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NATION BRANDING – KEY TO ATTRACTING FOREIGN INVESTMENT

Key words: national brand, investment attractiveness, territorial attractiveness, branding strategy, investment potential, foreign investments

In a globalized economy, the global economic crisis, city and countries began to compete with each other, including for resources in order to create a favorable image of the state in the eyes of the world community, enhance reputation, and as a result, strengthening the country's respected position. An attractive national brand or as it is called territory branding, territorial marketing, branding places, is created a competitive marketing strategy in the process of development. This is an effective tool to attract human capital, investors, visitors, which is not used fully due to lack of understanding of the importance, effectiveness and profitability of territory branding.

Originally, the term "territory brand" was introduced in an economic science by British political consultant S. Anholt. In 2002 he created the concept of a national brand, its criteria (which includes such factors as people, power, exports, tourism, culture and heritage, investment and immigration), developed a countries ranking based on his own research. Accept S. Anholt, national brand studied other well-known foreign theorists Szondi G., Kotler, S. Raynisto. In Russia the issue was investigated in the work of A. Stas, I. Vasilenko and others.

Considering the importance of strategy formation and promotion of the country's image through the use of national branding techniques it should be noted that in the book "Diplomacy in the context of globalization: theory and practice", the authors defines a national branding as the application of corporate marketing concepts and practices in the countries in order to enhance its reputation in the international relations [1]. The notion of the country can be created in two ways: from the personal experience in a foreign country, or indirectly, through the media, reviews, etc. Mass stereotypes often form the basis of the country's image, for example, it is assumed that all goods produced in China have a poor quality, and the United Kingdom - the embodiment of a quality education. Sometimes these two concepts identified as a national branding (territory brand, country branding) and the image of the country. It described in the dissertations of N.A. Adrianova, Y.M. Markina, N.A. Denisova. In turn, the image of the country, can be interpreted as "a set of emotional and rational ideas derived from the signs comparison of the country's own experience and rumors that affect the creation of a certain way".[2]

For the majority of the countries, the main problem in national brand formation is to define a national idea, and in a less degree to preserve a negative stereotypes,

lack of effective mechanisms for coordination in the field of brand promotion, and even shortage of advantages in human resources and scientific branding support. The strategic priorities of the country are also taken as a basis, which is not always correct in correlation with identity of the country brand. That is why the concept of brand building should contain the following steps (Fig. 1).

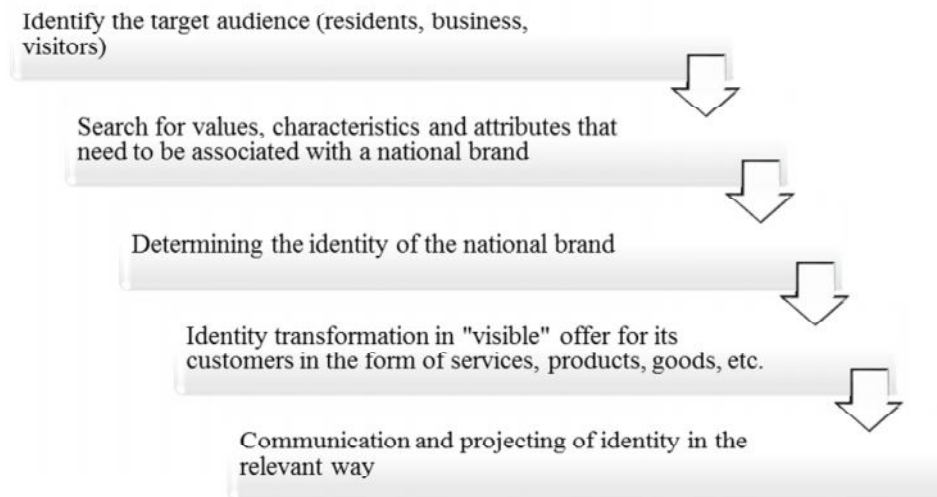


Fig.1. The main stages of building a national brand concept

An important component of the country's image is an investment attraction. Therefore, the main goal of creating an attractive and sustainable brand is to increase positions in the ease of doing business index, and, as a consequence, increasing a foreign investment.

Foreign investment is one of the key mechanisms for the economy stabilization and its growth. According to D. Keith "Territory branding. The world's best practice", the importance of foreign investment attraction is due to the following reasons: it creates jobs, expands the tax base, helps to manage budgets and credit ratings, and helps in financing of education infrastructure, services. In addition, innovative technologies, highly qualified staff, and as a result, innovative company management techniques are being introduced into the country with the attraction of foreign investments. In a complex, foreign investment helps in resolution of financial difficulties in the country. That is why many cities and regions are actively working on improving of investment climate and retaining its leading position in The Global Power City Index, rankings on the ease of doing business, etc. It can be concluded that the state also acts as a product seller, a platform for business and investment destination for potential investors or foreign companies.

Decision to invest in foreign countries, a priority issue for potential investors are a high Safety Guarantee business, a risk reduction, a well-developed infrastructure, a strong legislative and tax base of the country for a comfortable business, other. An important role is also plays the level of population welfare, an employment structure level, an investment and volume dynamics.

Now Western European countries increasingly use the services of non-profit agencies in the locations selection for business and investment. These organizations help with the investment management strategy, labor resources assessment of the

country, business taxation analysis, etc. Such services is certainly facilitate search of places for investment and minimize the risks associated with investment planning, because the lower the investment risk, the higher the territory investment potential.

According to international study of Anholt-GfK Roper Nation Brands IndexSM in 2015 the strongest national brand become the United States, taking the 1st place , and overtaking Germany - the leader of the ranking in 2014. Also in the top five leaders of the Anholt-GfK Nation Brands IndexSM includes the UK, France, Canada. Russia, in its turn, climbed to 3 positions up and took 22nd place of the national brands world ranking. [3]

Over the past 30 years, such tool as national branding was developed in many countries around the world. It creates an emotional attachment and loyalty to a particular region, in global terms; it has the task to improve the country, which entails the interest of the investment community. However, many countries still have to clearly formulate and implement a branding strategy, which in the future will bear fruit and stimulate the economies of these countries.

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FORMATION OF ENTERPRISES STRATEGIC PLANNING

Key words: the strategy, enterprise planning products

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At a time when Ukraine prevailing crisis and a very unstable economic situation is difficult to predict and develop long-term or strategic plan for industrial enterprises. To domestic products had the opportunity to appear on foreign markets, it must be fully certified, tested and must use properties that will distinguish it from the competition. This would create competition between companies and make them competitive.

To achieve the strategic objectives of the plan or businesses should nuty came to tactical planning. It provides a true resource allocation and neot'yemnoyu is part of