



A STUDY ON FINANCIAL PERFORMANCE OF SYNERGY MARITIME RECRUITMENT SERVICES Pvt Ltd

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ABSTRACT :

The project report entitled to a study on Financial Performance of Synergy maritime recruitment services Pvt Ltd. Financial analysis is the process of identifying the financial strengths and weakness of firm by properly establishing relationship between the items of the balance sheet and profit and loss account. The main objective of the study is to analyze the financial performance of the company. It is the process of identifying the leverage, liquidity and performance of the firm. The tools used for the study are ratio analysis. Charts and tables are used for better understanding. Through ratio analysis the company could understand the leverage, liquidity and performance position of the company. For this study descriptive research design is used. The nature of data collected for the study is secondary data. The secondary data collected from records, reports and profile of the company. Now the financial program of Synergy maritime recruitment services is progressing in near the future Synergy maritime recruitment services will become strong. I arrived at the conclusion that the financial performance of Synergy maritime recruitment services is good.

INTRODUCTION:

The focus of financial analysis is on key figures in the financial statements and the significant relationship that exists between them. The analysis of financial statements is a process of evaluating relationship between component parts of financial statements to obtain a better understanding of the firm's position and performance. Financial statement analysis is a process involving specific techniques for evaluating risks, performance, financial health of an organization.

Financial analysis in terms of profitability, solvency and efficiency is considered as the backbone of any sector. The study of the financial performance is important to know the financial efficiency of the business enterprise. Financial ratio analysis is a powerful tool of financial analysis. Financial ratio analysis is essential to the management, owners, customers, suppliers and competitors each having their views in applying financial statement analysis of their opinion and making judgement about the financial health of organization. An analysis of financial statement with the help of accounting ratio is termed as ratio analysis. Ratio analysis is a process of determining and interpreting relationship between the items of financial statements. Its purpose is to provide a meaningful understanding of the performance and financial position of an enterprise. It is done by establishing relationships between the items of financial statements of balance sheet and profit & loss account.

NEED FOR STUDY:

Financial statement analysis is useful to analyze the financial performance of the company in comparison with the previous years. The study helps to know a liquidity, solvency, profitability and efficiency position of the company. The purpose of the study is to analyze the various concepts of the financial performance.

SCOPE OF STUDY:

- The scope of the study is limited to collecting financial data published in the annual reports of the company every year.
- The scope management plan involves how the scope will be defined, validated and controlled.
- The validate scope process focuses mainly on customer acceptance.
- Managers will measure the work product against the scope baseline to ensure that the project stays on track and prevent any unnecessary changes.
- The analysis is done to suggest the possible solutions. The study is carried out for 5 years.

OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE:

- To study on the “Financial performance of Synergy Maritime Recruitment Services Pvt. Ltd”.

SECONDARY OBJECTIVES:

- To find out the liquidity position of the company.
- To analyze the profitability of the company.
- To analyze the solvency of the company. To analyze efficiency of the company.

REVIEW OF LITERATURE:

Tom Mulegi (2017) Financial ratio analysis is important to the management, Owners ,Customers, Suppliers, Competitors and regulatory agencies. Each having their views in applying financial statement Analysis in their evaluations and making judgements about the financial health of organization.

Myaskovia. R. (2017) In a financial performance , especially financial ratio analysis have become important financial decision support information used by firm , management and other stakeholders to assess financial stability and growth potential.

Chnar Abdullah rashid (2018) Ratio analysis can be seen as useful tools to serve companies and investors for the process of analysing and comparing relationships between difference pieces of financial information across the companies history. Liquidity can be seen as a financial concept which means the amount of money is has to be available for investment.

Saigeetha.S. (2017) For financial analysis , ratio analysis is the widely-useful tool. quantitative are numerical relationship between 2 variables is the reference of the firm. ratio. Ratio analysis systematic use of ratio which is used to determine current financial condition of the firm.

Vijay s patel (2012) All the tools of financial analysis available with analyst the most important and the most widely useful tool is ratio analysis. simply stated ratio analysis is an analysis of financial statement done with the help of ratios. ratio also provides a birds eye view of the financial condition of the company.

Endri endru (2020) Research was conducted to determine the company’s financial performance in the food and beverage sector which was assessed based on financial ratio analysis. the focus of this research is financial performance which can be measured by four types of financial ratio analysis namely, liquidity, solvency, profitability and efficiency ratios.

RESEARCH METHODOLOGY**RESEARCH DESIGN**

“A Research Design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with the economy in procedure”. In fact, the research design is the conceptual structure with in which research is conducted; it constitutes the blue print for the collection, measurement and analysis of data, the research design utilized in this study is analytical research.

METHOD OF COLLECTION

The study basically uses primary and secondary data. Primary data means data which is fresh collected data. Secondary data means the data that are already available. Generally speaking, secondary data is collected by some organizations or agencies which have already been processed when the researcher utilizes secondary data. The process of secondary data collection and analysis is called desk research.

TOOLS USED :**RATIO ANALYSIS**

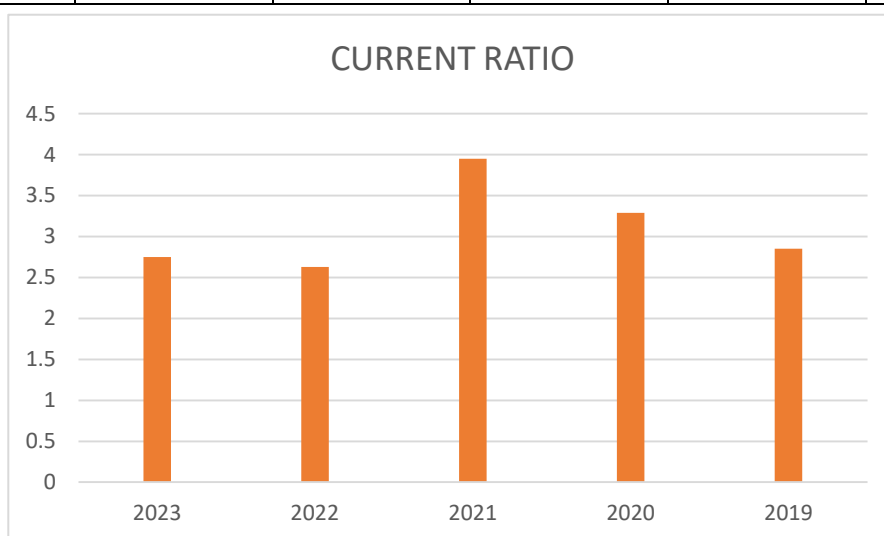
A ratio is the quotient of two mathematical expressions and the relationship between two or more numbers. In financial analysis, a ratio is used as an index or yardstick for evaluating the financial position and performance of a firm. The relationship between the two accounting figures expressed mathematically is known as a financial ratio. It involves comparison for a useful interpretation of the financial statements and it should be compared with some standards.

RATIO ANALYSIS**CURRENT RATIO:**

The current ratio is a liquidity ratio that measures a company's ability to pay short-term obligations or those due within one year. It tells investors and analysts how a company can maximize the current assets on its balance sheet to satisfy its current debt and other payables.

$$\text{CURRENT RATIO} = \frac{\text{CURRENT ASSETS}}{\text{CURRENT LIABILITIES}}$$

PARTICULARS	2023 Rs.(Lacs)	2022 Rs.(Lacs)	2021 Rs.(Lacs)	2020 Rs.(Lacs)	2019 Rs. (Lacs)
Current assets	1,701	940	798	686	573
Current liabilities	595	285	202	260	208
Current ratio	2.85	3.29	3.95	2.63	2.75



INTERPRETATIONS:

The above table indicates that the Current ratio is 2.75 in 2019. It has decreased to 2.63 in the year 2020. It has increased to 3.95 in 2021. It has further decreased to 3.29 and 2.85 in 2022 and 2023.

CONCLUSION:

The project has done on the study and analysis of financial performance of Synergy Maritime Recruitment Services. The analysis is based on the information provided by the firm. The information provided for 5 years. As a financial aspect it is a successful company by earning more revenues. The part of analysis based upon the ratio calculation. Thus the ratio analysis of the company is satisfactory. The background of the company is strong enough to resist the imbalances of the markets as well as the economy. The past five years' financial performance of the company in general is satisfactory. It could be concluded that the company has been performing well.

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