

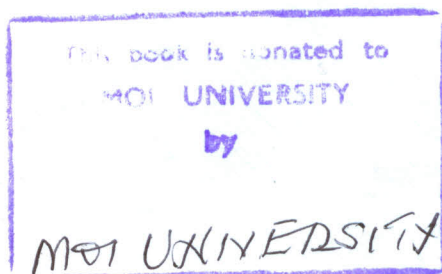
**SIGNIFICANCE OF CORPORATE IDENTITY IN IMAGE  
BUILDING: A STUDY OF ONE TELECOMMUNICATIONS  
ORGANIZATION IN KENYA**

**BY**

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## ABSTRACT

This study was an extensive inquiry of corporate identity in up-scaling organizational image in a leading telecommunications service provider in Kenya. Presently, competition for clients and corporate positioning among the telecommunication providers in Kenya is very intense as it is strategic. To gain competitive advantage, an organization ought to build a set of strategies, and resources that present superior business performance over the long term. This study sought to examine the significance of corporate identity and positioning in enhancing an organization's image. A case study approach was preferred and purposive sampling and convenience sampling were used to sample employees and clients of the telecommunication service provider. Data was generated using interviews, observation and critical document analysis. The data was summarized and organized into relevant themes for analysis and requisite interpretation. The findings reveal that the quality and services offered by the organization have a direct impact on its image and identity. Equally, the environment in which the company operates is vital as well as its corporate social responsibility, corporate citizenship, and ethical behavior and related community affairs. The study findings are bound to be useful for communication professionals to anchor the image strengths and positioning for explicit corporate identity. The study recommends that every organization should pay attention to the language that the target audience speaks, and that the symbols of identity need to be well thought out. Further, Corporate Social Responsibility should be seen as a smart way of doing business in addition to encouraging innovation and partnering with the indigenous organization in order for the clients to identify with the brand.