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Accounting Market Research Reports

Accountants, and the accounting functions, are the backbone of a business. This department is responsible for the recording, reporting and analyzing financial transactions within a business or corporation so it's imperative that information be recorded properly. Generally in large businesses this function is broken out into receivables and payables and has a team of individuals associated with each.

A company's accounting process allows business management to see the overall businesses performance and gauge things such as profit, loss and spending. Accounting practices generally follow set rules so companies can clearly see how their money is being processed – what's coming in as well as what is going out. Accounting includes items such as recording transactions (debits and credits), maintaining financial records and keeping track of information for internal audits.

Through the accounting process, businesses can see their profit or loss as well their assets and liabilities. Due to the structure in how this information is kept, businesses can create reports and statements that are shared with internal resources as well as shareholders. Having this information readily available keeps the business prepared for unexpected events as well as opportunities.

Whether your company is looking for an accounting firm to help with this process or if you are looking for the latest software to help your business manage this process, MarketResearch.com has the resources you need to succeed.

Finance Market Research Reports

So, we know that the finance industry deals with money and how it is managed, in a huge variety of senses. There is a huge deal of stake therefore, across the industry, and so research is a massive part of what any financial services provider will do. Market research allows for insights into products and trends, which in turn offers a projection on opportunities for sales and the best way to implement financial strategy.

As such, Market Research is invaluable to any financial services provider. Nothing would go through without the data to back up any decisions made, effective forecasting and analysis of any part of the organisation that needs changing. In fact, anything from marketing to internal audit is put under scrutiny by the researchers at any given firm – it's an integral part of everything financial.

Research allows the investment in the most upcoming and fastest moving companies in the world, allowing for the maximisation of profit within the industry, as well as showcasing the innovative nature that drives investment. In exactly the same way, market research allows the firms to understand the customers that they are serving – their wants, their needs and how they are changing – in order that they can respond to these changes effectively.

Here are some of the commonly researched markets by top Financial Services providers

- Current and savings accounts
- Pensions
- Insurance
- Financial advice
- Personal loans
- Mortgages
- Investments
- Property
- Credit cards
- Business banking

Research is at the height of the industry and keeps it moving forward in a business sense whilst remaining in touch with the customers that the firms represent. Without it, everything would fall apart. So, the next time someone tries to tell you to do your research, think of it as practice – if it's good enough for the biggest industry in the world, it's good enough for you.

Relationship between Accounting & Marketing

The accounting department of a business monitors the financial condition of a company based on financial statements that are compiled on a regular basis. The

marketing department is responsible for managing and developing the sales of a business. The accounting department must work closely with the marketing department to monitor trends in the business as well as manage the efficiency of sales promotions initiated by the marketing company. For example, a marketing campaign might be successful in terms of gross sales, but the accounting department might determine that the cost of the campaign was too high.

Accounting Department and Financial Statements

All businesses must keep some form of accounting system to monitor the financial results of a business. The financial statements help management gauge the profitability of a business within a given period. The accounting department is responsible for the preparation and analysis of the financial statements. They can monitor sales trends and expense trends in the business that can provide management with the information it needs to make plans for expansion or cost reductions. Some of the most important expenditures a business can make are in the areas of marketing and advertising. A business must be able to market its goods and services; however they must also be able to manage the cost of the marketing and advertising efforts.

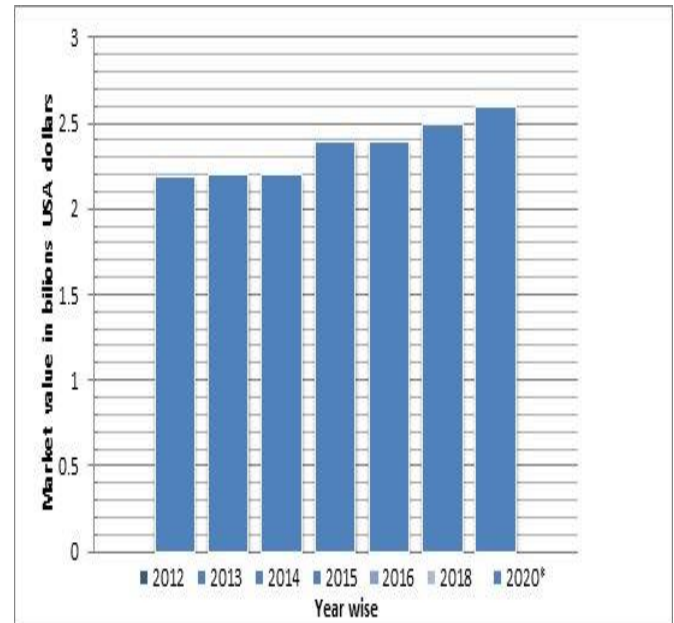
Marketing Reports

The marketing department of a company sets up programs to increase sales via advertising and sales promotions. These can include direct advertising programs such as radio and television campaigns to indirect programs that include involvement in community and public organizations. The marketing department prepares a variety of reports designed to assist management in processes of determining sales strategies that work. Reports might include gross sales per campaign or even customer hits on a website advertisement. Marketing is always looking for the best way to promote a business within the confines of the company budget.

Ratio Analysis

Management is always looking at the relationship between sales and costs. These are called ratios. For example, a typical ratio is the gross-expense ratio. This measures the gross expenses of a company with the gross sales. For example, if the gross monthly expenses in a period are \$100,000 and the gross income is \$200,000, the gross expense ratio is 50 percent (\$100,000 divided

by \$200,000.) The gross expense ratio can be further broken down into expenses related to important departments in the company, such as marketing. Accounting and marketing should work closely to monitor the ratios of advertising and marketing expenses to gross sales. For example, if marketing expenses are increased in a period, but sales remain constant, management may decide that the marketing expenses were inefficient. This is called ratio analysis.



Considerations

Marketing and accounting must work closely so that management can see where the marketing campaigns are successful. Another reason marketing and accounting work closely together is to prepare budgets for future expenditures in the fields of marketing and advertising. By looking at past financial results, management can budget future expenditures for the marketing campaigns. It's then the accounting department's role to measure the marketing department's adherence to budget limits and also the efficiency of the budgets that have been utilized.

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