

UNIT 5

Ratio

:- The one variable is divided by the another variable called Ratio. Ratio is expressed in percentage, proportions and quotients also. ($a:b$)

Types of Ratio:

1. Liquidity

2. Activity / Turnover

3. Solvency / Leverage

4. Profitability

1. Liquidity :- These are present hand cash. These ratios are used to determine short-term solvency of the firm.

Liquidity is of two types

a. Current Ratio b. Quick Ratio

a. Current Ratio :- It is the ratio between current assets and current liabilities.

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$

It means an 2:1 Ratio which means every one Rupee liabilities there is an two Rupee assets.

b. Quick Ratio :- It is also called as acid test ratio.

It measures the firms ability to convert its current assets quickly into cash in order to meet its current liabilities.

It is the ratio between liquid assets and liquid liabilities. It supplements the information given by the Current Ratio.

$$\text{Quick Ratio} = \frac{\text{Quick Assets}}{\text{Current Liabilities}}$$

$$\text{Quick asset} = \text{Current asset} - (\text{Stock} + \text{Prepaid expenses})$$

Quick assets are the assets that are converted into cash quickly. These are called liquid assets. Since stock can not be sold quickly, it is not included in the list of quick assets. All current stock and prepaid expenses, if any, are called quick (or) liquid assets. The standard for this ratio is 1.0.

Activity Ratios :-

Activity ratios express how active the firm is in terms of selling its stocks, collecting its receivable and paying its creditor. There are three types:

1. Inventory Turnover Ratio

2. Debtors Turnover Ratio

3. Creditors Turnover Ratio

1. Inventory Turnover Ratio

The relation between the cost of goods sold during a given period and the average amount of inventory outstanding that period.

$$\text{Inventory Turnover Ratio} = \frac{\text{Cost of the goods}}{\text{Average stock}}$$

cost of the goods = sales - gross profit;

$$\text{Average stock} = \frac{\text{opening stock} + \text{closing stock}}{2}$$

$$\text{Inventory holding period} = \frac{365 \text{ days}}{\text{inventory turnover ratio}}$$

2. Debtors Inventory period :-

$$\text{Debtors turnover period} = \frac{\text{Credit sales}}{\text{Average debtors}}$$

Credit sales = goods sold on credit

$$\text{Average debtors} = \frac{(\text{opening} + \text{closing})}{2}$$

$$\text{Debtors collection period} = \frac{365}{\text{Debtors inventory period}}$$

3. Creditors Turnover Ratio :-

$$\text{Creditors turnover ratio} = \frac{\text{Credit purchases}}{\text{Average creditors}}$$

$$\text{Creditors payment period} = \frac{365 \text{ days}}{\text{Credit Turnover ratio}}$$

problems for liquidity and activity ratios.

Q)

$$\frac{216,000}{120,000} = 1.8 \text{ (100%)} \quad \text{100%}$$

(a) Current ratio (b) quick ratio

(c) debtors turnover period (d) creditors turnover period

(e) current assets / current liabilities (f) current ratio

(g) cash / current assets (h) cash ratio

(i) receivable turnover period (j) receivable collection period

(k) average collection period (l) average receivable period

Pblm: From the following Balance sheet of XYZ Co. Ltd calculate liquidity ratios.

Liabilities	Rs	Assets	Rs
Preference share Capital	100	Land & Building	250
General reserve	250	Plant & Machinery	280
Debtors	1400	Furniture and Fixtures	100
Creditors	200	Stock	250
Bills payable	50	Debtors	115
Outstanding Expenses	50	Cash at bank	250
Profit & loss account	100	Cash in hand	115
Bank loaning (long term)	200	Prepaid expenses	50
		Marketable securities	125
		Other receivable	1500
	1850		

Sol: - Liquidity ratios are current ratio and

Quick Ratio.

$$1. \text{ Current Ratio} = \frac{\text{Current assets}}{\text{Current liabilities}}$$

Current liabilities are Creditors (200), bank (50), outstanding expenses (50). Total = 250

Current assets are Stock (250), Debtors (115), cash at bank (250), cash in hand (115), prepaid (50), marketable securities (125). Total = 925

$$\therefore \text{Current Ratio} = \frac{925}{250} = 3.08 : 1 \text{ or } 208\%$$

which is greater than 2:1. So, satisfactory

2.1 Quick ratio = $\frac{\text{Quick assets}}{\text{Current Liabilities}}$

$$\text{Current Liabilities} = 300$$

$$\text{Quick assets} = \text{Current assets} - (\text{Stock} + \text{Prepaid expenses})$$

$$\text{Current assets} = 925 - (250 + 50)$$

$$= 925 - 300 = 625$$

$$\therefore \text{Quick Ratio} = \frac{625}{300} = 2.08 : 1 \text{ (in rupees)}$$

Since this is also standard above short term liquidity of the company is sufficient.

2) A firm sold goods worth Rs 5,00,000 and its gross profit is 20 percent of sales value. The inventory at the beginning of the year was Rs 16,000 and at end of the year was 14,000. Compute Inventory turnover ratio and also the inventory holding period.

$$\text{Sol: } \text{Inventory turnover period} = \frac{\text{Cost of the goods sold}}{\text{Average inventory}}$$

$$\text{Cost of the goods sold} = \text{Sales} - \text{Gross profit}$$

Given -

$$\text{Sales} = 5,00,000 \text{ and}$$

$$\text{Gross profit} = 20\% \text{ of Sales} = 1,00,000$$

$$\therefore \text{Cost of the goods sold} = 5,00,000 - 1,00,000$$

$$= 4,00,000$$

$$\text{Average inventory} = \frac{(\text{Opening} + \text{closing})}{2}$$

$$= \frac{(6000 + 14000)}{2}$$

$$= \frac{20000}{2} = 10000$$

Given -

~~26.66~~

~~26.66~~

~~26.66~~

$$\therefore \text{Inventory turnover} = \frac{4,00,000}{10000} = 26.66 \text{ times}$$

Inventory holding period = $\frac{365}{\text{Inventory turnover ratio}}$

$$= \frac{365}{26.66} = 13.69 \text{ days (or 14 days)}$$

- 2) A firm sold during the year was 4,00,000 of which 60 percent were on credit basis. The balance of debtors at the beginning and the ending of the year was 25,000 and 15,000 respectively.
- Calculate debtor turnover ratio of the firm.

Also find out debt collection period

$$\text{Debtors turnover ratio} = \frac{\text{Credit Sales}}{\text{Average Inventory}}$$

$$\text{Credit Sales} = 60\% \text{ of Sales}$$

$$= \frac{60}{100} \times 400,000$$

$$= 240,000 \text{ Rupees}$$

$$\text{Average Inventory} = \frac{(\text{Opening} + \text{Closing})}{2}$$

$$= \frac{(25000 + 15000)}{2} = \frac{40000}{2}$$

$$= 2000$$

$$\text{Debtors turnover ratio} = \frac{240,000}{20,000} = 12 \text{ times}$$

$$\text{Debt collection period} = \frac{365}{\text{Debtors turnover ratio}}$$

$$= 365/12$$

$$= 30.41 \text{ days}$$

i.e. 31 days approximately

Solvency / Leverage: $\text{Assets} \rightarrow \text{Liabilities}$

one side

Assets

other side

Finance

It is also called as capital structure ratios (financial ratio), focuses on the long-term solvency of the firm.

Commonly used capital structure ratios are :-

a) Debt-Equity Ratio

b) Interest Coverage Ratio

c) Debt-Equity Ratio :- (D/E Ratio)

Ratio between outsiders funds (Debt) and insider fund (equity). Ratio is 1:1 (every one rupee debt there is internal fund).

This is an industry / sector specific ratio.

For shipping companies / steel companies, the D/E Ratio is high 20:1

Debt-Equity Ratio = $(\text{Debt}/\text{Equity})$

Outsider funds (or)

Insider fund (or) shareholder fund

$= \frac{\text{Debt}}{\text{Equity}} = \frac{\text{Debt}}{\text{Equity} + \text{Shareholder Fund}}$

b) Interest Coverage Ratio

Interest Coverage Ratio

= $\frac{\text{Net profit before interest and taxes}}{\text{Fixed Interest charges}}$

fixed interest charges

Pb/9 :- calculate short - equality ratio and current ratio.

Ratio

	Bank Bal	20,000
Debtors	1,40,000	
long term loans	70,000	
General Reserve	40,000	
Creditors	66,000	
Bills payable	14,000	
Share Capital	1,20,000	

(a) short - equality ratio = $\frac{\text{Outsider's funds}}{\text{Insiders funds}}$

Outsider's fund = Debtors + long term loans
 $= 1,40,000 + 70,000 = 2,10,000$

Insiders fund = General Reserve + share capital
 $+ \text{Profit and loss}$
 $= 40,000 + 1,20,000 + 0$

$\therefore \text{S.E.R.} = \frac{2,10,000}{1,60,000}$

D/E Ratio = $\frac{2,10,000}{1,60,000} = \frac{21}{16} \approx 1.31$

$\therefore \text{D/E Ratio} = 1.31$

Every 1 Rupee debt needs 1.31 Rupee fund.

Current Ratio = $\frac{\text{Current assets}}{\text{Current liabilities}} = \frac{1,40,000}{48,000} = 1.83$

C.A = Bank Bal + Debtors = 20,000 + 1,00,000 = 1,20,000

Liabilities = Creditors + Bills payable
 $= 66,000 + 14,000 = 80,000$

Interest-Coverage Ratio

Ques :- The earnings before interest and taxes (EBIT) of a company is Rs. 5,60,000. Its fixed commitment includes payment of 10 percent on 4000 debentures of Rs 100 each. It is subject to tax of 30 percent per annum.

$$\text{SOL :- Net profit before interest and tax} = \text{Rs } 5,60,000$$

$$\text{Fixed interest charges on debentures} = \left(\frac{\text{No. of debentures}}{100} \times \text{Face value} \right) \times \text{Interest rate}$$

$$= (4000 \times 100) \times 10\%$$

$$= \text{Rs } 40,000$$

$$\text{Net profit after tax} = \text{Rs } 40,000 \times \frac{100}{100 - 30}$$

$$= \text{Rs } 60,000$$

$$\text{Investment Coverage Ratio} = \frac{\text{Net profit}}{\text{Debt interest}} = \frac{\text{Rs } 60,000}{\text{Rs } 40,000} = 1.5 \text{ times.}$$

Profitability Ratios :- To know the profit on particular organization.

There are 8 types of profitability ratios

1. Gross profit :- $\frac{\text{Gross profit}}{\text{Net Sales}} \times 100$

Gross profit = Sales - cost of goods sold

2. Net profit :- $\frac{\text{Net profit}}{\text{Net sales}} \times 100$

3. Operating Ratio :- $\frac{\text{Operating Expenses}}{\text{Net Sales}} \times 100$

4. Return on Investment :-

Profit before interest and tax

$$\frac{\text{Capital Employed}}{\times 100}$$

Capital Employed = Share Capital + Reserves + long term debt

5. Return on Shareholder Funds, i.e. (Net Worth)

Net profit after tax

$$\frac{\text{Net Worth}}{\times 100}$$

Net Worth = Equity + Preference + Reserves
shares shares share

6. Return on Assets :-

Net profit after tax

$$\frac{\text{total assets}}{\times 100}$$

$$\frac{\text{Earnings per Share (EPS)}}{\text{No. of Equity shares}} = \frac{\text{Net profit - preference dividend}}{\text{No. of Equity shares}}$$

$$\text{Price Earnings Ratio (P/E)} = \frac{\text{Market price per Equity Share}}{\text{Earnings per share}}$$

Market price per Equity Share

Earnings per share

Rs. 1200/- per share

Rs. 10/- per share

Rs. 1200/- per share

$$= 66,000 + 14,000 = ^{u} 80,000$$

Ques :-

Calculate ① GP Ratio ② NP Ratio ③ Return on Network ④ Return on Total Assets.

$$\begin{aligned} \text{Sales} &= 25,00,000 \\ \text{Cost of sales} &= 19,00,000 \\ \text{Net profit} &= 3,00,000 \end{aligned}$$

$$\begin{aligned} \text{Inventory} &= 8,00,000 \\ \text{Current assets} &= 7,60,000 \\ \text{Fixed assets} &= 14,100,000 \end{aligned}$$

$$\begin{aligned} \text{Net Worth} &= 15,00,000 \\ \text{Debt} &= 19,00,000 \\ \text{Current liabilities} &= 6,00,000 \end{aligned}$$

$$\text{GP Ratio} = \frac{\text{Gross Profit}}{\text{Net Sales}} \times 100$$

$$\text{Gross profit} = \text{Sales} - \text{Cost of Sales}$$

$$= 25,00,000 - 19,00,000$$

$$= 6,00,000$$

$$\therefore \text{GP Ratio} = \frac{6,00,000}{25,00,000} \times 100 = \frac{24}{100} = 24\%$$

$$\begin{aligned} \text{Net profit} &= \frac{\text{Net profit}}{\text{Net Sales}} \times 100 \\ &= \frac{3,00,000}{25,00,000} \times 100 = 12\% \end{aligned}$$

$$\begin{aligned} \text{Return on Network} &= \frac{\text{Net profit}}{\text{Net Worth}} \times 100 \\ &= \frac{3,00,000}{15,00,000} \times 100 = 20\% \end{aligned}$$

Return of total assets

$$= \frac{\text{Net profit}}{\text{Total assets}} \times 100$$

$$\text{Total assets} = \text{Inventory} + \text{C.a} + \text{F.a}$$

$$= 8,00,000 + 7,60,000 + 14,100,000$$

$$= 29,60,000$$

$$\therefore \frac{3,00,000}{29,60,000} \times 100 = \frac{2000}{296}$$

points1. payback period :-

annual cash flow constant

$$\text{payback period} = \frac{\text{cost of the project}}{\text{annual cash inflow}}$$

annual cash flow is now constant

$$\text{payback period} = \frac{\text{cost of the project}}{\text{AACI lower year} + \frac{\text{AACI lower year}}{\text{AACI after last year} - \text{AACI lower year}}}$$

2. ARR (accounting rate of return (or) Average)for average, $\text{ARR} = \frac{\text{average annual profit after tax}}{\text{avg investment}}$

$$\text{ARR} = \frac{\text{average annual profit after tax}}{\text{avg investment}}$$

$$\text{ARR} = \frac{22000}{602.61}$$

for total,

$$\text{ARR} = \frac{\text{average annual profit after tax}}{\text{total investment}}$$

3) Net present value(NPV) $= \text{present value cash inflows} - \text{project value}$

present value cash inflows - project value

4) Internal rate of return

$$\text{IRR} = \frac{C_f - C}{P_1 - P_2} \times D$$

1. estimated cash inflows

Year	Project - 1	Project - 2
1	12500	11750
2	12500	11250
3	12500	12500
4	12500	13500

starting investment - for both project Rs 20000

- 1. pay back method.
- 2. average rate of return

Sol:- Project - 1 :-
payback period annual flow is constant

$$\text{payback period} = \frac{\text{cost of the product}}{\text{annual flow}}$$

$$= \frac{20000}{12500} = 1.6 \text{ years}$$

Project - 2 :- 2.4

payback period annual flow is not constant.

Year	Project - 2	Cumulative
1	11750	11750 (lower)
2	11250	23000 (After lower)
3	12500	35500
4	13500	49000

$$\text{Payback period} = \frac{\text{Cost of Project} - \text{Annual Cash Inflow}}{\text{Annual Cash Inflow after lower year}}$$

$$= \frac{20000 - 11750}{11750}$$

$$= \frac{20000 - 11750}{11250} = 1.733.4 \text{ years.}$$

Average rate of return :-

Project - I :- if ~~the~~ investment is given
 then we use ~~the~~ Average ^{annual} Rate of return
 formulae.

i.e. $\text{ARR} = \frac{\text{Average annual profit after taxes}}{\text{Total Investment}} \times 100$

also $\text{Average annual profit} = \frac{\text{Total annual cash flow}}{\text{Total no. of year}}$

$$= \frac{12500 + 12500 + 12500 + 12500}{4} = 12500$$

$$\text{Average Investment} = \frac{\text{Total Investment}}{2}$$

$$= \frac{20000}{2} = 10000$$

$$\text{Average rate of return} = \frac{12500 \times 100}{10000} = 1.25 \times 100$$

(i) if profit is 12500 $\Rightarrow 125\%$

Project - B

$$A.R.R = \frac{\text{Average rate of return after tax}}{\text{Average investment}} \times 100$$

$$= \frac{11750 + 11250 + 12500 + 13500 / 4}{10000} \times 100$$

$$= \frac{47500}{10000} \times 100$$

$$= \frac{1250000 \times 100}{10000} = 125\%$$

Net present value Method

Present value of cash inflows - Present value of cash outflows = Net present value

Consider the following two investments alternately

each costing Rs 9,00,000. The details of cash inflows are as follows

Year	Project - 1	Project - 2
1	1,00,000	6,00,000
2	5,00,000	4,00,000
3	6,00,000	3,00,000

The cost of capital is 10%.

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Internal Rate of Return

steps for calculating Internal Rate of Return

1. Have to calculate two times. net present value.
2. one time have to come positive of net present value.
3. Another time have to come negative of net present value.
4. Discount rate has to take approximate rates each time

$$IRR = L + \frac{P_1 - C}{P_1 - P_2} \times D$$

P_1 = lower rate of discount.

P_1 = PV at lower rate

P_2 = PV at higher rate.

C = cash outlay (or) investment

D = Difference in rate of interest

Ex-^Q

Initial investment = Rs 100000/-

Annual revenue (Rs 100) = 10000/-

(of 300 to 200)

Interest = 10000/-

(of 15% to 10%)

(if 10% to 5%)

Ques :- The following data you calculate internal rate of return (IRR)

Cost of the project - Rs 11000

Cash inflows	Year	Rs
	1	6000
	2	2000
	3	1000
	4	5000

Sol :- Calculation of the net present value

Year	Cash inflows	present value Rs 1 at 10%	present value in cash
1	6000	0.909	5454
2	2000	0.826	1652
3	1000	0.751	751
4	5000	0.685	3425

$$\text{Net present value} = \text{Total present value} - 11272$$

$$\begin{aligned} \text{Net present value} &= \text{total present value} \\ &\quad - \text{cost of the project} \end{aligned}$$

$$= 11272 - 11000 =$$

(positive Net present value)

Year	Cash Inflows	Present value of Rs 1 to 15%.	Present value in cash inflows
1	6000	0.870	5220
2	2000	0.756	1512
3	1000	0.658	658
4	5000	0.572	2860
Total present value =			10250

$$\text{Net present value} = \text{Total present value} - \text{cost of the project}$$

$$= 10250 - 11000 = -750 \\ (\text{Negative Net present})$$

$$\text{Annual rate of return} = 10 + \frac{P_1 - C}{P_1 - P_2} \times D$$

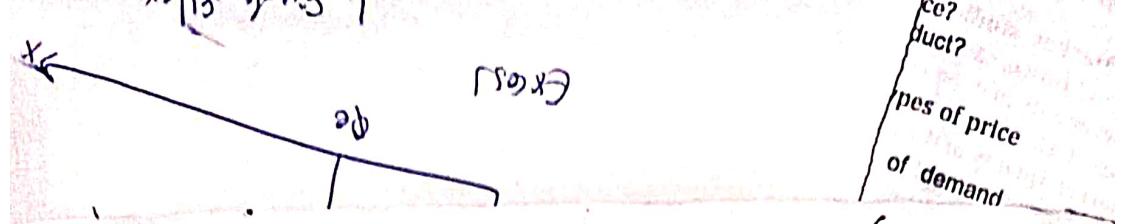
$$C=10, P_1=11272, C=11000, P_2=10250,$$

$$D=5$$

$$= 10 + \frac{11272 - 11000}{11272 - 10250} \times 5$$

$$= 10 + \frac{272}{1022} \times 5$$

$$= 10 + 1.33 = 11.33$$



Capital & Capital Budgeting

* Capital mean the entrepreneur (Business Starter)

↳ taking some money, land, labour, invocations for start business called Capital.

⇒ Creativity, innovation, new ideas are considered as special form of capital.

⇒ Some people has idea but don't have money

Some people has money but no idea.

⇒ The ideal combination of business is

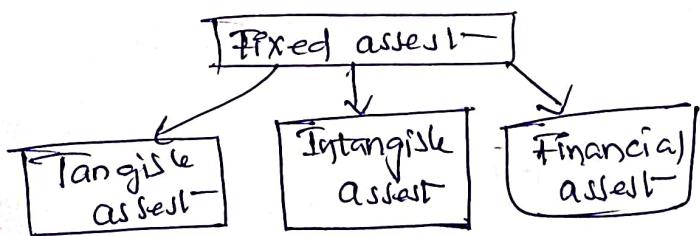
both Idea and Money
There are two types of Capital

1. Fixed capital

2. Working Capital

1. Fixed Capital :- The amount of money which is used to earn/sug a good/product like land, building etc., which can't be consumed but reusable called Fixed Capital

Ex:- Large Michenries in factory,
class room benches in college



→ Fixed capital is long term

Tangible asset:- The property which are physical

items which can be reuse and the property is
in entrepreneur name

Eg:- Land, Machinery, Building.

In tangible fixed asset:- These don't have

physical form which are can't be seen (or
touched).

Eg:- Reputation, brands, copyrights, Goodwill.

Financial fixed asset:- These are in our name

but we don't use it we give rent to the
others

Eg:- shares, deposits etc.

2 Working Capital:- The amount available in

Company business, industry for day to day

operations (or activities)

Eg:- In a supermarket, if wages are
given day wise then Money has to distributed

by day

or raw material day by day saying

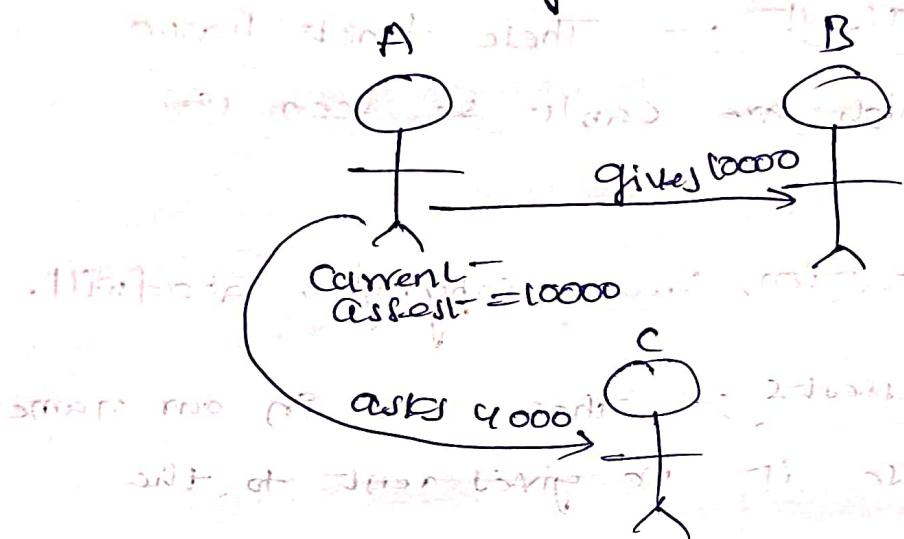
Eg:- Vegetables, tiffin

working Capital =

Current Assets - Current Liabilities

Ex :- if A person gives ₹ 10000 to B Person

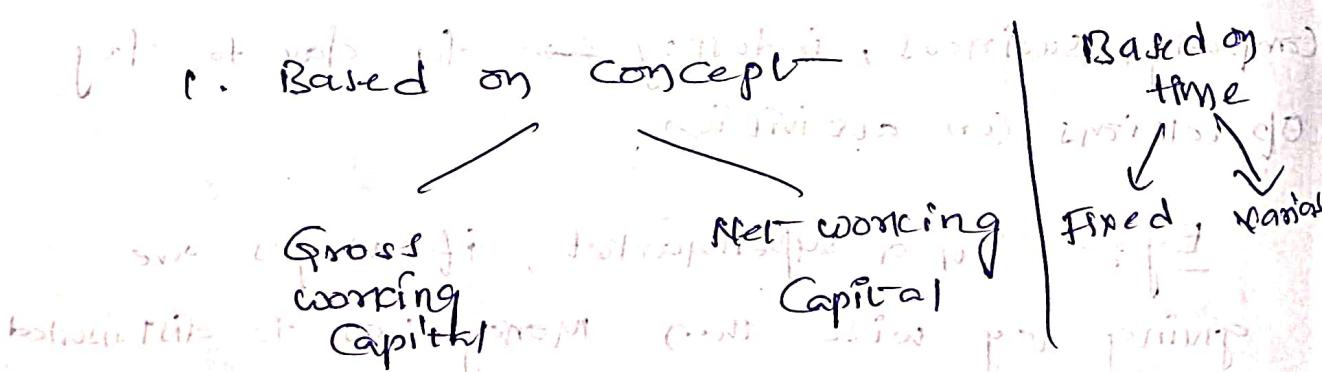
then A person asks ₹ 4000 from C person
then working Capital is $10000 - 4000 = 6000$



⇒ short-term Ex on working Capital

working Capital classified on based on Concept, divided into 2 types

based on time



Gross working Capital :- Sum of all current assets

Net working Capital :- Total Capital less than Total Assets

q:- Person consists of land, building,

Money

Gross

Working Capital = Land + Building + Money

Money

Land



Building



Money

Gross

Working Capital

Net working capital :-

The difference in current assets and current liabilities

Significance :-

Factors determining / effecting working Capital

1. Nature of business :- The working Capital

chooses its capital based on quantity of business

e.g. :- supermarket requires more working

Capital compared to tiffin box owner

2. size of business :- The business @ expansion

is high then we need more Capital

3. production policies :-

Own build

Buying and selling

Papads with rice powder

Cloth Market -

4. Manufacturing process

The More Quantity, High Quality, but Reasonable Capital is the process of manufacturing

Eg:- Rare fossil shirt

5. Seasonal variations

Based on seasons working capital

changes.

Eg:- Mangoes

(a) Factors affecting / determining fixed Capital :-

6. Credit policy :- so many branches are there then we use credit policy. More working Capital less profit

1. permanence in nature :- Land, Building

2. profit generation :- Renting a house

3. No liquidity :- Not easy to sell. There are some formulations.

4. Irrecoverable :- If we buy we can't

give it back with the same Capital to the same person

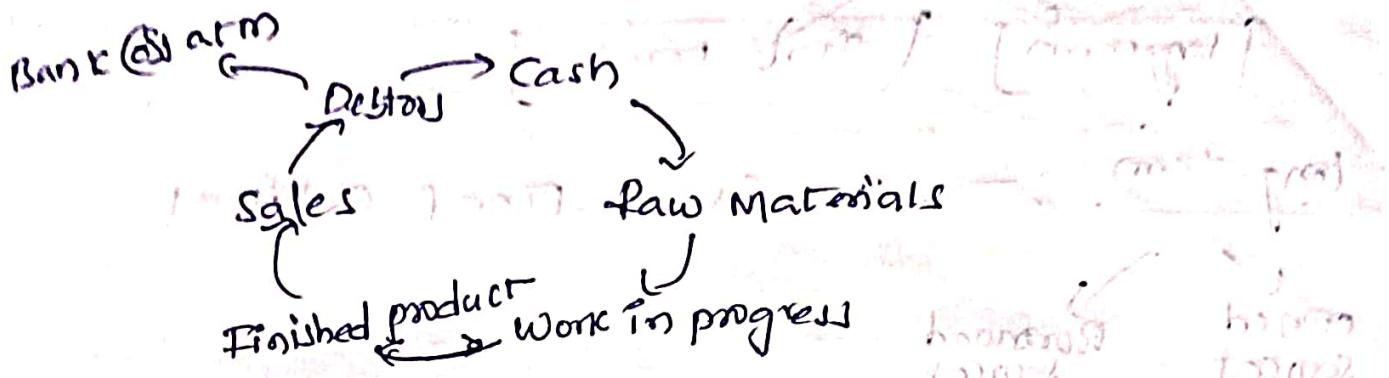
Eg:- pulav cost = 1,8000 (if you use today)

and return they give = 1,00,000.

borrowed amount
principal

Interest paid on principal
Interest on interest

Working Capital cycle :-

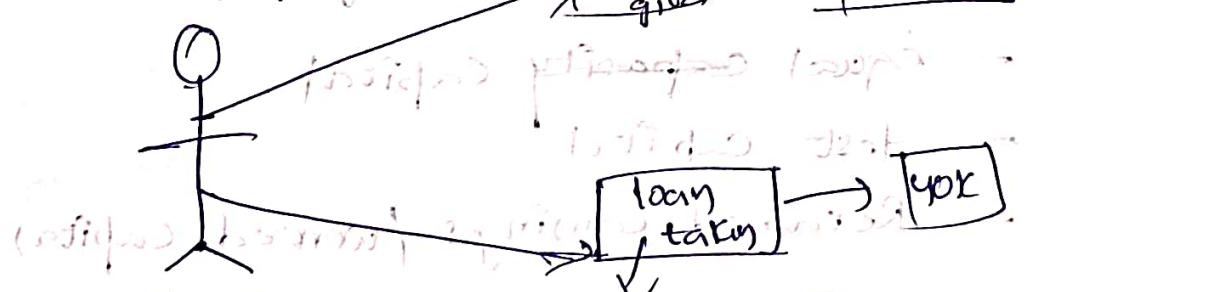


Components of working Capital

1. Current assets
2. Current liabilities

2. Current Assets

1. Current assets :- The assets which are converted into cash within 1 year called current assets.
Ex :- Working process in company.
2. Current liabilities :- The assets usually completed in short period.



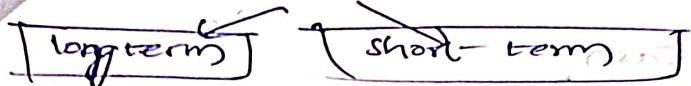
Client
Deposited in Bank Current - ~~Bank~~ ~~Bank~~
Hence, Net Working Capital = ~~100000~~ - ~~40000~~
~~60000~~

more often than not it is the case that the legend will be

\Rightarrow Gross working capital can't be negative

→ Net working Capital can be negative -

Sources of Capital :-



Long-term :- Individual Fixed Capital

Owned sources Borrowed sources

Eg :- car travellers.

Short-term :- It is a Non-capital. It

b. In case - owned & it is rented.

Eg :- Change of seasonal change sizes.

Requirements for Job.

Source of Capital :- The capital is not only money but also ideas, interaction, land and labour. The main source of capital are

- equal ~~capacity~~ Capital

- debt Capital

- Retained earnings / worked Capital

equal Capital :- (Equal Capital is where a company raises money by selling off a percentage of the business in the form of shares which are purchased and owned by shareholders.)

equity capital :- (Equity Capital is where a company raises money by selling off a percentage of the business in the form of shares which are purchased and owned by shareholders.)

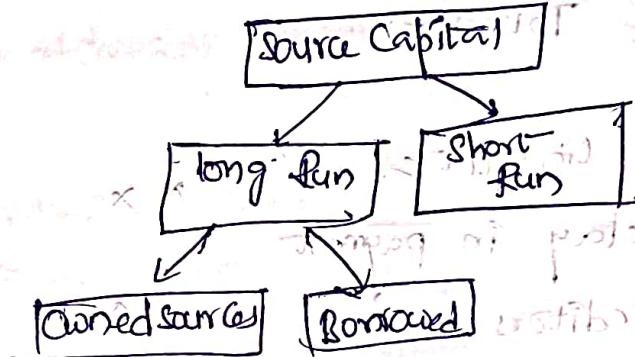
2. debt-capital

Money

(i) retained earnings :- It is the money needed

to meet the day-to-day operation of the business and pay its obligations promptly.

Savings :- It is the most important source of the capital formation. When people save a portion of money, these money is invested in productive assets, which leads to capital formation.



long run :- An invested Capital comes after a long period (> 2 years) called long run. It is own fixed capital.

owned sources :- The business started by the own money, transportation called owned sources

Borrowed :- The rental resources are called as

Borrowed

short-run :- It is not a fixed Capital. It is Net Capital. It is rented

Estimation of working capital requirements

particular

(A) current assets

→ Raw materials

→ works in progress

→ finished goods

Inner amount
(Rs)

Outer amount
(Rs)

→ Debtors

→ Land & buildings

→ Prepaid expenses

→ Purchases

Total (A)

(B)

Current liabilities

→ Delay in payment

→ Creditors

Net working capital (B)

(C)

Net working Capital

(A) - (B)

(sudden)

Total working Capital

Requirement

Requirement of Rs 10,000/-

Capital Budgeting

The Capital is used to consume on any goods/service at correct place where we get more profit called Capital Budgeting.

- It is taking decision based on the previous data about that particular location where we think we get an profit.
- There are more than 2 alternatives in the Capital budgeting.

Ex:- if we see, a factory which consists of set of clothes are purchased and want to deploy into Market we see where the best place to start-up selling and making a best model to advertisement.

- Capital budgeting is the process of planning, run, time and waiting to get investment (or profit).
- It is applicable for long term process which has more than 2 years.

→ We require huge amount of Capital in long run so we need to think about cash inflow and out-flow once a twice.

- While evaluating Capital budgeting we need to follow these steps

— Generating Investment proposal.

— Estimate cashflow for proposal.

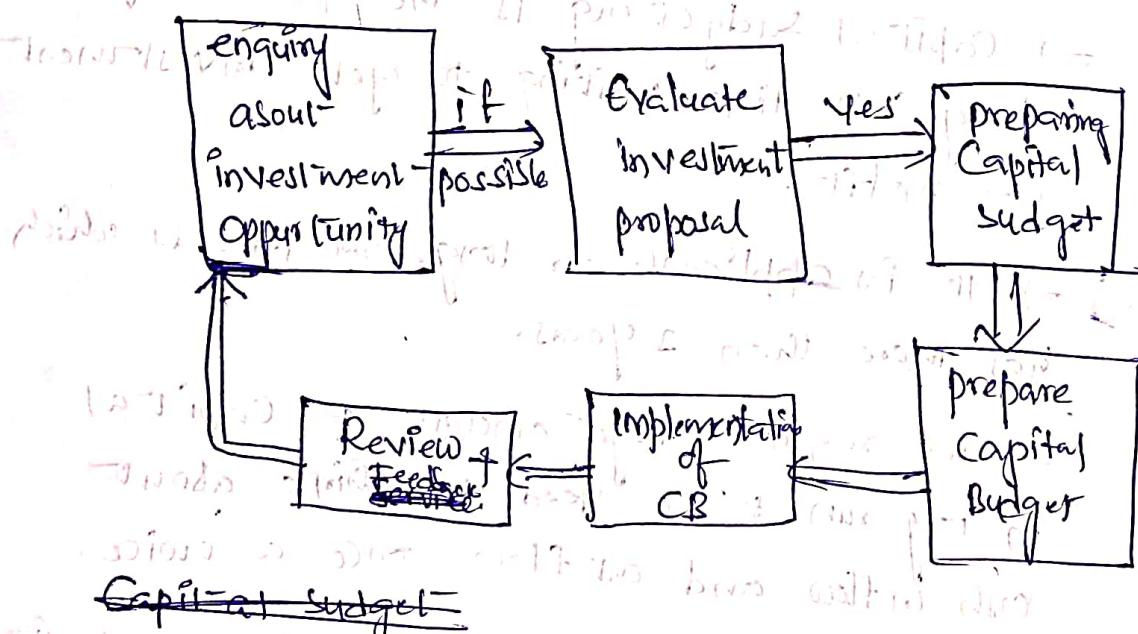
— Evaluating cashflow.

— Selecting the product based on

the proposal by the localities.

Needs/Objectives of Capital Budgeting

1. long-term decision
 2. To progress.
 3. responsible for large amount of fund.
 4. responsible for legal and illegal activities
 5. Careful decision
 6. identify effective project
 7. process of Capital Budgeting
- Steps/ process of Capital Budgeting :-



Features of Capital Budget :-

1. Growth - Need to growth the business
2. Risk - Need to care about not making Risk
3. complexity - take suggestions to avoid problem
4. Irreversibility - Not get a full Capital if high fund. - It is a long run need to business

Capital Budgeting Methods / Techniques

→ Payback

→ ARR

→ IRR

→ NPV