



Kennzahlen und Kennzahlensysteme - Kennzahlen im Absatz (German Edition)

Markus Sattler

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Studienarbeit aus dem Jahr 2002 im Fachbereich BWL - Handel und Distribution, Note: 1,7, Universität Stuttgart (BWL), Sprache: Deutsch, Abstract: Die im Zuge der Globalisierung stetig komplexer werdenden Firmen, sind für die Unternehmensführung oftmals nur noch schwer überschaubar. Gezielt ausgewählte Informationen über die Entwicklung des gesamten Unternehmens, sind für strategische Entscheidungen somit unabdinglich. Das im Folgende bearbeitete Thema „Kennzahlen im Absatz“ beschäftigt sich mit der Darstellung der Funktionen des Unternehmensbereichs Absatzes durch Verdichtung von Information zu aussagekräftigen Kennzahlen. Der Fokus liegt im Speziellen auf der Vorstellung von Instrumenten zur Entscheidungsunterstützung der strategischen Positionierung. Im Gliederungspunkt „Grundlagen“ werden die Begriffe der „Kennzahlen“ und des „Absatzes“ genauer definiert. Im nachfolgenden Abschnitt wird die Problematik der Anwendung von Kennzahlen im Absatz und deren Möglichkeiten zur Unterstützung der strategischen Positionierung und Überwachung dargestellt.

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