



Management Accounting at J Sainsbury plc (Aus der Reihe: e-fellows.net stipendiaten-wissen)

Jonas Augustin

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Seminar paper from the year 2008 in the subject Business economics - Controlling, grade: 1,3, Lancaster University, language: English, abstract: J Sainsbury's plc currently faces tough competition and a clear economic decline. It is therefore essential for the company to review its main internal activities and identify areas of possible savings. This report is designed to analyse management accounting and its importance for J Sainsbury's plc and to propose priorities for spending on management accounting in the context of the current market situation and the company's three-year targets of the 'from recovery to growth' plan. Firstly, we will compare management accounting and financial accounting and then briefly outline the merits and disadvantages of management accounting to J Sainsbury plc. With this theoretical background, the report identifies three major areas of management accounting for prioritisation based on a fundamental analysis of J Sainsbury's main activities and goals.

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