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Nota di contenuto	Part 1. Controlling vs. Management Accounting - How German and Anglo-American understanding differs -- Chapter 1. Understanding the Benefits of German Controlling and Management Accounting -- Chapter 2. Cost-accounting systems in Germany and the USA – A cross-national comparison and empirical evidence -- Part 2. Something new on the Agenda - Challenges and Trends Controllers have to cope with -- Chapter 3. Current challenges for consumer goods and retail companies and their implications for controlling -- Chapter 4. Digitization of Corporate Performance Management - Revolution or Evolution? -- Part 3. How to approach performance management - best practice concepts -- Chapter 5. Approaches for Steering Multi-Channel Retail Companies -- Chapter 6. Managing Retail and Wholesale

Business by Performance Indicators -- Chapter 7. Enable data driven management information at REWE Group through a value adding integrated Management Data Warehouse -- Part 4. Digital Performance Management - new opportunities to boost efficiency -- Chapter 8. The Digital Strategy - The Guide to Systematic Digitization of the Company -- Chapter 9. SAP S/4HANA - Performance Management in real-time? -- Chapter 10. How to use Robotics within Finance Functions? -- Chapter 11. Big Bang based Decision Automation -- Chapter 12. Performance Management of the Digital Pure Play Zalando -- Part 5. Planning, Forecasting and Management Reporting - suggestions for doing it the smarter way -- Chapter 13. Planning in retail companies - lean, robust, flexible -- Chapter 14. Shorter Planning, better Management -- Chapter 15. Planning 2.0 at REWE Group – Identifying Potential for Efficiency and Optimizing Planning Processes -- Chapter 16. Enhanced Sales Management - Using Digital Forecasting -- Chapter 17. KPI System for PENNY Discount International -- Part 6. Functional Controlling - business specific value proposition -- Chapter 18. A 360° -Portfolio Strategy in the Consumer Goods Industry -- Chapter 19. Risk Management in Retail and the Consumer Goods Industry -- Chapter 20. Corporate Controlling 2020 - Trends and Challenges -- Chapter 21. Revision of Financial Performance Management Systems in the Swarovski Group -- Chapter 22. Marketing and Controlling as Business Partners in the FMCG Industry -- Chapter 23. Holistic Management Accounting of Brand Performance in the Consumer Goods Industry -- Chapter 24. Basket Analysis in Practice: Mathematical Models and Applications in Offline Retail -- Chapter 25. Sales Performance Management -- Chapter 26. Digitized Performance Management along the Supply Chain -- Chapter 27. Opportunities for Supply Chain Processes by SAP S/4HANA.

Sommario/riassunto

This book offers essential insights into various management concepts for retail and consumer packaged goods companies. Addressing a range of topics in the field of performance management, it presents concepts for management control, management reporting, planning & forecasting, as well as digitization-related aspects. The contributing authors share valuable lessons learned from real-world consulting projects and present innovative approaches to successful and effective management control at retail and consumer packaged goods companies.
