

Показатели, используемые для рейтинговой оценки деятельности предприятий



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- *Рейтинг* – это метод сравнительной оценки деятельности нескольких предприятий.
- *Основа рейтинга* – обобщенная характеристика по определенному признаку (признакам), позволяющая выстраивать (группировать) предприятия в определенной последовательности по степени убывания или возрастания данного признака.



КРИТЕРИИ КЛАССИФИКАЦИИ

**Отдельные стороны
деятельности
предприятий**

**Деятельность
предприятия в целом**

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**надеж
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**имид
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други
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МЕТОДЫ СОСТАВЛЕНИЯ РЕЙТИНГОВ

ЭКСПЕРТНЫЙ

- основан на опыте и квалификации специалистов-экспертов, использующих доступную информацию и выполняющих по собственным методикам анализ как количественных, так и качественных параметров

АНАЛИТИЧЕСКИЙ

- базируется исключительно на основе официальной финансовой отчетности предприятия и анализе только количественных показателей

ЭТАПЫ ПОСТРОЕНИЯ РЕЙТИНГОВ

отсев предприятий через «фильтры»



расчет используемых в методике
коэффициентов



определение итогового балла рейтинга

ЖУРНАЛ «FORTUNE»

- впервые опубликовавший список 500 крупнейших предприятий американской промышленности в 1955 г.
- С 1956 г. стал публиковать рейтинг компаний сферы обслуживания. Отдельными разделами в нем фигурировали финансы, страхование, транспорт, торговля, коммунальное хозяйство.
- Для ранжирования компаний использовались различные критерии: для промышленности — объем продаж, для торговли — оборот, для финансовых компаний — активы.
- С 1996 г., когда Fortune стал ранжировать все компании по объему продаж



ЖУРНАЛ «FORBES»

- американский финансово-экономический журнал, одно из наиболее авторитетных и известных экономических печатных изданий в мире, основанный в 1917г.
- в качестве основного критерия ранжирования положения используется не уровень показателей, а их динамика.
- компании ранжируются по каждому из показателей, а общий рейтинг фирмы складывается как сумма рангов.



ГАЗЕТА «Financial Times»

- составляет список 500 крупнейших европейских, 100 американских и 100 японских компаний
- использует в качестве критерия показатель капитализации.
- показатель объема продаж также учитывается, но носит подчиненный характер, так как он неприменим для банков.

FINANCIAL TIMES

TUESDAY 7 MARCH 2018 WORLD BUSINESS NEWSPAPER

Meet the Wimps
The band of countries with no monetary power — **HOUSTON, PAGE 12**

Craft v Kraft
How big US food companies are losing ground to organic upstarts — **BO, PAGE 11**

Janan Ganesh
Has Osborne's tenure changed the country? — **PA, PAGE 11**

Putin returns from mystery absence



Russian president Vladimir Putin makes his first public appearance in 10 days, breaking off rumors that he has been hospitalized since the 19 March helicopter crash. Putin has taken part in an unannounced meeting for the security services and a cabinet meeting on the 10th.

It is reported by those in Kremlin circles that Putin flew with his personal pilot to a private residence in the mountains of the Altai Republic. Adding his absence, Mr Putin said: "I will be back in 10-12 days. We hope to be able to return to the country in the next few days, with our usual schedule."

Briefing

- **IMB chief says no to IMF conditions** A 100-member committee of international business leaders, including the International Chamber of Commerce, has rejected the IMF's conditions for a \$100-billion loan to the Greek government. The committee says the IMF's conditions are too restrictive and would harm the Greek economy. — **PARIS, PAGE 10**
- **Notaries also refuse to fulfil IMF conditions** The IMF's conditions for a \$100-billion loan to the Greek government have also been rejected by notaries. The notaries say the conditions are too restrictive and would harm the Greek economy. — **PARIS, PAGE 10**
- **New York's chief on art market** The art market in New York is "a very healthy market," says the chief of the New York State Office of General Services. He says the market is "a very healthy market" and "a very healthy market." — **NEW YORK, PAGE 10**
- **Korean stocks hit 10-year high** Korean stocks hit a 10-year high on the 10th. The Korean stock market is "a very healthy market," says the chief of the Korean Stock Exchange. He says the market is "a very healthy market" and "a very healthy market." — **SEOUL, PAGE 10**
- **Blackstone puts Center Parcs up for sale** Blackstone has put Center Parcs up for sale. The company says it is "a very healthy market" and "a very healthy market." — **BRISTOL, PAGE 10**
- **Carrefour backs Shoppers over two jobs** Carrefour has backed Shoppers over two jobs. The company says it is "a very healthy market" and "a very healthy market." — **PARIS, PAGE 10**
- **Equity plans to raise \$1 billion** Equity plans to raise \$1 billion. The company says it is "a very healthy market" and "a very healthy market." — **NEW YORK, PAGE 10**
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Whitehall warned of dangers in 'radical surgery' to public sector

• NAO chief fears 'optimism bias' stifles debate on risks • Attack comes on eve of Budget

NAO CHIEF'S WARNING
The head of the National Audit Office (NAO) has warned of the dangers of "radical surgery" to the public sector. He says the government is "a very healthy market" and "a very healthy market." — **LONDON, PAGE 10**

The NAO chief, Sir John Giddens, has warned of the dangers of "radical surgery" to the public sector. He says the government is "a very healthy market" and "a very healthy market." — **LONDON, PAGE 10**

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Newspaper of the Year

FINANCIAL TIMES

TUESDAY 7 MARCH 2018 WORLD BUSINESS NEWSPAPER

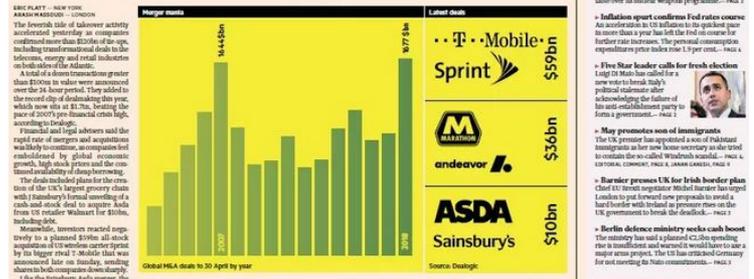
Macron alone
French leader caught between Trump and Tehran — **WORLD, PAGE 4**

Data dump
EU inadvertently turns the tide on privacy — **JOHN THORNHILL, PAGE 9**

Overseas Japanese
Demographics force Japan Inc into global dealmaking — **BIG, PAGE 7**

Bonanza day of deals hits \$120bn as pace of M&A breaks records

• Acquisitions top pre-crisis levels • Telecoms, energy and retail sectors transformed



The bonanza day of deals hits \$120bn as pace of M&A breaks records. The chart shows a significant increase in deals starting around 2014, peaking at \$120 billion in 2017. The deal volume is up 10% on the year, with a record \$120 billion in deals. The deal volume is up 10% on the year, with a record \$120 billion in deals. The deal volume is up 10% on the year, with a record \$120 billion in deals.

Briefing

- **Blackstone pushes to subprime car loans** The world's largest private equity firm has expanded its presence in the subprime car loan market as a result of its efforts to bring North Korea to the negotiating table over its nuclear weapons programme. — **PARIS, PAGE 10**
- **Moan says Trump deserves Nobel Prize** Swedish Nobel Prize laureate Moan says he has said his criticism of Donald Trump is not just for the sake of the Nobel Prize but for the sake of the world. — **OSLO, PAGE 10**
- **Inflation report confirms Fed rates course** The US Federal Reserve's latest report has targeted the Fed's rate hike in the quarter. The Fed's rate hike is "a very healthy market" and "a very healthy market." — **WASHINGTON, PAGE 10**
- **UK's Brexit vote calls for fresh election** The UK's Brexit vote calls for a fresh election. The UK's Brexit vote calls for a fresh election. — **LONDON, PAGE 10**
- **May promises end of immigration** The UK's May government has promised to end immigration. The UK's May government has promised to end immigration. — **LONDON, PAGE 10**
- **Londoner presses UK for fresh border plan** The UK's Londoner has pressed the UK for a fresh border plan. The UK's Londoner has pressed the UK for a fresh border plan. — **LONDON, PAGE 10**
- **Berlin defence ministry seeks cash boost** The Berlin defence ministry has sought a cash boost. The Berlin defence ministry has sought a cash boost. — **BERLIN, PAGE 10**

Datwatch

Taxing wages

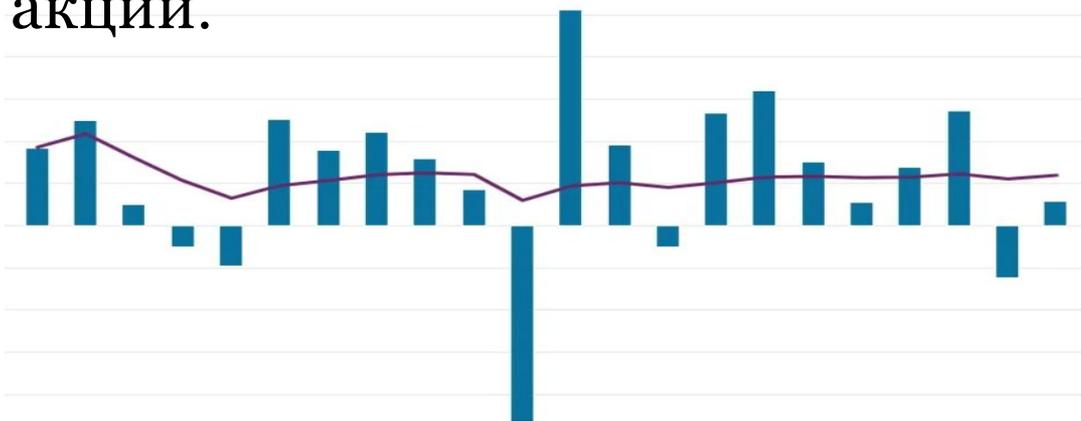
EU's new rules

EU's new rules

EU's new rules

Еженедельник «Business Week»

- использует показатель капитализации для составления рейтинга 1000 крупнейших компаний мира.
- анализируются такие показатели, как объем продаж, прибыль, динамика курса и доходности акций.



Журнал «Industry Week»

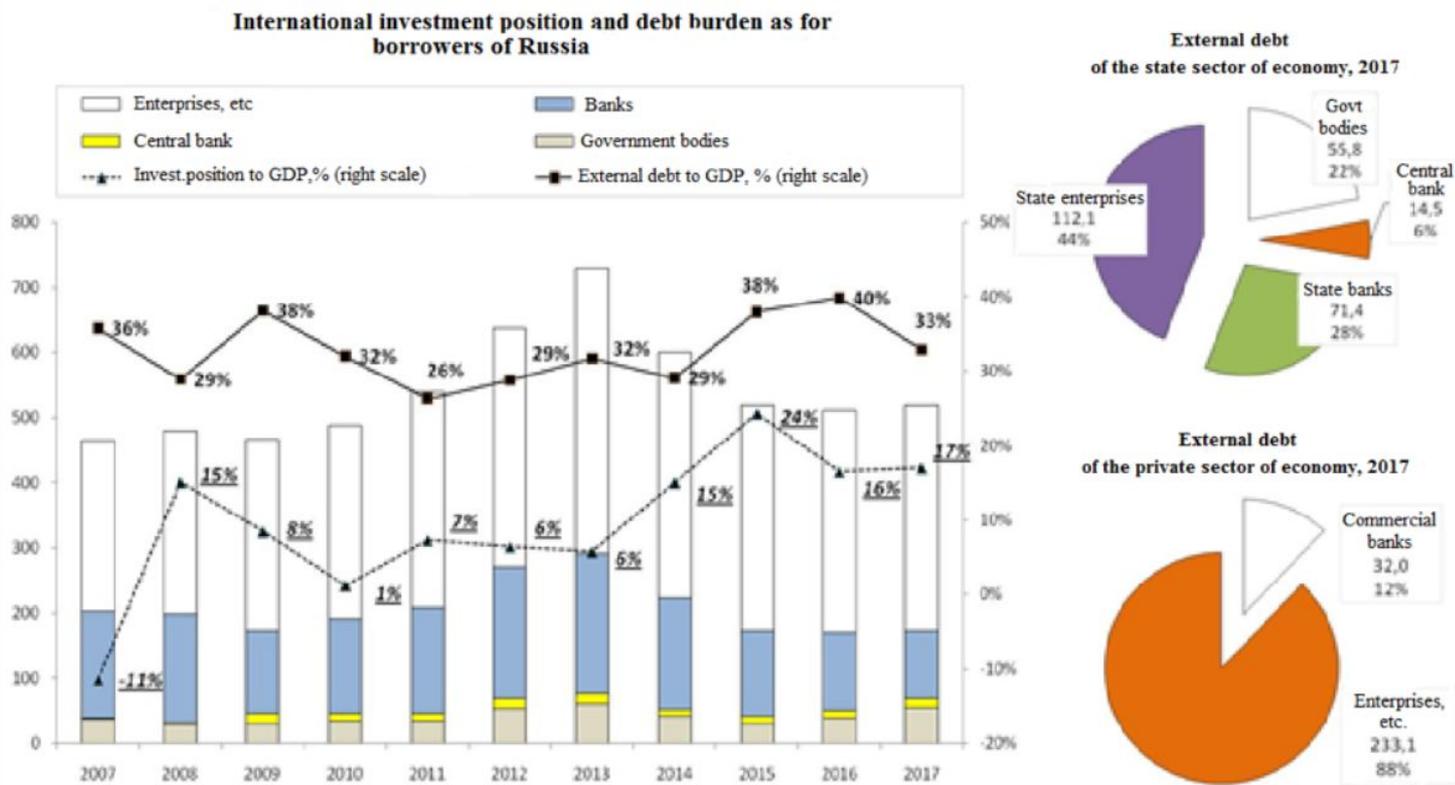
- на основе данных консультационной фирмы «Dun & Bradstreet» и рейтингового агентства «Moody's» с 1995 г. составляет список 1000 крупнейших промышленных компаний мира по объему продаж.



Журнал

«Central European Economic Review»

- публикует рейтинги крупнейших компаний восточноевропейских стран, включая Россию, по объему продаж.



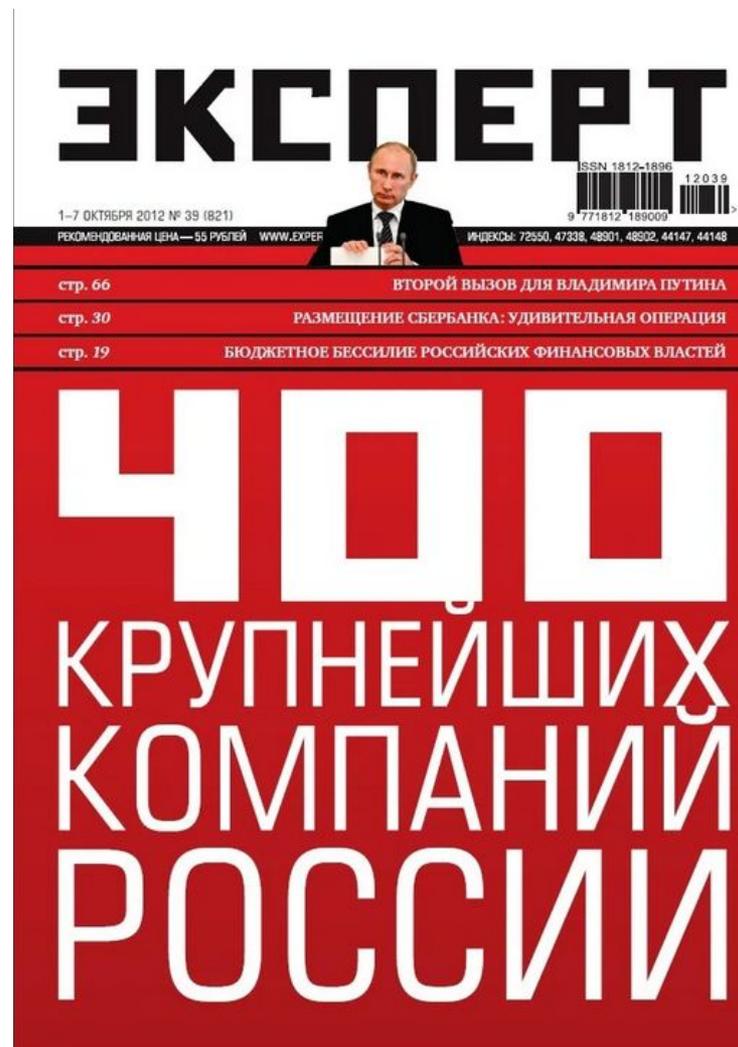
Журнал «Russia Review»

- опубликовал список 100 крупнейших российских компаний по капитализации.



Журнал «Эксперт»

- с 1995 г. публикует рейтинги крупнейших российских компаний: 10 самых крупных компаний по объему продаж, рыночной стоимости, объему прибыли, темпам роста; 200 крупнейших компаний, оцениваемых с помощью системы показателей, с выделением в отдельный рейтинг компаний нефтяной промышленности и электроэнергетики, коммерческих банков, аудиторских и страховых компаний.



**Спасибо
за внимание!**