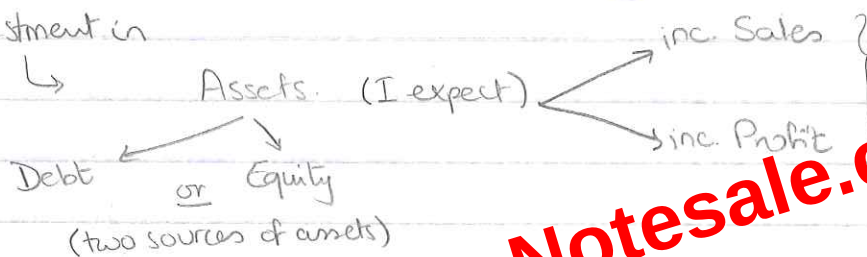


Finance :

To assess the success of strategy used through profit. Reflect any decision into numbers.

- First step to identify the company target (ROI, Profit, Market Share)
- Sec. Step what is the strategy used to achieve it. (assess the environment & the market)
- Third step analyze the major profit segments (see revenue & sales are high in which segment).
- Make sure that the strategy used resulted in positive impact which is clear in my numbers.
- Best utilization of Assets is to generate Sales & Profit.

Investment in



Need to see if the ROI is acceptable or not. (the results can show if my investment decision or financed by wrong method)

Objective of any company:

1. Maximize wealth of shareholder.
2. Increase market price of stock.
3. Best utilization of assets (expansion, growth, acquisition, dividends)
 - Assess the financial situation of my company (through ratios) (Profitability, liquidity, Cash Flow, Debt) to assess both company strategy applied & as an investor should I invest or not.
 - Assess the external source of finance (to expand)
 - Raise debt from banks
 - Encourage Investors to invest
 - Issues bonds to people

if non are applicable
it can result in
liquidity problems