

## **Company profile**

### **Competence and personal support by Petra Miriam Laske, business economist with a professional focus on accounting, bookkeeping & controlling.**

Tax requirements and ongoing changes to regulations require short-term and efficient reactions. This means to constantly keep you informed about the latest developments and implement them promptly.

Surveys make it clear that '**controlling**' should not be a foreign word even in small and medium-sized companies, but the opposite! There are requirements that do not differ significantly from those of large companies. **So why do not benefit from the relevant know-how or involve outsource resources?!**

In times of high stress and constant changes, entrepreneurs are forced to control and, if necessary, reduce costs to gain advantages. Data communication plays a very important role in operational processes: Company areas must be observed on a network basis and company relevant data should be available to be analysed (at least on a regular basis).



### **Number jungle: Accounting**

Only when you understand what the background of your numbers is, can you use them as a basis for decision-making. This is why my clients' accounting support also includes the comprehensible preparation of the figures obtained.

Depending on the internal requirements, individual numerical overviews or graphical representations are possible or required. There are also regular meetings about operational development and necessary decisions, because the prepared figures are the basis for company and **accounting**.

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Depending on the internal requirements, individual numerical overviews or graphical representations are possible or necessary. There are also regular meetings about operational development and necessary decision, because the prepared figures form the basis for company and banking decisions. - **Among other things, I currently offer comprehensive business advice and support. To bring attention to the ticket of number is the top priority, because I am not the one who makes the decision about NUMBERS and FACTS, but you MUST be able to assign them and UNDERSTAND them!**

### **Hidden resources, effectiveness, cost control**

Having objective data, it is possible that effort and costs can be reduced, and more resources are available to complete tasks with the target of optimizing work processes and business processes in the company.

Restructuring and realignment carried out purely within the department usually lacks to improved objectives: These must be accepted and (processed) individually. Managers and employees are hesitant to change tested processes: protecting the workplace is more important than greater efficiency. Ineffective processes are hardly to be recognized; they stay hidden in the PC or get lost in everyday routine. What is required here is professional competence and authority who knows how to evaluate objectively reproductively data/ numbers and who can assert them professionally even against internal resistances.

All repeatable activities are subject to give pressure to activities for rationalization. Anyone who doesn't respond to this pressure is hardly productive enough and ultimately not competitive. In our modern working world, goals and strategic orientations change at ever shorter intervals. Requirements are constantly increasing, which not only puts a strength on the company management, but also leaves employees overwhelmed in addition to their everyday work and yet something has to be done: The work has to be completed on time and carried out in a qualified way: I am happy to provide you with advice and assistance when it comes on such tasks with qualified accounting skills, need to be performed.

### **My accounting services »**

- » Sort and organize your documents, accounting, post business transactions
- » Invoicing, open items control, dunning, payment transactions
- » Bad debts control, outstanding items assessment
- » Proceed accounting and preparation of annual financial statements and tax return » **HGB & STGB/ cooperation with \*tax-advisors\***
- » Evaluation of your balance sheet, profit and loss statement
- » Comprehensive activities in K L R/ -market and business oriented
- » Business analysis, evaluation and necessary advice



The two main components of accounting are financial accounting and cost control accounting. They are basis of the **company information-system**.

**Corporate accounting** includes all procedures of recording and monitoring the flow of money and services that occur in the company. It is a basis for planning and necessary decisions and informs you at all times about the earnings as well as the assets and financial situation of your company.

**Bookkeeping** records the changes in assets and retained earnings as well as all types of expenses and profit for a specific accounting period. This primarily ensures objectively organized and documented all business transactions. Apart from bookkeeping, cost and performance accounting is more company-related because it reflects all economical processes. All activities in the area cost and profit is carried out in **controlling**.

**Services/ skills at a glance**

- Professional competence to take over your bookkeeping
  - Recording of business cases: basic records, recording of the received documents, cash statements, filing and workflow
  - Posting of ongoing business transactions
  - Proper filing of accounting receipts and documents
  - Review and Preparation of invoices and offers
  - Financial monitoring
  - Check of compliance with your payment deadlines, dates and conditions
  - Timely monitoring of incoming payments, run dunning and processes
  - Highlighting of bad debts. Initiation of appropriate control standards
  - Data formation for external tax accounting
  - Search a **Tax-advisor\*** and implement of a **specific chart of accounts according\* to his requirements**
  - Recording of the annual financial statement figures plus business management-evaluation of key figures
  - Tax relevant accounting support
  - Assistance by accounting, software- and IT-Systems
  - Preparation of payment vouchers if not computerized and income tax returns
  - Preparation, control and perform of bank transfer of wages and salaries
  - Perform correspondence where appropriate
  - Business advice and support
- Activities listed are in line with the provisions of section 6 paragraph 4 StBerG**



*An **appointment** allows you to discuss **your concerns in detail** - and you get a personal impression of my qualifications and competence!*

**Your advantages are**

- Flexible scheduling, cost and time savings
- Technical and professional competences
- Avoid collaboration with tax advisors, responsible tax authorities – etc.
- Business advice. Controlling is carried out more efficiently based on reviewed data
- Reports
- Accurate cost and profit controls
- Ongoing monitoring of payment transactions and financial situation
- Accounting transparency
- Cost savings



**Controlling**

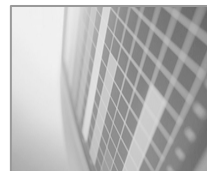
» **Controlling** is a modern, cross-functional, future-oriented concept of corporate management targets, development and processing information. The controller develops special methods to achieve the respective profit goals. The term "controlling" stands for control or regulation. The controller accompanies the management to follow the right PATH (growth, development and profit) and promotes and strengthens **self-control** within the company.

The controller's tasks start at accounting, the so-called heart of the company. All relevant data provided by accounting is evaluated to develop and derive future strategies that include both company and market-oriented perspectives.

Equally important for **controlling activities** is the precise knowledge of market activities, prices and services, sales channels, etc., which are **received from marketing**. The controller therefore works closely together with all areas of the company and links them with each other.

**Services and skills**

- Support of company management, primarily in terms of control
- Answering business questions for preparation business decisions
- Permanent analyzes/ appropriate adjustments of the area's responsibility, legal requirements and economic conditions
- Data interpretation of the company divisions
- Future strategy developments
- Use of controlling instruments: Investment calculation, cash flow, Portfolio, break even, strength and weakness analysis - etc.
- All activities from the scope of cost and performance accounting
- Plan to actual comparisons
- Planning and budgeting
- Reporting
- Key figure determination and assessment
- Activity-based costing
- Use of IT/ SW-tools & support
- Perform statistics
- Planning calculation



*If you only need a **partial area**, I would be happy to make you an appropriate **offer!** - **Please call me first.***

**Your advantages are**

- Corporate transparency and increased profitability
- Profit consolidation
- View of the company areas, preview of operational processes
- Permanent monitoring of company processes
- Flexible actions

- Good market/ competitor knowledge and appropriate reactions, to specific customer needs
- Ongoing control of your costs and capital resources
- Recognize necessary decisions, implement them and take advantage of the opportunities that arise
- Make risks calculable, reduce weaknesses
- Optimize reporting

### **Coaching/ Instruction of decision-makers, clerks, freelancers**

Only a qualified clerk records the ongoing business processes on all aspects and recognizes the effect of measurements before they are implemented.

Only a well-trained person can be integrated into companies shortly. It is quickly integrated based on objectively proved data and facts and quickly understand how to involve company employees professionally.

- A competent person is essential for completing tasks, using modern IT-systems, software and databases, to implement quick and efficient work processes, including in accounting and bookkeeping, as well as for further tasks in sales and marketing, to be able to handle the processes that arise reliably or to align the knowledge of the respective clerks, we are happy to provide you with our know-how. We also support and coach key decision-makers and managers. -

We offer instructions, for the competent handling of accounting and bookkeeping.

» **This is how you are able to trigger processes as required for the Companies future!**

**Petra Miriam L a s k e -  
Accounting, Bookkeeping, Controlling**

**&  
Ursula M. L a s k e  
Marketing-System-Consulting**



**'We can be the guides that get your company in control the profit zone!'**

**As an entrepreneur**, you already have considered: 'Am I doing everything right'? Maybe after thinking about, you'll realize that you have powerful tools available, but don't use them adequately! We support you effectively with our precise accounting and marketing measures and we answer your questions.

We are service providers with corporate accounting also support marketing-projects cooperatively with **Mrs. Ursula M. Laske, Marketing-System-Consulting:**

**[www.laske-marketing.com](http://www.laske-marketing.com)**



The two complement each other optimally to put your customer on the right way (growth, development, profit) to promote services, product offerings and to increase sales in the long term.

A view into accounting figures, provides relevant data, develops future strategies for the client.

By additional application of precise marketing measures, we receive further information, such as knowledge about market activities, new sales channels, demand levels, prices and services, sales and competition analyze and much more. Based on the data obtained and analyzed, we support your company to built strengths, exploit opportunities, make risks calculable and reduce weaknesses.

Our specific business knowledge is applied precisely by specific planning and control instruments.

Therefore, my accounting-activities support you with investment decisions and creation of calculation-methods; create financial and capital requirement plans. **See: [www.laske-controlling.de](http://www.laske-controlling.de)**

### **'A breath of fresh air' in marketing, advertising/ P R and self-assertion!**

**Explanations:** Marketing rules like project process Marketing refer to all activities in the sales area. These include primary the planning, control and processing of companies sales markets. The **marketing-mix** plays a central role. It has a central business function and is not limited to advertising and/ or corporate communication but begins with product planning and continues pricing and distribution of the product. They are four groups of instruments available to implement a **proper marketing: Information instruments, marketing strategies, market policy and marketing organization.**

That affects all areas of the company and not only the **marketing department**, but also, to optimally structure the relationships with customers and other partners.

### **Services and skills**

- Project supports
- Product placements
- Sales support measures
- Market research
- Concept establishment
- Market review &
- Marketing organization
- Use of targeted marketing instruments
- Market analyzes and evaluations
- Advertising control
- Target group observations and analysis
- Creation of sales opportunities, access to new markets
- Press relations



### **Your advantages are**

- Market transparency
- Sales increases
- Proper product placement
- Expansion of offerings and potential
- Greater cost-effectiveness
- Strengthening the competitive position
- Competent public relations
- Marketing efficiency and effectiveness
- Customer-centric mindsets
- Flexible response options
- Sales and profit increases
- Improvement of cost calculations and monitoring
- Control of marketing related functions and processes



Project forecasts can be determined using statistical assessments. Those statistics can be generated online during the respective project phase where the respective project status and efficiency are checked. Essentially information regarding the total duration of the outsourced deployment is possible, so that deployments can be estimated and planned. Structured concepts plus corresponding aids, such as **Lexware 'Financial Office'**, support the effectiveness and processes in the company. Tailor-made strategies are for instance: Market research based on the service catalogue evaluation, competition analyzes with information for sales, advertising/ P R etc., following an optimized post-processing to avoid losses of potential resonance checks.

### **Main advantages**

- » Reduce your costs and gain more liquidity
- » Plan a rising strategy and motivate employees, keep them engaged
- » Appear as the **self-confident pilot** of your company
- » Expand your customer base using effective sales strategies
- » Marketing, advertising measures, public relations

### **Strategic alliances/ cooperation**

As trade fair appearances, promotions or shopping discounts; are difficult to manage or achieve on your own. Join into forces with other entrepreneurs for specific purposes, **regarding »**

- Advertising plus trade fair appearances
- Purchasing of services (using contacts, negotiate price discounts)
- Product construction – join into design marketing
- Answer inquiries and make offers cooperatively
- Collaborative project management



If you decide to join your work, be prepared to subordinate your Companies interests to the mutually agreed goals. **Consider who suitable for the following criteria:**

- For what purpose are you looking at cooperation partners?
- What know-how should your partner have?
- Did your conception complement each other?
- Is the partner company economically safe?
- Is he trustworthy sufficient?
- Is the chemistry between you and the cooperation-partner, okay?

If you have found one or more partners for a strategic alliance, make clear agreements and make best use of experienced consultants, project managers or business coaches like us.

**We would be much obligated to support you. - Ergo:**

1. Define your mutual obligations in a **contract!**
2. Clarify where the proper negotiating partner is.

**» It is generally important that you are setting up a GbR. This means you are responsible for all obligations that you plan as part of the cooperation!**

3. Regarding accounting activities: It's mandatory to work cooperatively with **experienced \*tax advisors regarding legal requisitions. \***

4. **I have experience with tax advisors and cooperate with them and their employees.**



**» And we are Trendsetters** - embrace trends as it is not enough to rely on the experienced and tested. To adverts customer attention, innovative services and skills are required.

**You can refer to our portfolio at:** [www.laske-marketing.com](http://www.laske-marketing.com) 



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