



## Customer Profitability Analysis - Today

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By Eileen Schäfer

Diplom.De Jul 1999, 1999. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Diploma Thesis from the year 1996 in the subject Business economics - Controlling, grade: 1,4, University of Portsmouth (Unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Traditional management accounting systems are limited in their ability to provide profitability information relevant to management decisions. The problems of inadequate profitability measurement are intensified by the increasing competition in today's international market and the customer sophistication in locating low-cost providers. In response a number of manufacturers and service companies are experimenting with new methods to analyse their profits. The collection and analysis of information on the customer profitability analysis enables management to identify their most attractive customer groups and support them with their scarce resources, turning loss-making accounts into profitable ones. The project investigates both the theoretical approach of customer profitability analysis and its usage in practice, today. Relevant data was collected by means of a survey and three case studies. The survey provided information about the extent of knowledge of members of organisations about customer profitability analysis and the use of it in the decision making process. The interviews added deeper...



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