Public Relations Agency Lines World Report

Description: PUBLIC RELATIONS AGENCY LINES GLOBAL REPORT


Whereas the main database for Public Relations Agency Lines covers over 200 countries, this PDF edition usually covers 100 significant countries, including:

Algeria, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Cambodia, Canada, Chile, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Ecuador, Egypt, El Salvador, Estonia, Finland, France, French Guiana, Georgia, Germany, Ghana, Greece, Guyana, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Kazakhstan, Kenya, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Lithuania, Luxembourg, Malawi, Malaysia, Mexico, Morocco, New Zealand, Nicaragua, Nigeria, Norway, Pakistan, Panama, Paraguay, Peru, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia and Montenegro, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Suriname, Sweden, Switzerland, Taiwan, Tanzania, Thailand, The Netherlands, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia.

In addition to data on individual countries, this report also contains a World Total, and 9 Regional Totals: Canada and the USA, Central America, South America, Europe, Eurasia, Middle East, Africa, Asia, and Oceania.


PUBLIC RELATIONS AGENCY LINES

1. Public relations agencies Product Lines
2. Market research and public opinion polling services
3. Market research services
4. Public opinion polling services
5. Advertising agency serv - providing any comb of advertising serv such as creative & production serv/media planning & buying/research/marketing/& promotion serv - along w/ placing advertising w/ media
6. Advertising creative services
7. Public relations services
8. Public relations services: Full public relations services
9. Public relations services: Media relations services
10. Public relations services: Crisis management services
11. Public relations services: Lobbying services
12. Public relations services: Event management services
13. Public relations services: Development/fundraising services
14. Media planning and/or buying services
15. Direct mail advertising services
16. Direct mail advertising services: Full direct mail services
17. Direct mail advertising services: Concept development for a direct mail advertising campaign services
18. Direct mail advertising services: Mailing list support services
19. Direct mail advertising services: Print services for direct mail advertising materials
20. Sales promotion services
21. Direct marketing services
22. Signs, custom fabrication, include banners, a-frame, neon, outdoor, etc..
23. Media monitoring and analysis services
24. Coordination of production and delivery of premiums (advertising specialties)
25. Other services related to advertising
26. Media representation services
27. Media representation services: Sale of advertising space in print media
28. Media representation services: Sale of advertising time on television
29. Media representation services: Sale of advertising time on radio
30. Media representation services: Sale of advertising space in media other than print, television, or radio
31. Merchandise sales
32. Sales of merchandise, not specified by type
33. All other receipts
34. All other operating receipts

This report is from a Market database which is designed to be compatible with U.S. government databases.

NAICS / SIC coded reports and databases

For NAICS / SIC coded reports and databases, the report structures, datasets, field names, et al, are an analogue of U.S. Department of Commerce databases, and the U.S. Census databases, are designed to provide an analogue of U.S. Census data, but in a worldwide context. The products are described under their NAICS or SIC coding. This coding system classifies products within Product Codes.

For a full explanation of the NAICS coding system see: http://www.census.gov/eos/www/naics/

These product / revenue lines codes are of course determined by the U.S. Government agencies.

FINANCIAL DATA for each Country for each balance sheet item by year 2009-2024:

BALANCE SHEET ITEMS:
1. Total Sales
2. Pre-tax Profit
3. Interest Paid
4. Non-trading Income
5. Operating Profit
6. Depreciation: Structures
7. Depreciation: Plant and Equipment
8. Depreciation: Miscellaneous Items
9. Total Depreciation
10. Trading Profit
11. Intangible Assets
12. Intermediate Assets
13. Fixed Assets: Structures
14. Fixed Assets: Plant and Equipment
15. Fixed Assets: Miscellaneous Items
16. Fixed Assets
17. Capital Expenditure on Structures
18. Capital Expenditure on Plant and Equipment
19. Capital Expenditure on Vehicles
20. Capital Expenditure on Data Processing Equipment
21. Capital Expenditure on Miscellaneous Items
22. Total Capital Expenditure
23. Retirements: Structures
24. Retirements: Plant and Equipment
25. Retirements: Miscellaneous Items
26. Total Retirements
27. Total Fixed Assets
28. Finished Product Stocks
29. Materials as Stocks
30. Total Stocks / Inventory
31. Debtors
32. Miscellaneous Current Assets
33. Total Current Assets
34. Total Assets
35. Creditors
36. Short Term Loans
37. Miscellaneous Current Liabilities
38. Total Current Liabilities
39. Net Assets / Capital Employed
40. Shareholders’ Funds
41. Long Term Loans  
42. Miscellaneous Long Term Liabilities  
43. Total Employees  
44. Raw Materials Cost  
45. Finished Materials Cost  
46. Fuel Cost  
47. Electricity Cost  
48. Total Input Supplies / Materials and Energy Costs  
49. Payroll Costs  
50. Wages  
51. Directors’ Remunerations  
52. Employee Benefits  
53. Employee Commissions  
54. Total Employees Remunerations  
55. Sub-Contractors  
56. Rental & Leasing: Structures  
57. Rental & Leasing: Plant and Equipment  
58. Total Rental & Leasing Costs  
59. Maintenance: Structures  
60. Maintenance: Plant and Equipment  
61. Total Maintenance Costs  
62. Services Purchased  
63. Communications Costs  
64. Miscellaneous Expenses  
65. Sales Personnel Variable & Commission Costs  
66. Sales Expenses and Costs  
67. Sales Materials Costs  
68. Total Sales Costs  
69. Distribution Fixed Costs  
70. Distribution Variable Costs  
71. Warehousing Fixed Costs  
72. Warehousing Variable Costs  
73. Physical Handling Fixed Costs  
74. Physical Handling Variable Costs  
75. Physical Process Fixed Costs  
76. Physical Process Variable Costs  
77. Total Distribution and Handling Costs  
78. Mailing & Correspondence Costs  
79. Media Advertising Costs  
80. Advertising Materials & Print Costs  
81. POS & Display Costs  
82. Exhibition & Events Costs  
83. Total Advertising Costs  
84. Product Returns & Rejection Costs  
85. Product Service & Maintenance Costs  
86. Customer Problem Solving & Customer Complaint Costs  
87. Total After-Sales Costs  
88. Total Marketing Costs  
89. New Technology Expenditure  
90. New Production Technology Expenditure  
91. Total Research and Development Expenditure  
92. Total Operational & Process Costs  
93. Debtors within Agreed Terms  
94. Debtors outside Agreed Terms  
95. Un-recoverable Debts  

INDUSTRY DATA for each Country for each Norm by period (Previous / Current / Forecast):  
INDEX:  
1. Supplier or Producer Market Level Prices  
2. Distribution Channel Market Level Prices  
3. Retail or Added Value Market Level Prices  
4. User or Consumer Market Level Prices  
5. Discounted & Promotional Market Level Prices
6. Plant & Equipment Average Annual Investment
7. Product Prices Market Average
8. New Product Introductions
9. Relative output of Products of a Superior Quality
10. Index of Comparative Salesforce and Selling Expenditure
11. Index of Comparative Advertising Expenditure
12. Index of Comparative General Promotional Expenditure
13. Product Adoption Rates
14. Product Sales Conversion Rates
15. Average Annual Sales Growth Rate
16. Capacity Utilization as a measure of Standard Capacity
17. Standardized Products & Services Index
18. Relative Employee Compensation Index
19. Instable Market Share as an Index of Total Market Share
20. Relative Forward Integration Index
21. Plant and Equipment Investment greater than Depreciation
22. Plant and Equipment Investment Equal to Depreciation
23. Plant and Equipment Investment Less than Depreciation
24. Plant and Equipment Investment - Unallocated
25. Plant and Equipment in Use within the range 0-3 years
26. Plant and Equipment in Use within the range 3-6 years
27. Plant and Equipment in Use within the range 6-9 years
28. Plant and Equipment in Use over years 9 old / Unallocated
29. Supplier Concentration = 8 Largest
30. Supplier Concentration = 20 Largest
31. Supplier Concentration = 50 Largest
32. Supplier Concentration = Unspecified / Unallocated
33. Immediate Wholesale & Retail Customers
34. Immediate OEM or Added Value Customers
35. Immediate User or Consumer Customers
36. Immediate Non-Specific Customers / Unallocated
37. Enterprises within the Range 1-19 Employees
38. Enterprises within the Range 20-99 Employees
39. Enterprises within the Range 100+ Employees
40. Enterprises within Unspecified Employee Ranges
41. Buyer Age Profile in the range 0-19 Years
42. Buyer Age Profile in the range 20-24 Years
43. Buyer Age Profile in the range 25-34 Years
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48. Buyer Profile in the AB Social Group
49. Buyer Profile in the C1 Social Group
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55. User Age Profile in the range 35-44 Years
56. User Age Profile in the range 45-54 Years
57. User Age Profile in the range 55-64 Years
58. User Age Profile in the range 65+ Years
59. User Profile in the AB Social Group
60. User Profile in the C1 Social Group
61. User Profile in the C2 Social Group
62. User Profile in the DE / Unallocated Social Group

35 Products covered for over 100 Countries: 898 pages.
This database is updated monthly. An Upgrade to a full database edition is available.

Please E-mail our customer service team for more details.
This PDF Express report is a summary of the main database which contains 9621 spreadsheets and 9645
database tables. In fact the data in this Summary PDF is derived from only 300 of the 9621 datasets, and less than 10% of the data in the selected spreadsheets. For example, the main database provides market data from 1997 to 2016 and 2017 to 2044, however simply by adding the missing years would increase the number of pages fourfold – and make this PDF unmanageable.

After reading this report, if readers find that they need more data than contained in this PDF then there is a simple Upgrade process to purchase the full database edition. In addition there is a Coupon in the PDF report which clients can use to get a reduction on the price of the full database edition.

UPGRADE:

To upgrade to the full Database Edition you can use the coupon to get the upgrade edition you need at a reduced cost.

PUBLIC RELATIONS AGENCY LINES WORLD REPORT DATABASE EDITION

The Market for Public Relations Agency Lines in each country by Products & Services.

The Public Relations Agency Lines World Report covers:


PRODUCTS & MARKETS COVERED: As above

59 MARKET RESEARCH CHAPTERS:

SPREADSHEET CHAPTERS:


NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied
online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modelling.

35 Products covered for over 200 Countries: 2008 pages, 9621 spreadsheets, 9645 database tables, 555 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This database is also available as 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries).

This database is also available as reports for individual countries, and also reports on Cities and Towns within particular countries.

### Contents:

**PUBLIC RELATIONS AGENCY LINES GLOBAL REPORT**

The Market for Public Relations Agency Lines in each country by Products & Services.

The Public Relations Agency Lines World Report covers:

#### TIME SERIES:

- **Historic**: 2009-2015 - by each year.  
- **Forecasts**: 2016-2024 - by each year.

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