

Advertising Agency Revenues Africa Report & Database

<https://marketpublishers.com/r/A39772A400B2DEN.html>

Date: September 2019

Pages: 1922

Price: US\$ 1,650.00 (Single User License)

ID: A39772A400B2DEN

Abstracts

ADVERTISING AGENCY REVENUES AFRICA REPORT + DATABASE

The Advertising Agency Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICA & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users &

Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

45 Products/Markets covered, 1922 pages, 4022 spreadsheets, 3970 database tables, 266 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 54181_L.

Contents

ADVERTISING AGENCY REVENUES AFRICA REPORT + DATABASE

The Market for Advertising Agency Revenues in each country by Products & Services.

This database covers NAICS code: 54181_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Advertising Agency Revenues Africa Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

PRODUCTS & MARKETS COVERED:

ADVERTISING AGENCY REVENUES

1. Advertising agencies Lines
2. Mailing lists, rental or sale
3. Market research & public opinion polling services
4. Market research services
5. Public opinion polling services
6. Advertising agency services (Integrated)
7. Advertising creative services
8. Public relations services
9. Public relations services: Full public relations services
10. Public relations services: Media relations services
11. Public relations services: Crisis management services
12. Public relations services: Lobbying services
13. Public relations services: Event management services
14. Public relations services: Development/fundraising services
15. Media planning &/or buying services
16. Display advertising services
17. Display ad serv: Leased display ad media space, large format
18. Display ad serv: Leased display ad media space, transit
19. Display ad serv:Lse display ad med space, st furn & oth urban fix
20. Display ad serv: Leased display ad media space, other

21. Direct mail advertising services
22. Direct mail advertising services: Full direct mail services
23. Direct mail: Concept developmet - Direct mail campaign services
24. Direct mail advertising services: Mailing list support services
25. Direct mail: Print services for direct mail advertising materials
26. Direct mail advertising services: Letter shop services
27. Sales promotion services
28. Direct marketing services
29. Signs, custom fabrication, incl banners/a-frame/neon/outdoor/etc.
30. Media monitoring & analysis services
31. Fulfillment services
32. Distribution of advertising materials, other than by mail
33. Coordination of production & delivery of premiums (ad specialties)
34. Display lettering services (sign painting)
35. Other services related to advertising
36. Media representation services
37. Media representation serv: Sale of ad space in print media
38. Media representation serv: Sale of advertising time on television
39. Media representation services: Sale of advertising time on radio
40. Media repr serv:Sale-Ad space in media oth than print/TV/radio
41. Merchandise sales
42. Sales of merchandise, not specified by type
43. All other receipts
44. All other operating receipts

59 MARKET RESEARCH CHAPTERS:

1 Administration, 2 Advertising, 3 Buyers - Commercial Operations, 4 Buyers - Competitors, 5 Buyers - Major City, 6 Buyers - Products, 7 Buyers - Trade Cell, 8 Competitive Industry Analysis, 9 Competitor Analysis, 10 Country Focus, 11 Distribution, 12 Business Decision Scenarios, 13 Capital Costs Scenarios, 14 Cashflow Option Scenarios, 15 Cost Structure Scenarios, 16 Historic Industry Balance Sheet, 17 Historic Marketing Costs & Margins, 18 Investment + Cost Reduction Scenarios, 19 Market Climate Scenarios, 20 Marketing Costs, 21 Marketing Expenditure Scenarios, 22 Marketing Margins, 23 Strategic Options Scenarios, 24 Survival Scenarios, 25 Tactical Options Scenarios, 26 Geographic Data, 27 Industry Norms, 28 Major City Market Analysis, 29 Capital Access Scenarios, 30 Market Cashflow Scenarios, 31 Economic Climate Scenarios, 32 Market Investment + Costs Scenarios, 33 Marketing Expenditure Scenarios, 34 Market Risk Scenarios, 35 Market Strategic Options, 36 Market Survival Options, 37 Market Tactical Options, 38 Marketing Expenditure -v- Market Share, 39

Marketing Strategy Development, 40 Markets, 41 Operational Analysis, 42 Overseas Development, 43 Personnel Management, 44 Physical Distribution + Customer Handling, 45 Pricing, 46 Process + Order Handling, 47 Product Analysis, 48 Product Development, 49 Product Marketing Factors, 50 Product Mix, 51 Product Summary, 52 Profit Risk Scenarios, 53 Promotional Mix, 54 Salesforce Decisions, 55 Sales Promotion, 56 Surveys, 57 Targets -Product + Market, 58 Technology, 59 Trade Cell Analysis.

SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios. FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins & Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

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 modeling.

45 Products covered for 54 Countries: 1922 pages, 4022 spreadsheets, 3970 database tables, 266 diagrams & maps.

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

This report 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 report is also available for individual countries.

I would like to order

Product name: Advertising Agency Revenues Africa Report & Database

Product link: <https://marketpublishers.com/r/A39772A400B2DEN.html>

Price: US\$ 1,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A39772A400B2DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970