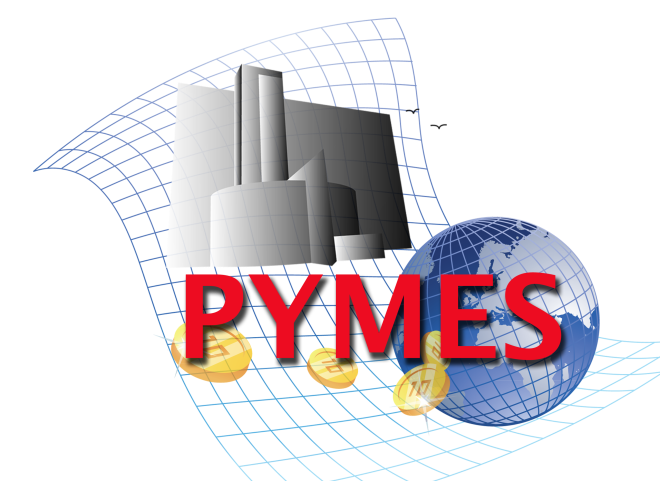
**ASSIGNMENT: IMAGEN Y RELACIONES PUBLICAS / IMAGE AND PUBLIC RELATIONS**

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1. **IMPORTANCE OF THE IMAGE IN PYMES**



It is normally understood that the image of the brand is unique and exclusively for the big firms, nevertheless, at present, in competitive and globalised the real world, the Mi PYMES must use resources to keep updated and at the vanguard because if they stick to the traditional methods without turning their focus towards the market, they may soon disappear from it.

The image communicates, and is the first impression for the customer, besides being the invitation for the consumers to turn to the store and enter the premises. It is the way to create a tie with the customers and the ideal way to create a positive business standing. Once you get the customers´ attention, reinforcing this with a purchase experience it is very likely that a customer becomes a loyal client. For these reasons, it is essential to take care of the subjects of communication. Among these the most prominent is of course, the image.

It is important to define that the image is not only a logo, a name or a brand, but an array of stimulus supporting each other, with the intention to generate competitiveness and profitability for those firms that know how to make use of them, hence, to highlight the main elements that make the image.

Obviously, as mentioned above, the name or brand is a fundamental element to stand out from the rest of the competitors. To this, it is necessary to add the typography (Font, style, effects, size, and letter color), the logo (image that will accompany that name that will remain instilled in the consumers mind, and that may be an image, a shape, a figure, etc.), it could also be a character or a mascot (helps remembrance and the market stimulus), corporate image (includes the afore mentioned elements, in addition to corporate colors, uniform, transport equipment, brochures, corporate indoors, façade, etc.) environmental image, (music, aroma, illumination, colors, etc.) service to customers (before and after purchase) and all those elements that enable to communicate the company’s essence to the market.

The sum of all these factors will generate the company’s image, what the consumers will keep in their memories and which will distinguish from the others in the market place.

It is not an easy task, it requires time, effort, creativity and skills to put it into practice, nevertheless the benefits will be tangible and real for the companies.

Now, how can we apply these principles to micro business? Well, the main idea is to have a goal which would include an approach to consumers through the image, as from this point on departure to adjust the offer to the customer’s needs and wishes.

It is not only the desire to do something different, but to have what it takes to carry this out. There are government agencies and specialists that can help and advice during this step. The important part is to take advantage of these supports and to make that the micro, small, and medium business become invincible from invisible.



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