

A STUDY ON STRATEGIC FINANCIAL PERFORMANCE IN SOFTWARE INDUSTRY

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ABSTRACT

Financial statements of a firm are highly useful to all stakeholders. The profit and loss account and balance sheets are the two most important financial statements. They are prepared according to commonly accepted principles, reflecting past and current effects of the decisions made by the management. Evaluation of financial performance involves the use of financial statements, figures are dumb, however, they may tell vivid story of financial adventures of a business enterprise, if systematically analyzed and interpreted. Financial performance evaluation pinpoints the strengths and weakness as of firm, like x - raying.

KEYWORDS: Sampling Design, Period of Study, Sources