

Modern principles of business ethics assignment

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The two objectives of Arterial AC are to generate a profit and to grow at a challenging and manageable rate. The mission of Arterial AC is to provide fast and reliable services in auditing and consulting to small and medium businesses (SMB), individuals, and other organizations. The keys to success for Arterial AC are: visibility to generate new business leads, networking with other professionals, responsiveness, and quality. The initial primary service offered will be auditing, although specialized fields will be considered in future growth.

The overall objective is to focus the activities towards the specialized services (analyses, investigations, startups, etc.) and to become a leader in this niche in the Lucerne area. The company projects growth to be +10% of sales in the next three years. The most important keys to success for Arterial AC are developing visibility to generate new business leads, strong concentration on relationships with clients, and a high level of quality in our services.

The cooperation between Eaten Riffraff-Mementoes and Arterial AC is flexible with the objective to change rapidly if the market demands. The sole proprietorship company “ Candor Arterial dip. Hairsplitterjfeer” was founded on 8 March 1996. In the first 10-month period, the company generated sales of \$50, 000. Arterial AC is established in a separate office from Eaten Riffraff-Mementoes GAG, in Lucerne. Secretary and telephone response is assumed by Eaten Riffraff-Amendments. There are four major classes of competition in the actual fiduciary business in Switzerland.

These include individual proprietors and small fiduciary and accounting offices and medium fiduciary offices with between 6 and 25 employees, these offices are available for general financial and tax consulting. There are also large auditing and consulting companies. These companies have several hundred employees. They tend to operate more in the lucrative consulting business. Banks, Assurances and other financial consultants are also new competitors in this field. Banks are now active in start-up consulting, corporate finance, mergers and acquisitions, and others. Technology is, Of course, very important to the success of Arterial AC.

It is imperative that the company stay up-to-date on technological developments and it will be important to devote a reasonable portion of each year's revenues toward upgrading the equipment and software used in normal operations. Arterial AC will adopt a focused market strategy. Logical segmentation breaks the market down into the following: Individuals, Investors, Small Businesses, Medium Businesses, Large Businesses, and Authorities and Public Organizations. For our further development, we consider Individual persons and Investors plus Small and Medium Businesses to be crucial.

For our business, we do not have main competitors. We have a lot of widely-sized competitors in a vast market of services. This market environment gives ample opportunity for Arterial AC to create and expand a niche in the chosen market fields. Finally, worth noting is the growth trend for the general market, estimated between 5% and 10%, annually. There are three different major opportunities (needs) in the fiduciary business over the next years: *

Bookkeeping and other services related to the operative financial

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management (payroll, cost-accounting, accounting for pension funds, etc. . * Consulting and special mandates such as financial planning, business evaluation, merger and acquisition valuation, special audits, etc. * Legal Auditing (inch. AS and other standards) as an independent and responsible institution. In addition, the company sees three primary market trends which seem to be most important in our business. * Rapid growth in the complexity of business that requires rapid adaptation in the strategy and structures of companies. * More litigation due to higher percentages Of unsuccessful ventures. * The growth of outsourced financial consulting.

All of this provides continuing opportunities for a dynamic company such as Arterial AC. We believe our business is in a grand change. The competitors must be generalists and specialists at the same time. For small and medium fiduciary businesses, a focus of one primary segment of business is necessary. For example, if the “ core” business is accounting, the other fiduciary businesses like tax, auditing, consulting must be reduced to a general level. In the core business, the company must be current with the services, while having the capacity to innovate (like new accounting services related to the Internet).

Arterial Sac’s competitive edge is in the well- established reputation of Candor Arterial who has been in the consulting business for over a decade, and the company’s ability to focus in this niche market. The company’s sales strategy will be based on building long-term customer relationships, which will result in repeat sales. The company estimates that revenues will be approximately \$232, 000 by Year 3, yielding profits. The company will manage its assets and create profits with no debt financing. It does not

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anticipate any cash flow problems. Candor Arterial, the majority owner of Arterial AC, will assume strategic management functions.

Brigit Arterial will be in charge of market research and customer support.

Since no major increases in personnel are expected in the next three years,

Mr.. Arterial will retain his managerial functions throughout these years. 1. 1

Mission Arterial ACS mission is simple and straightforward: Purpose – Arterial AC exists to provide complete, reliable and high quality services to SMB,

individuals, layovers, and authorities. Services must give solutions and ruse

Its! * Vision – By providing innovative services, Arterial AC generates a name

in Lucerne and the surrounding area. . 2 Keys to Success The keys to success

for Arterial AC are: * Developing visibility to generate new business leads. *

Relationships with clients (developing loyal, respectful, and intensive contact with both clients and potential clients). * Marketing/strategy and networking

with other professionals. * Collaboration with Eaten Riffraff- Mementoes GAG

for generally fiduciary services and IT services. Responsiveness to clients

(fast response time for special problems). Quality (especially in reporting

information). * Excellence in fulfilling the promise. Openness: languages and

willpower for creating interregional and international contacts. 1. 3

Objectives The objectives Of Arterial Auditing & Consulting are: 1 . The

overall objective is to focus the activities towards the specialized this niche

in the Lucerne area. 2. Cash flow – To generate sufficient cash flow to finance

future growth and development, and to provide the resources added to

achieve the other objectives of the company and its owners. 3. Growth – To

expand the business at a rate that is both challenging and manageable,

serving the market with innovation and adaptability. Growth projected at

10% of sales in the next three years.) Company Summary Arterial AC will be an ongoing company from the sole proprietorship company Candor Arterial dip. Hairsplitterjfeare with the following characteristics: * The goal will be to continue the activities on a larger personal and organizational basis, still with no debt financing. * Arterial AC will assume operations Of one Of the Eaten Riffraff-Amendments Gags visions. * Between the owners Of Oaten Riffraff-Mementoes and Arterial AC there will be a 25% cross-participation. The cooperation between Eaten Riffraff-Mementoes and Arterial AC is flexible- with the objective to change rapidly if the market demands. 2. 2 Company Ownership Arterial Auditing & Consulting GAG will be incorporated in the city of Lagos, Nigeria by Candor Arterial, who will be the majority owner. Twenty-five percent of the company will be owned by Eaten Riffraff-Mementoes GAG, the parent company. 2. 3 Company Locations and Facilities Arterial AC is established in a separate office from Oaten Riffraff- Mementoes GAG, in Lucerne. Secretary and telephone response is assumed by Eaten Riffraff-Mementoes.

In the same building on the first level, is established TAT Zeitgeist (sale and consulting of SMB software sage-KHZ). The structure is well established and satisfies the needs of both Eaten Riffraff-Mementoes and Arterial AC. 30th companies intend to optimize the office location in the future. Services Arterial AC will be the number one company in the Lucerne area for specialized and investigative services in the modern business environment. Arterial AC also offers both classic, auditing, and general consulting arrives. * Arterial AC will offer three main services – Auditing Consulting, and Investigation. There appear to be four main classes of competition, as

indicated under section 3. 2. * Fulfillment of services will be provided in the future by Candor Arterial and other equally qualified professionals. * It's important to be current with the classic and special business software.

Detailed descriptions of these points are found in the sections below. 3. 1 Service Description Arterial Auditing ; Consulting GAG offers three main services: 1. Auditing – Financial data must be checked and confirmed, we consider this aroma, as a service related to auditing.

Most of these services are legal audits in the sense of Swiss company law. A Legal Audit is the most comprehensive assessment of the presentation of financial data. By contrast, a Review is generally prepared for the assurance Of the management and as a minimum requirement of financial institutions for the propose of extending credit. Finally an Analysis is limited on the plausibility and the ratios. An Analysis is normally based on audited or reviewed financial statements. An essential part of all audit activities is understanding the business environment in which a company operates and to evaluate the risks Of financial losses.

In fact it's necessary to check past financial statements, but the key for a modern audit is to have time to move from an accounting approach to a planning approach—from present to future. 2. Consulting – Includes business planning, business evaluation, merger and acquisition, start-up planning restructuring, and business-succession planning, etc. 3. Investigation – Our auditing and business expertise provides us with the ability to perform analysis, specialized audits, and valuation of businesses in business disputes, fraud, or other cases of incertitude and disputes. . 2 Competitive Comparison There seems to be four major classes of competition in the actual fiduciary <https://assignbuster.com/modern-principles-of-business-ethics-assignment/>

business in Switzerland: 1. Individual proprietors and small fiduciary and accounting offices. The primary business of these competitors is accounting and tax compliance (for individuals and companies). These offices normally employ between 1 and 5 people. These offices deal in a large spectrum on a general level, but without specialization. These offices are often members of the SST. 2. Medium fiduciary offices with between 6 and 25 or more employees.

These offices are also dealing in a large and general spectrum. If there are several partners?? with different formation and specialties?? these offices are available for general financial and tax consulting. These offices are member of the SST Orlando the TX. 3. Large auditing and consulting companies. These companies have several hundred employees. They tend to operate more in the lucrative consulting business. Public companies are normally audited by these companies. Large companies are normally not interested in dealing with small and medium business.

All large companies have an international network. 4. Banks, Assurances and other Financial Consultants are new competitors. Financial services are “ in. ” Banks are active in start-up consulting, corporate finance, mergers and acquisitions, and others. 3. 3 Fulfillment The fulfillment of services was provided in the past by the owner himself. The ultimate delivery was the owner’s expertise and problem solving capability, coupled with an open mind and ease of communication. The end result is an established trust with complete customer confidence and satisfaction.

In the future, the clients must also accept the work of other qualified personnel—it is necessary to transfer and expand the established personal goodwill into many goodwill. This will only be possible with qualified and motivated employees. 3. 4 Technology Technology is, of course, very important to the success Of Arterial Auditing game; Consulting. It is imperative that the company stay up-to-date on the technological developments in the classic business software like MS-Office, etc. As well as in the special software and tools for auditing, financial planning, business planning, etc.

In addition, it will be important to devote a reasonable portion Of each years revenues toward upgrading the equipment and software used by Arterial AC in its normal operations. Market Analysis Summary Arterial Auditing ; Consulting GAG will adopt a focused market strategy. * Logical segmentation breaks the market down into the following: Individuals, Investors, Small Businesses, Medium Businesses, Large Businesses, and Authorities and Public Organizations. Descriptions are provided below. * The largest and most logical target markets for Arterial AC at the present are small and medium businesses.

Bookkeeping and other services related to the operative financial management (payroll, cost-accounting, accounting for pension funds, etc.).
2. Consulting and special mandates. * Financial-planning * Business-planning * Business-Evaluation * Merger game; Acquisition * Startup-Planning * Restructuring * Business Succession-planning Coaching in Financial-Managing * Recovery * Special Audits, Reviews * Analyses * Investigation,

Forensic Services * Other 3. Legal Auditing (inch. AS and other standards) as an independent and responsible institution.

The competitors must be generalists and specialists at the same time. For small and medium fiduciary businesses, a focus of one primary segment of business is necessary. For example, if the “ core” business is accounting, the other fiduciary businesses like tax, auditing consulting must be reduced to a general level. In the core business, the company must be current with the services, while having the capacity to innovate (like new accounting services related to the Internet). For our equines, we do not have main competitors: We have many competitors in diversified services.

More important than the competitors, is the need to get established in the right market and to develop this market with a strong and flexible strategy.

4. 3. 1 Competition and Buying Patterns Competition in the general field Of business consulting in the Lucerne area is quite intense. Although numerous established companies offer a variety of services to different customer segments, Arterial Add ting ; Consulting GAG considers competition in our focus market niche of small and medium businesses to be modest.