

Balanced Scorecard and sales organisation - chances and risks

Stefanie Welz

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Stefanie Welz : Balanced Scorecard and sales organisation - chances and risks before purchasing it in order to gauge whether or not it would be worth my time, and all praised Balanced Scorecard and sales organisation - chances and risks:

Seminar paper from the year 2006 in the subject Business economics - Controlling, grade: A-, University of applied sciences, Munich, course: Sales and Key account management, 15 entries in the bibliography, language: English, abstract: The assignment "Balanced Scorecard and sales organization - chances and risks" starts with the introduction which includes the executive summary and the scope of work that is realized in here. The second chapter

deals with a detailed definition of the problem that causes the relevance of this assignment, the determination of the objectives as well as the methodology that describes the assignment's structured procedure. Chapter three is focused on the basics of the balanced scorecard. At this juncture in particular the characteristics and definition of the balanced scorecard, the balanced perspectives as well as the cause and effect relationship are being analyzed. Chapter four is about the application of the four already described perspectives to sales organization and the corresponding chances and risks for the sales organization by implementing the balanced scorecard. Finally, the results of this assignment are summarized; especially whether the set objectives are reached as well as critical comments about the assignment is given in the last chapter.