



**CORPORATE IDENTITY IN THE CONDITIONS
OF THE SLOVAK WOOD PROCESSING
INDUSTRY**

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THE AIM OF THE STUDY



- The main aim of our study was to investigate what organizations perceive as the “Corporate identity”.
- The purpose of the study was to find out about: CI definitions, CI components, CI management, CI benefits, CI target audience among wood processing companies in Slovakia.

THE PREMISES OF THE STUDY



- Company identifies corporate identity with corporate design or corporate image,
- company perceives CI as a tool of marketing communication,
- company doesn't perceive employees as a target group for CI.

We decided to carry out this study to verify premises.

RESEARCH METHODS



To verify our premises we conducted survey during the year 2008. The questionnaire contained 10 questions related to corporate identity and questions about general company's information. Some questions are like the questions from Podnar's study (2005). 300 enterprises were contacted, from which 80 (26,60 %) answered questions, and 59 (19,67 %) were taken into consideration. Questionnaire contained close-ended and open-ended questions. Some questions were multiple-choice questions.

RESULTS



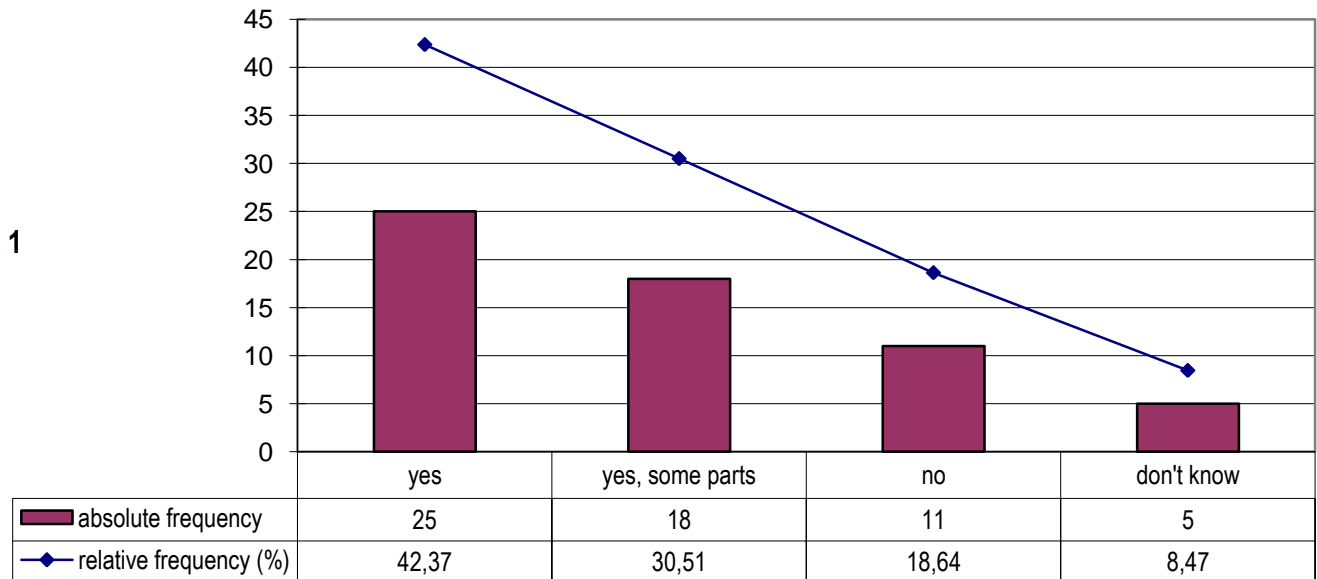
- Now we are presenting some results of our study.

RESULTS



Question 1 “Does your company have corporate identity? “

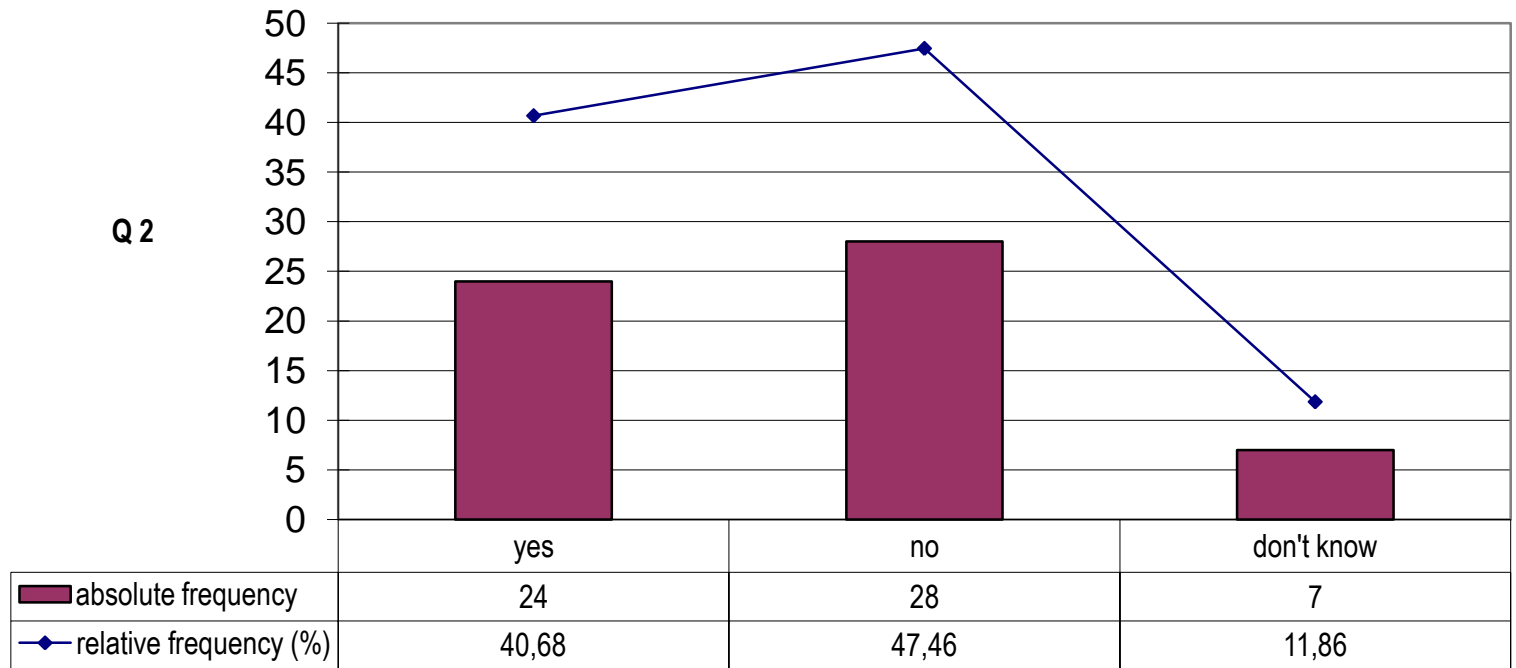
Q1



RESULTS



Question 2 "Does your company have Corporate Identity manual in print or electronic version?"

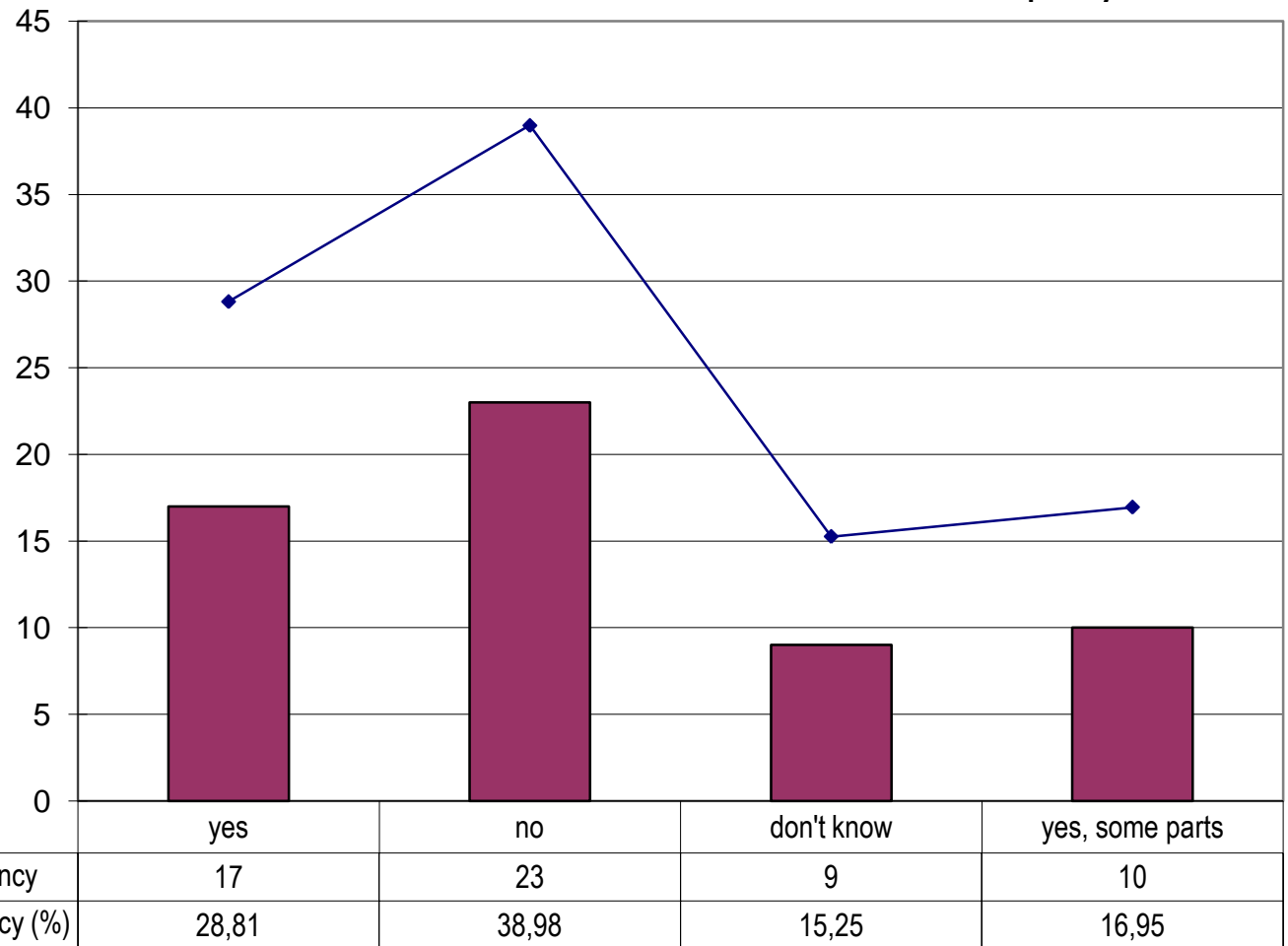


RESULTS



Question 3 "Do you follow the Corporate Identity Manual in your company in full?"

Q3

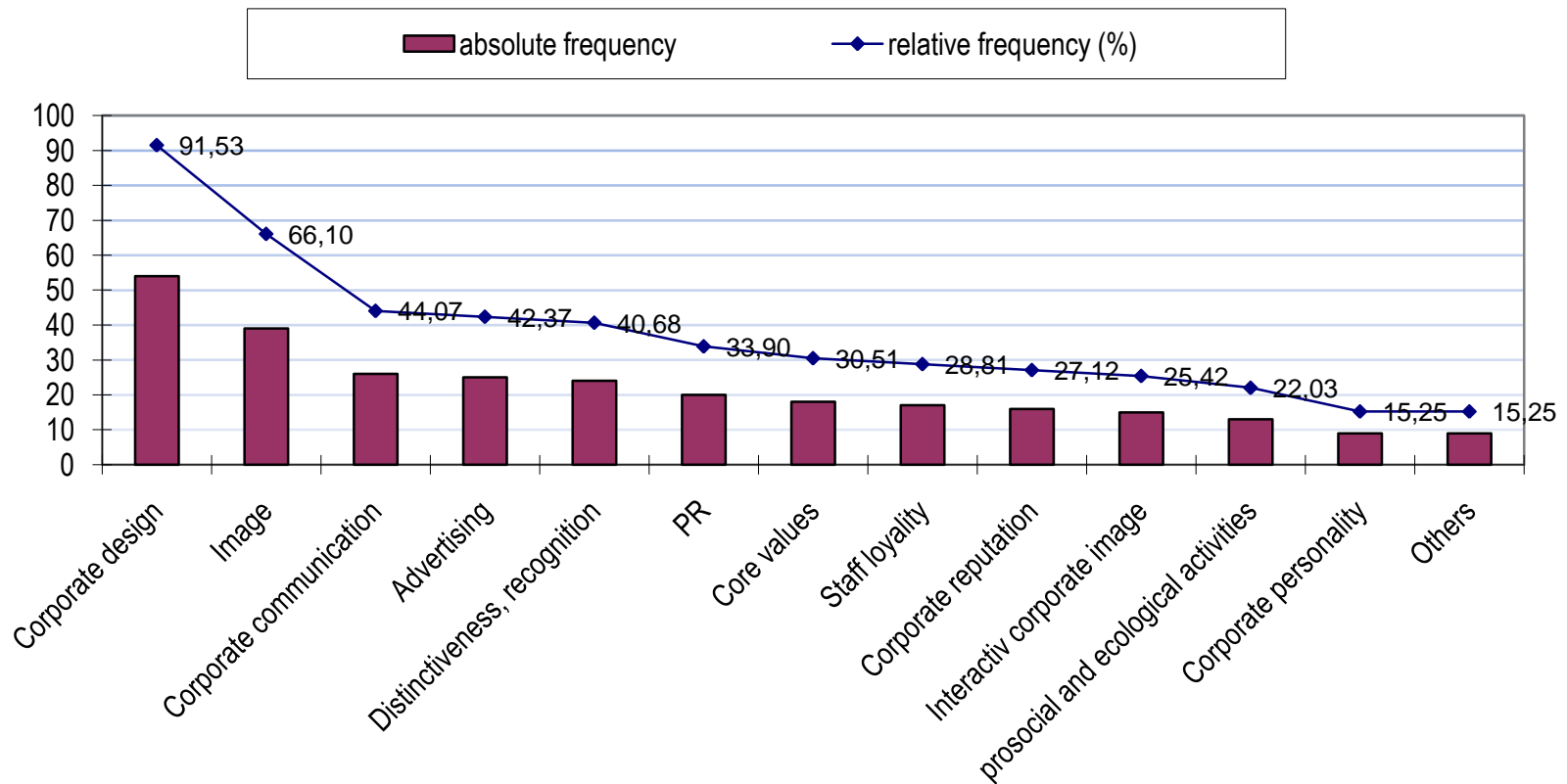


RESULTS



Question 4 "How would you define „Corporate Identity” in your own words ?"

Q 4



RESULTS



Question 5 “What are the components (elements) of the CI?”

Elements (components) of the CI	absolute frequency	relative frequency (%)
Corporate design	50	84,75
Marketing communication	39	66,10
Corporate philosophy	30	50,85
Marketing strategy	27	45,76
Corporate core values	26	44,07
Organizational communication	25	42,37
Corporate vision	20	33,90
Corporate strategy	20	33,90
Corporate mission	18	30,51
Management behaviour	18	30,51
Employee behaviour	17	28,81
History of the company	17	28,81
Ethic standards	16	27,12
Corporate goals	16	27,12
Indirect communication	14	23,73
Organizational structure	9	15,25
Brand structure	9	15,25
Industry Identity	9	15,25
Nothing	3	5,08
Others	1	1,69

RESULTS



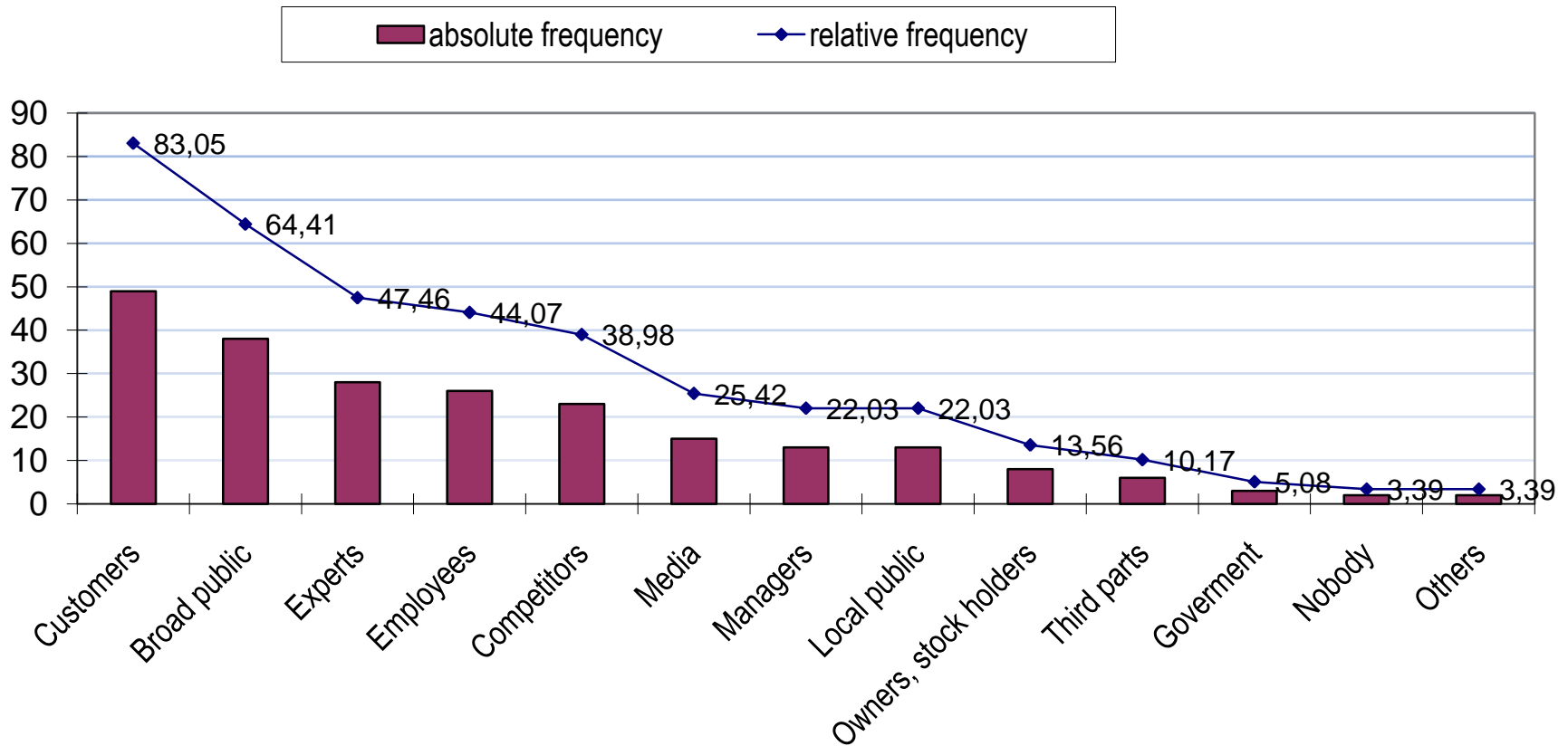
Question 7 “What are the benefits of Corporate identity for the company (in your opinion) ?”

Benefits of the CI	absolute frequency	relative frequency (%)
Unity of visual presentation	36	61,02
Image and reputation formation	36	61,02
Recognition, Visibility	34	57,63
Market position support	27	45,76
Customer relation support	27	45,76
Staff motivation, identification	26	44,07
PR support	24	40,68
Marketing communication support	21	35,59
Financial efficiency	20	33,90
Brand support	17	28,81
Attracting new staff	16	27,12
Influence on corporate values	14	23,73
No benefits	1	1,69
Others	0	0,00

RESULTS



Question 8 "Who is the target audience of the CI ?"



CONCLUSION



- The results of this study imply that we can support our premises. Wood processing companies in Slovakia perceive corporate identity as corporate design, corporate image. Companies perceive CI as a tool of marketing communication focused on customers. The employees are not perceived as the target audience of CI.
- On the Slovak market we see corporate identity understood as a unitary visual style or as corporate image. This is the way CI is understood not only by businesses but also by agencies which are engaged in and offer services like revealing (creating, building) of CI, whereby the focus on visual style and communication (f. e. creating corporate design manual). The problem is their understanding and perception of the corporate identity. Unless they start to percept it as multi-component concept they will not be able to achieve the benefits carried by a well profiled corporate identity.
- The traditional markets for wood products are saturated and the market opportunities are in Middle and Eastern Europe, China, Asia and Africa. There is a high probability that the other producing regions will concentrate their efforts to these markets. Competition will increase sustainability (Parobek, 2005).
- Growing competition and sharper battle for the customer, for good business partners and overall positive corporate reputation, are going to bring the businesses to differentiate and use the identity as an instrument on the national and international markets.
- The problem is their understanding and perception of identity. Unless they start to percept it as multi-component concept they will not be able to achieve the benefits carried by a well profiled corporate identity.



Thank you!

