**FINANCE COURSEWORK**

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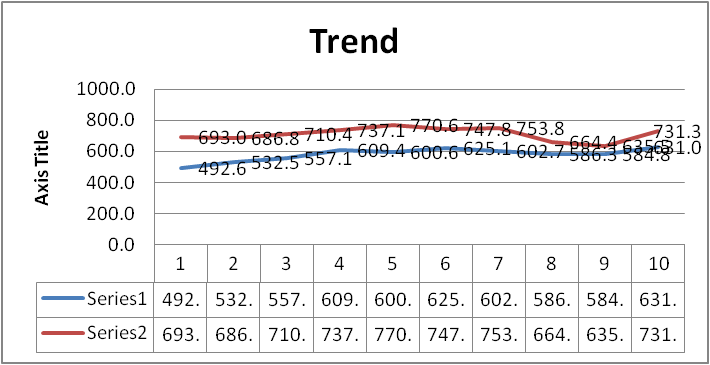
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# Historical trends of the company

The historical train can be synonymous and in numerous ideas to identify the location of the current market. Apart from that trend analysis displays the current market position along with The Company’s historical trends Also identity Organisations' behaviour in the market. Platform date sales forecast is necessary for the business to resume future profitability in the business and company historical trends are required company financial data and also computer the current market position of the business (Meshram *et al.* 2020). According to the above table, 3 years trend analysis has been computed and the growth rate of two business organizations is measured and compared by the above table. The long-term debt of the business organization along with the cash flow statement is computed by the trend analysis. In order to identify the current market position of the two business organizations such as the next PLC and Marks and Spencer trained analysis is described the current market position and the financial performance of both organizations.

***Trend analysis for Next Plc***

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**Figure 1: Next Plc**

(Source: Created by the researcher)

Structural business performance is described by the trend analysis and the data are collected from the financial statement of individual business organizations. The above graph is the current market performance of two business organizations. The above trend analysis graph is described the financial growth and the current market growth of each business and 10 years trend analysis has been computed which is necessary to describe the current market position of both businesses of the nation. In order to train analysis also describes how to change the internal market position of the business which is directly affecting the financial performance. The financial opportunity of the business organization overseas by the training analysis describes how aviation achieved profitable outcomes in a business (Murugesan *et al.* 2020). Diffident cash flow from the operations is necessary which is used during the trend analysis of both business organizations and also important to describe how historical data are collected from the financial statement.

During the trend analysis identifying the historical data of the company is necessary and is also important to analyze the current market position of the business. As per the opinion of Qiu, Cao & Xu (2021), historical trend reporting is necessary for the business and a financial statement is recorded for the trend analysis it is so important to describe the current market position of the business organization. The profit growth rate of the next PLC is approximately £591.8 million in the financial year of 2012. An individual business organization is calculating its trend and assumes the future profitability of the business organization. In order to identify the current market structure of the business organization the analysis is a useful financial tool. On the other hand, trend analysis is useful to compare individual business options with the computer and identify how to increase the current market structure of the business.

***Sales forecast trends***

In order to computer trend analysis sales focus must be need to identify profit from the operation and annual turnover are also necessary for the trend analysis. Historical trend reporting is a useful option in finance that easily identifies customises objectives to achieve profitable goals and objectives of the business. In order to identify the current market structure of individual business organizations sales forecast is also important which is to assume the future profitability of the business (Kişi *et al.* 2018). In order to compare the current market position of the next PLC and Marks and Spencer trend analysis is necessary which is also described the financial performance of both organizations. Apart from that train analyses select numerous sections from the business to describe the current market structure and try to improve how profitable outcomes can be achieved in the future. The financial activities of the business organization are necessary and that can easily identify how to make mitigate the long-time risk of the business.

Sales forecasting and is important to assume future profitability and the long time risk and address them to achieve a profitable outcome in the business. Trains are also important to identify the long-term opportunities of business and historical Trends of the business organization also manage the profitable outcome by address in numerous raised in the business. In order to destroy the long-term risk of a business train analysis computed all the financial activities and manage the future to develop an organizational structure determining numerous areas of the business. As per the narration of Kim & Delen (2018), historical trending is necessarily computed by financial forecasting to compare the current market structure which is necessary to meet a great long time risk of the business. Individual economic activities are included in the trend analysis which is necessary for the current market position. In order to, identify continuous growth of the business organization's sales forecast is mandatory and trend analysis is also an important option that is computed to identify the current market position.

# b. Historical trends and inter-company comparisons

Historical trend analysis used today identifies competitive analysis between the same sector-oriented companies for evaluation of inertial growth of deficiencies in the last few years. Historical trends of financial reports evaluated by analysing net profit, revenue, working capital, Assets, and liabilities Volume growth and deficit in last years. Considering retail industry Trend analysis Mark and Spencer and Next PLC has been chosen to identify industrial growth and potential regarding future aspects. An organization operating their business retail chain online and offline business contributes total revenues to those organizations (Miranshah & Dempo, 2021). Additional information from the UK has described written chain business development in the last 3 to 4 years touch 45% CAGR growth, which indicates a positive flow of consumer behavior regarding consuming retail products along with a wider market segment for the retail Industry.

Historical trend analysis depending on financial elements' Movement in the last few years ratio analysis is the best financial process to evaluate each organization's business trends. It has been conducted in this report to identify profitability, liquidity, return on capital employed and debt to equity ratio to identify trends of Next PLC. Moreover, competitive analysis which Mark and Spencer also delivered competitive analysis and identification of the financial crisis faced by Next PLC. Based on financial reports of the last 5 years has been considered for the tissue analysis for both organizations. conducting a positive approach to calculating ratio growth potential in the last 5 years used to determine next year's possibilities of financial gain. The profitability ratio has been used to determine both percentages of the last 5 years that helps to understand profit-gaining possibilities regarding board organizations. It also helps to understand competitive analysis of both organizations to determine higher profitability-oriented organizations.

## Net profit analysis

Net profitability of an organization has determined actual gain after deduction of all financial expenses and cost, which should be carried forward for next financial years as a financial resource. Financial reports next PLC profitability has been conducted through NP ratio analysis. NP ratio describes how much popularity has been compared to revenue of a financial year. In FY 2018 next PLC FY margin has been calculated at 9.12 % which is changed to 14.17% in FY 2019. Positive growth in NP margin Has revealed growth of revenue due to online business operations starting. This positive growth of NP margin indicates cost consumption of operation is the design behind growth of profit margin (Petchsakulwong *et al.* 2018). In FY 2020 it is conducting an NP margin 14.30% that indicates growth of merging is 0.14%. Based on a comparative analysis of the last two years as presented, it has been reduced in 2020 due to the pandemic situations. In addition, FY 2021 and 2022 urgently are 8.11% and 14.65%, its present NP margin is not stable because of up and down software revenue growth.

Other retail companies Mark and Spencer NP ratio present financial issues to retain positive profitability. based on financial reports Mark and Spencer NP margin in 2018 is calculated 0.20% that has changed to next year around 0.32%.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***M&S*** | **Net Profit Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | Net Profit | (Net Profit/Sales) \*100 | $ 3,06,600.00 | 2.82% | 4.98% |
| 2022 | Sales | $ 1,08,85,100.00 |
|  | Net Profit | $ -1,98,000.00 | -2.16% | -2.40% |
| 2021 | Sales | $ 91,55,700.00 |
|  | Net Profit | $ 23,700.00 | 0.23% | -0.09% |
| 2020 | Sales | $ 1,01,81,900.00 |
|  | Net Profit | $ 33,500.00 | 0.32% | 0.12% |
| 2019 | Sales | $ 1,03,77,300.00 |
|  | Net Profit | $ 41,500.00 | 0.20% |  |
| 2018 | Sales | $ 2,03,27,100.00 |

**Table 1: Net profit ratio of M&S**

(Source; Crated by learner)

Positive growth of interest margin cannot be considered as financial Revati in Mark and Spencer because revenue enough 2019 has fallen down $10377300. Additionally, the NP margin of Mark and Spencer has calculated -2.16% in FY 2021. The reason behind this fall of the MP marketing spend situation is because of the Independence situation the company has faced lack of revenue growth that impacted on profitability. Growth business has been affected by lack of working capital to organized operational activity optimum level (Fatimah *et al.* 2019). Moreover, NP margin of 2022 has changed to positive around 2.82% which indicates positivity could be possible by growth of revenue. Comparing two organizations, NP margin Prince better than Mark and Spencer. ***[Refer to Appendix 2]***

## Debt to equity ratio analysis

Debt to equity ratio used to determine how much debt is used compared to equity because debt of a company consumes a fixed amount of expenses. Debt to equity ratio of next PLC has been calculated 6.74 in 4 2018 that indicates debt is 6.4 times higher than equity value. furthermore, debt to quality has gone down 2.3 FY 2019 that indicates Management of next PLC focusing on equity financing rather than debt financing. In FY 2019 Debt equity goes up to 5.64 that consumes a huge amount of interest expenses. Next PLC overcomes these prices to improve their cost management ability that source is consumption of debts operational activity whether using equity financing for Business expansion.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Debt to equity ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | debt | (Debt/Equity) | $ 38,08,200.00 | 1.31 | 0.49 |
| 2022 | Equity | $ 29,13,700.00 |
|  | debt | $ 40,92,700.00 | 1.79 | -0.66 |
| 2021 | Equity | $ 22,83,000.00 |
|  | debt | $ 41,82,500.00 | 1.13 | -0.46 |
| 2020 | Equity | $ 37,02,500.00 |
|  | debt | $ 17,92,600.00 | 0.67 | -0.23 |
| 2019 | Equity | $ 26,81,000.00 |
|  | debt | $ 16,92,500.00 | 0.44 |  |
| 2018 | Equity | $ 38,84,000.00 |

**Table 2: Debt to equity ratio of M&S**

(Source; Crated by learner)

Mark and Spencer business through long term debts and equity financing and debt equity ratio analysis is going to present which financial resource has been used for business growth. Aspirin calculation debt equity has identified at 0.44 in 2018, it reflects management has focused on equity financing reduced cost consumption (Sari *et al.* 2021). In the financial year 2021 debt to equity is identified 1.79, which is considered as a lack of managerial activities. Comparative evaluation between two organizations has revealed different capital structures where the next PLC corporate business through its financing and Mark and Spencer use equity finance for business operation. Moreover, competitive analysis which Mark and Spencer also delivered competitive analysis and identification of the financial crisis faced by Next PLC. ***[Refer to Appendix 2]***

## Asset Turnover Ratio analysis

Asset turnover is used to calculate how much as it has been grown by an organizational activity because revenue growth by assets indulgence preserves business future growth. Calculation of asset turnover indicates a negative asset turnover of around -13.68 in next PLC. this negative turnover as we will lack operational benefits by business activities (Mulyadi and Sihabudin, 2020), Whereas the next financial year it has turned to positive turnover around 2.45. The increasing trend of asset value has made huge potential to gain financial leverage Business expansion (Nugraha &Susyana, 2021). In 2022 it has come down to 1.67 which might be impacted on business sustainability because lack of growth in assets and impacted financial liquidity. ***[Refer to Appendix 2]***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Asset Turnover Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** |  | (Turnover/Sales)\*100 |  |  |  |
| 2022 | Turnover | $ 1,08,85,100.00 | 1.54 | 0.10 |
|  | Capital employed | $ 70,72,600.00 |
| 2021 | Turnover | $ 91,55,700.00 | 1.44 | 0.22 |
|  | Capital employed | $ 63,41,600.00 |
| 2020 | Turnover | $ 1,01,81,900.00 | 1.22 | -0.87 |
|  | Capital employed | $ 83,34,500.00 |
| 2019 | Turnover | $ 1,03,77,300.00 | 2.09 | -1.20 |
|  | Capital employed | $ 49,71,800.00 |
| 2018 | Turnover | $ 2,03,27,100.00 | 3.29 |  |
|  | Capital employed | 61,85,000 |

**Table 3: Asset Turnover ratio of M&S**

(Source; Crated by learner)

Mark and Spencer assets turnover present growth potential gaining in business. Based on calculation 3.29 asset turnover has been identified in the financial year 2018, whereas in 2022 it has come down to 1.54 it might be an issue to improvise total assets volume. Comparative analysis of asset turnover ratio as presenting next PLC constantly going acid volume compared to Mark and Spencer. This positive prospect of assets would be effective financial development.

## EPS Analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | ***Earnings per Share*** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **2022** | profit after tax | (Profit after tax - preference dividend)/ total number of ordinary shares | $ 3,06,600.00 | 0.10 | -0.19 |
| preference dividend | $ 4,200.00 |
| total number of ordinary shares | $ 29,13,700.00 |
| 2021 | profit after tax | $ -1,98,000.00 | -0.09 | 0.09 |
| preference dividend | $ 2,800.00 |
| total number of ordinary shares | $ 22,83,000.00 |
| 2020 | profit after tax | $ 23,700.00 | 0.00 | 0.01 |
| preference dividend | $ 6,000.00 |
| total number of ordinary shares | $ 37,02,500.00 |
| 2019 | profit after tax | $ 33,500.00 | 0.01 | 0.00 |
| preference dividend | $ -100.00 |
| total number of ordinary shares | $ 26,81,000.00 |
| 2018 | profit after tax | $ 21,500.00 | 0.01 |  |
| preference dividend | $ -800.00 |
| total number of ordinary shares | 25,85,000 |

**Table 4: EPS ratio of M&S**

(Source; Crated by learner)

EPS of Next PLC indicate less growth that might be the reason for debt financing. According to EPS calculation as present downfall of EPS growth in last 5 years that impacted negative impression on investors (Sausan *et al.* 2020). On the other hand, Mark and Spencer’s EPS comes down to negative in 2021 because of a pandemic situation, otherwise the sustainability of EPS attracts investors easily (Santschi *et al.* 2020). Competitive analysis by EPS growth has driven growth of earnings per share. Mark and Spencer are better than the next PLC of EPS for investors to gain much more reliability to invest in Mark and Spencer rather than the next PLC. This concept is to be focused on GPS growth and their reliability difference into equity financing.

## Current ratio analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Current Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | Current Assets | (Current Assets /Current Liabilities) | $ 24,07,200.00 | 1.99 | 0.08 |
| 2022 | Current Liabilities | $ 12,08,100.00 |
|  | Current Assets | $ 22,88,600.00 | 1.91 | -0.15 |
| 2021 | Current Liabilities | $ 11,96,800.00 |
|  | Current Assets | $ 19,55,400.00 | 2.06 | 0.23 |
| 2020 | Current Liabilities | $ 9,49,800.00 |
|  | Current Assets | $ 20,32,200.00 | 1.83 | 0.40 |
| 2019 | Current Liabilities | $ 11,12,500.00 |
|  | Current Assets | $ 30,22,100.00 | 1.42 |  |
| 2018 | Current Liabilities | $ 21,22,500.00 |

**Table 5: Current assets ratio of next Plc**

(Source; Crated by learner)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Current Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | Current Assets | (Current Assets /Current Liabilities) | $ 21,82,300.00 | 0.92 | 0.23 |
| 2022 | Current Liabilities | $ 23,70,800.00 |
|  | Current Assets | $ 15,95,200.00 | 0.69 | 0.04 |
| 2021 | Current Liabilities | $ 22,95,800.00 |
|  | Current Assets | $ 12,15,000.00 | 0.66 | -0.01 |
| 2020 | Current Liabilities | $ 18,49,400.00 |
|  | Current Assets | $ 14,90,400.00 | 0.67 | 0.11 |
| 2019 | Current Liabilities | $ 22,28,400.00 |
|  | Current Assets | $ 11,90,100.00 | 0.56 |  |
| 2018 | Current Liabilities | $ 21,15,100.00 |

**Table 6: Current assets ratio of M&S**

(Source; Crated by learner)

Current used to determine the definition of sustainability in the short-term period, Next PLC to continuously improve the current ratio by reducing short term loans and gaining current assets. Based on the calculation, the current ratio of the next PLC is sustainable to continue their business period of time. in addition, the time period of credit sales is working capital competitively less which provides financial stability in business operation (Nuryani & Sunarsi, 2020). Mark and Spencer also gaining financial stability by the improvisation of current assets and reducing current liabilities. according to the calculation presents current assets is 0.92 times higher than current liabilities.

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# Appendices

## Appendix 1: Trend analysis

| ***Next Plc(£m)*** | | | | | | | ***MARKS & SPENCER(£m)*** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Year*** | ***Turnover*** | ***Profit*** | ***Dividend*** | ***Cash flow from oeration*** | ***Long term debt*** | ***Trend*** | ***Year*** | ***Turnover*** | ***Profit*** | ***Dividend*** | ***Cash flow from oeration*** | ***Long term debt*** | ***Trend*** |
| *2012* | *422.9* | *591.8* | *105* | *514.4* | *94.4* | *492.6* | *2012* | *608.4* | *773.3* | *212.3* | *621* | *118.9* | *693.0* |
| *2013* | *466.3* | *601.2* | *141* | *551.3* | *79.9* | *532.5* | *2013* | *589.4* | *781.9* | *215* | *662.9* | *112.9* | *686.8* |
| *2014* | *502.8* | *611.3* | *157* | *561.3* | *102.4* | *557.1* | *2014* | *611.4* | *811.1* | *215.8* | *674.9* | *120* | *710.4* |
| *2015* | *541.5* | *677* | *162.3* | *580.0* | *93.8* | *609.4* | *2015* | *652.3* | *813.8* | *223.8* | *673.4* | *123* | *737.1* |
| *2016* | *551.3* | *651.3* | *145* | *601.3* | *98.3* | *600.6* | *2016* | *668.4* | *852.9* | *251* | *612.9* | *108.9* | *770.6* |
| *2017* | *562.1* | *553.9* | *433.8* | *622.3* | *102.4* | *625.1* | *2017* | *653.3* | *818.4* | *253.9* | *618* | *111.4* | *747.8* |
| *2018* | *571.3* | *622.8* | *153.6* | *633* | *99.4* | *602.7* | *2018* | *678.3* | *812.3* | *221.3* | *612.9* | *111.8* | *753.8* |
| *2019* | *540* | *623.7* | *155.38* | *653.8* | *91.4* | *586.3* | *2019* | *662.9* | *613.4* | *218.38* | *621.3* | *112* | *664.4* |
| *2020* | *512* | *663.8* | *162.8* | *673.4* | *102.3* | *584.8* | *2020* | *618.4* | *614.8* | *211* | *618.3* | *118.3* | *635.5* |
| *2021* | *618* | *618.4* | *170* | *662.3* | *105.6* | *631.0* | *2021* | *678.0* | *771.3* | *218.3* | *651* | *138.3* | *731.3* |

**Appendix 2:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Next plc*** | **Net Profit Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | Net Profit | (Net Profit/Sales)\*100 | $ 6,77,500.00 | 14.65% | 6.53% |
| 2022 | Sales | $ 46,25,900.00 |
|  | Net Profit | $ 2,86,700.00 | 8.11% | -6.19% |
| 2021 | Sales | $ 35,34,400.00 |
|  | Net Profit | $ 6,10,200.00 | 14.30% | 0.14% |
| 2020 | Sales | $ 42,66,200.00 |
|  | Net Profit | $ 5,90,400.00 | 14.17% | 4.95% |
| 2019 | Sales | $ 41,67,400.00 |
|  | Net Profit | $ 3,92,200.00 | 9.21% |  |
| 2018 | Sales | $ 42,57,400.00 |
|  | **Debt to equity ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** | debt | (Debt/Equity) | $ 21,06,300.00 | 2.09 | 1.61 |
| 2022 | Equity | $ 10,10,000.00 |
|  | debt | $ 24,42,300.00 | 3.70 | 1.94 |
| 2021 | Equity | $ 6,60,900.00 |
|  | debt | $ 24,88,400.00 | 5.64 | -3.32 |
| 2020 | Equity | $ 4,41,500.00 |
|  | debt | $ 12,82,500.00 | 2.32 | 4.43 |
| 2019 | Equity | $ 5,53,800.00 |
|  | debt | $ 23,82,500.00 | 6.74 |  |
| 2018 | Equity | $ 3,53,400.00 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Asset Turnover Ratio** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **Year** |  | (Turnover/Sales)\*100 |  |  |  |
| 2022 | Turnover | $ 46,25,900.00 | 1.67 | 0.29 |
|  | Capital employed | $ 27,73,700.00 |
| 2021 | Turnover | $ 35,34,400.00 | 1.38 | -0.19 |
|  | Capital employed | $ 25,61,200.00 |
| 2020 | Turnover | $ 42,66,200.00 | 1.57 | -0.89 |
|  | Capital employed | $ 27,23,500.00 |
| 2019 | Turnover | $ 41,67,400.00 | 2.45 | 16.13 |
|  | Capital employed | $ 16,98,800.00 |
| 2018 | Turnover | $ 42,57,400.00 | -13.68 |  |
|  | Capital employed | -3,11,300 |
| Year | ***Earnings per Share*** | **Formula** | **Amount** | **Ratio** | **Growth** |
| **2022** | profit after tax | (Profit after tax - preference dividend)/ total number of ordinary shares | $ 7,16,400.00 | 0.69 | 0.31 |
| preference dividend | $ 17,500.00 |
| total number of ordinary shares | $ 10,10,000.00 |
| 2021 | profit after tax | $ 6,77,500.00 | 1.00 | -0.39 |
| preference dividend | $ 17,500.00 |
| total number of ordinary shares | $ 6,60,900.00 |
| 2020 | profit after tax | $ 2,86,700.00 | 0.61 | 0.46 |
| preference dividend | $ 17,500.00 |
| total number of ordinary shares | $ 4,41,500.00 |
| 2019 | profit after tax | $ 6,10,200.00 | 1.07 | 0.56 |
| preference dividend | $ 17,500.00 |
| total number of ordinary shares | $ 5,53,800.00 |
| 2018 | profit after tax | $ 5,90,400.00 | 1.63 |  |
| preference dividend | $ 16,900.00 |
| total number of ordinary shares | 3,52,100 |