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Agric. Econ. – Czech

H. Šůvová

The assessment of companies for external and internal purposes

Agric. Econ. – Czech, 50 (2004): 105-109

This article presents holistic concepts of companies' assessments intended for two basic groups of users: internal and external. Companies' assessments concentrated only on financial perspective are very single-track and already obsolete and therefore, further perspectives are used to complete companies' assessments. Among

concepts intended for internal assessments, the so-called balanced scorecard approach has developed since late nineties. This concept helps in company' s strategic management. Moreover, there is a concept of EFQM Excellence model introduced at the beginning of nineties for assessing applications for the European Quality Award, but has become widely used for company assessment and management. The third mentioned concept is intended for credit risk assessment is credit rating. The development of methodology of the holistic assessment of Czech farm businesses may be a good tool for different external and internal users.

Keywords:

business assessments, balanced scorecard, EFQM Excellence model, credit rating, scoring, farm businesses

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