

A case study on financial performance analysis of startup IT business with special reference to InMobi on the basis of Online Survey

Company profile

InMobi is an Indian multinational technology company headquartered in Bengaluru. The company was founded in 2007 and the founders are Naveen Tewari, Mohit Saxena, Amit Gupta and Abhay Singhal. In 2011, InMobi became the first Indian Unicorn Startup Company. It has 22 offices in 12 countries employs around 2,500 people.

Product/service profile

InMobi offers products both for advertisers as well as for publisher. They also offer monetization tools for mobile apps, websites, and games.

These services such as.

- Performance management
- Targeted campaign enhancement
- Market and customer insights
- Mobile app and website monetization

SWOT Analysis

S=Strength <ul style="list-style-type: none">• The financial position is good.• Easy to maintain good relationship with the customer.• The company offer Society helpful services.	W=Weakness <ul style="list-style-type: none">• Profit margin is less.• Interfering of many agencies.• Cash flow is very low.
O=Opportunity <ul style="list-style-type: none">• Direct sales can do.• Separate services can be offer.	T=Threat <ul style="list-style-type: none">• Inefficiency of worker.• Competition higher.• Other burden likes tax burden.

Problem statement

The topic is related to analyse the financial performance of the company for the past 2 years, which have increased in its capital, sales, profit. The study is concluded to know the changes in the various items in the balance sheet and profit and loss account to analyse their impact on the profitability, and financial position of the company.

Therefore, the study has been stated “**A case study on financial performance analysis of startup IT business with special reference to InMobi on the basis of Online Survey**”.

Objective of study

The key objective of the study is

- To know the financial position of the InMobi.
- To give suggestions on the basis of the finding on the study.

Data analysis

Table 1: Financial parameter

Particulars	2021-2022 (Rs. in crores)	2022-2023(Rs. in crores)
Capital	64.26	68.12
Total assets	2.38	2.64
Sales	398.45	413.83
Profit after tax	2.38	113.2

From the above table, we may conclude that the company financial position and performance gradually increased as compared to the previous year.

Conclusion

In startup phase, the company is performing very well, that is why the company's capital, total assets, sales and profit after tax increased as compared to the previous year. So, it is the good indicator for company progress in future.

Suggestion

- The firm must have a close review of the business due to the firm performance day by day has increased.
- The services of the companies are rising so which need to be taken care.

- The company must strive to ensure the optimum utilization of working capital to are more profit.
- The company is advisable to make more markets by opening more branches at rural and semi-rural areas.

References

1. <https://www.inmobi.com/>
2. <https://www.google.com/>
3. <https://www.youtube.com/> Project Presentation on financial performance analysis