

# Development project on Business Services enterprises

- data collection on products and clients

Statistics Denmark: Birgitte Lundstrom

Statistics Finland: Samuli Rikama

Statistics Sweden: Cecilia Hertzman



# Business Services

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- NACE 72 – Computer and related activities
- NACE 74.12 – Accounting, book-keeping and auditing activities; tax consultancy
- NACE 74.13 – Market research and public opinion polling
- NACE 74.14 – Business and management consultancy activities
- NACE 74.2 – Architectural and engineering activities and related technical consultancy
- NACE 74.4 - Advertising





# NACE 74.12

## Accounting, book-keeping and auditing activities; tax consultancy

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Denmark: The product categories did not correspond with the enterprises book-keeping.



## NACE 74.2

# Architectural and engineering activities and related technical consultancy

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- Too construction oriented
- Poor for catching a considerable part of engineering related to machinery
- Difficult for architects to split up their turnover



## NACE 74.4 - Advertising

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- Finland: Break down trade margin instead of total turnover.
- Difficult to divide graphical and advertising related activities.
- Difficult to split photography related to advertising.
- Problems with the question on "Breakdown of sales by media".



# The distribution of products in NACE 72

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## **(a) Hardware consultancy services**

## **(b) Software and other computer consultancy services**

i) development and sale of *packaged software*

ii) development and sale of *customised software*

iii) Other software and computer consultancy services

## **(c) Other software and computer consultancy services**

i) computer facilities management

ii) database services

iii) system maintenance

iv) computer hardware servicing, repair etc.

# The distribution of products in NACE 72

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(d) Network and telecommunication services

**(e) IT-related training**

(f) Leasing or rental services of computing machinery

(g) Resale

i) software (not self developed)

ii) hardware and equipment

iii) other resale

# Finnish example: Breakdown of the enterprise sector into activity groups

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- Manufacturing
- Trade
- Transport, storage and communication
- Business services
- Financing and insurance
- Other