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Business image

Most business people realise the importance of a good image. People tend to “judge a book by its cover” and the same applies to businesses.

Image is the commitment the person brings into a business. It’s linked to:

- The way you greet your customers. Does this encourage customers to return and recommend you to others?
- Use of mission statements on stationery.
- Cleanliness of people, including tidy hair and clothing.
- Cleanliness of business premises, vehicles and plant.
- Appropriate décor, display and presentation in keeping with what you do, and what your customers expect of you.

You may consider the following:

- Using names on uniforms, or name tags to identify employees.
- Providing employees with business cards, perhaps with photographs. This encourages care in dealing with customers, as the customer now has a name to contact, good or bad.
- Look at your stationery. Is it uniform in appearance or a mixture of all sorts? Quality really doesn’t cost much more, but presents an impressive image.

In addition, the image of your employees is just as important, if not more so, than any sign, design or song. This is why small business employers must consider the importance of dress standards. Image says things like “we care, we can be trusted, we offer quality, we are dependable”.

These standards may include a uniform, a certain colour or simply any clothing that meets a certain criteria. Uniforms or a dress code can also communicate a sense of belonging for the employee and customer.

Small business people must think objectively and ask themselves “If I walked into this business and saw my employees dressed in this way, what would I think?” The answer to this question should direct decisions about employee presentation.

Further information

The following fact sheets provide further information on these issues:

- Business planning
- Business vision – introduction
- Develop a mission statement