

Miss : Guessoum Khawla

Lecture 07 : Asset management.

1_ the meaning of asset management:

Asset management refers to the process of managing a company's assets in order to maximize their value and minimize risks. This includes managing both tangible assets such as property, equipment, and inventory, as well as intangible assets such as intellectual property and financial investments.

2_ Types of asset management:

1. Financial asset management: This involves managing a company's financial investments such as stocks, bonds, and other securities.

2. Real estate asset management: This involves managing a company's real estate properties in order to maximize their value and generate income.

3. IT asset management: This involves managing a company's IT infrastructure and software assets in order to optimize performance and reduce costs.

4. Fixed asset management: This involves managing a company's physical assets such as machinery, equipment, and vehicles.

3_ the importance of asset management:

Asset management is important for several reasons:

1. Effective asset management can help companies maximize the value of their assets and generate higher returns on investment.

2. Asset management helps companies identify and mitigate risks associated with their assets, such as depreciation or obsolescence.

3. Asset management helps companies ensure compliance with regulations and standards related to the use and maintenance of assets.

4. By effectively managing their assets, companies can reduce costs associated with maintenance,