



Internship Report on Financial Performance Analysis of SR ONE Limited



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Letter of Transmittal

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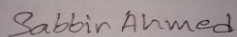
Dear Sir,

I will submit my internship report on “Financial performance analysis of SR one limited” after completing my intern. It was my best consideration to follow all of point of this SR one how far I can. It was my blessings to follow your instruction and time schedule. All of those areas have covered which was mention to me in the meantime of discussion.

All of topics are visualize which relate to this internship paper. I would like to devote my heartiest gratitude for you; to supporting me your best. This helps me a lot to prepare this report properly.

Thanks for your consideration.

Sincerely yours



Sabbir Ahmed
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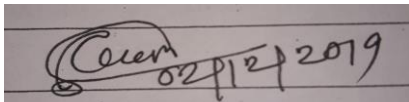
Approval Certificate

This is my pleasure to mention that the report entitled “Financial performance analysis of SR one limited” have completed by Sabbir Ahmed ID: 152-11-4723, Department of Business Administration, Daffodil International University.

He was placed in the SR one Limited which is one of the glorious organizations. SR one is also priority to give the innovative internet service in Bangladesh and the extraordinary customer service to all the clients.

The BBA Internship report, he has submitted on the topic, is up to the mark in the terms of the quality and the organization.

I wish his every success in life.



02/12/2019

Gouranga Chandra Debnath

Associate Professor and Head

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Preface

Industrial internship is a program, which is guided to compile practical knowledge. It is hardly observed that practical working realization will attach advance in our future life, which may support to attain our aim and ambition too. It provides a scope to acquire knowledge from global business and earmark for executives. It places the practical phenomena including risk and opportunities and enables to take probable alternative decisions too. The sense is the best on gathering experience. It is really a great pleasure that, I have completed my internship program in SR one Ltd, Mohammadpur, and Dhaka.

This report has been prepared to full-fill the academic curriculum as required under the program BBA. While preparing this report, I gathered practical experience of working and also participating in the internship program. Finally, I would like to say that tireless struggle would become successful when any person or organization will get benefit from this report.

Acknowledgment

Thanks to Almighty Allah for giving the capability of completing this internship report. I am also grateful to my family for supporting me during the making period of this report.

Then I would like to thank my supervisor for his valuable guideline which assists me to complete easily my report. It may concern to say that without his cooperation it was impossible to complete.

Moreover, I also thank to Branch manager and Vice president of SR one Limited who help me a lot to learn about organization activities. Not only has that I also thanked to all employees of the organization who collaborates with me to learn about how they actually work.

It is my gladness to thank all of my senior brothers and sisters who advise me to complete my paper on an appropriate way.

Paying my heartiest appreciation to all of these remarkable people for their tremendous cooperation, this will always be remembered by me in my entire life.

Executive Summary

The report tries to analyze the financial performance of SR one Limited. It is a private organization in Bangladesh Joint Venture Company with US investors Net/DEFTA Partners since 2005. SR one is premier information and communication technology (ICT) solution provider and Internet Service provider (ISP).

Basically this report focused on last five years' financial data. Therefore, ratios such as capital adequacy, leverage ratio, percentage of cla

ssified loans, net profit margin, earning per share, return on equity etc. are used to determine its performance.

Having analysis results, SR one has been showing that its ROE has decreased. But on the other side its ROA increased in each year. That's why it is capable to use its assets as desire. But SR one is using own fund for making new policies which reduce the cost of total assets. It increases the operating expenses. But cash ratio is now in good position comparing the peer company of it.

Now a day whole economic sector in Bangladesh going through an insufficient fund. For this SR one also having some problem to face. And it is trying to overcome these situations by taking new initiatives. It's my belief that SR one will keep a crucial role in developing Bangladesh economy to build up in Digital Bangladesh project in near future as like before

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Chapter-1

Introduction

Worldwide System of Internet Interconnect Computer Networks. PC and PC systems trade information utilizing TCP/IP (Transmission Control Protocol/Internet Protocol) to speak with one another. PCs are associated through broadcast communications systems and the Internet can be utilized for access to data on messaging, document exchanges and the World Wide Web.

In the same way as other created and creating nations, the web has expanded fundamentally in Bangladesh. In spite of the fact that there are numerous impediments to growing Internet access and utilization, the advancement of web and data innovation is a high need. Web clients in Bangladesh expanded by 80.483 million in December 2018 [1] On February 19, 2018 Bangladesh began 4G arrange administrations.

Bangladesh is a little nation however it has a substantial populace. The majority of them are uneducated and jobless. The Bangladesh government needs to instruct all and land positions. The administration needs to digitize the nation for this reason. SR one is giving web benefits the nation over to be a piece of this extraordinary work of the administration.

1.1 Origin of the report

This impermanent position report is equipped for all understudy of Daffodil International University who have completed other course credit. To complete BBA each understudy needs to complete an impermanent activity course to an assumed affiliation. The understudies are sent in various relationship to extend their out capable about veritable experience of occupation life. After completed 3 credit hour program, to accomplish an impermanent position report, each understudy need to keep up a timetable with school chief. Basically this report shows all of pertinent subjects about the particular association.

1.2 Objectives of the study

The main objective of the study is to scrutinize the financial data of SR one Ltd. from the period of 2014 to 2018 and evaluates the performance.

The other objectives of this study are: -

- To find out the trend of profitability of SR one from the epoch of 2014 to 2018.
- To estimate the factors affecting performance of the organizations from the Season of 2014 to 2018.
- To evaluate the financial position and performance of SR one Ltd from the Period of 2014 to 2018.
- To measure the managerial efficiency of the firm as well as earning capacity of SR one in future.
- To suggest better ways for enhancing the performance of the organizations.

1.3 Purpose

Data will end up being continuously immaculate when it gets a mix with practical learning. Much equivalent to Bangladesh, in work suffering business division, it exceptional for each understudy to get convenient learning around a relationship without having an employment. It is such a lot of strong for fresher's to grapple an employment resulting to getting convenient wellness or now and again offer an occupation. Likewise, it is helpful to make to talk with corporate people and contact them. That is the explanation sound judgment presentation brings a veritable impact up in master zone.

1.4 Scope

Through this report, it has shown the whole execution of SR one for latest five years. Their monetary circumstances just as looking at their various levelled activities to demonstrate how truly they deal with their customers.

1.5 Methodology

This response has been set up dependent on experience that gathered from my brief employment period. The execution evaluation of SR one ltd. has been showed up in this report subject to cash related report (2014-2018). These disclosures address by methods for outlines, charts and tables in the interpreting part. According to my main bearings all of information was associated successfully.

1.6 Area of the study

This report will show financial performance curve of SRket limited in communication industry of Bangladesh.

1.7 Sources of Information

In order to completion of this response I have collected data from both initial and minor sources.

Primary sources:

- Employees
- Clients
- Supervisor

Method of collecting primary data:

Practical encounter on their branch.

Face to confront discussion with office representatives.

Conversation with branch visited clients.

Studying office document meanwhile of working.

Secondary sources:

- Annual report of SR one Ltd.
- Official website of SR one (www.SR one.net)
- Various book articles and journal

1.8 Limitations of the study

- Personnel are not constrained to reply of each inquiry.
- Maintaining cover of SR one I need to think about a few information in this report.
- Data confinements and individual failure of seeing some money related terms.
- Lack of fact and a few choices are made on presumption.
- Due to less time in our entry level position period it is so difficult to know appropriately around an association.

Chapter-2

Organizational Part

Company profile:

SR one is Bangladesh's ISO asserted boss Internet Service Provider (ISP), set up in 1996 as SR's IT/ISP wing, it later formed a Joint Venture association with US money related masters get/DEFTA Partners in 2005. KDDI – the second greatest cell manager and Wireless ISP in Japan went into a relationship with SR one having half stake in the association. Prior to the completion of 2009, SR one expanded its broadband Internet and Intranet (data) benefits in 64 areas, 470 Upazilas of Bangladesh.

Its framework today relies upon Fixed WiMAX and fiber optics advancement to serve 2000+ Banks branches, 100+ Government Offices, 800+ broad organizations and a large number of Small and Medium Enterprises (SME) and Educational establishments all through the country. From the most punctual beginning stage SR one Limited is endeavoring to contact remote people to give organizations. For illuminating preparing, treatment, correspondence, business, social care among the overall public. From the year 2008 SR one started e-house adventure for exhibiting web access to the all-inclusive community live in the remote towns. E-cabin is a local system base united electronic shop, where people had required differing kind of it engaged and other obliged organization get to office like; web examining, phone getting other country to family members, IT planning, talking, printing, dispatch, photocopy, etc. Each and every open organization in an advanced bistro were in like manner available in the e-hut.

Inspiring by the Bangladesh Government Digital Bangladesh course of action, INFO Starker task we are set up to assistance. Beside this our monetary pro Largest NGO SR is furthermore supporting for executing the organization augmentation adventure in the remote zone. SR one will relate all of the pieces of SR around 4,500 branches wherever all through the Bangladesh. Thusly, SR one is set out to support SR and furthermore giving help of affiliation level. We are sure that our Wi-Fi hotspot will be available in the 50 territory in this year 2018 and another 250 zones Wi-Fi hotspot will be verified by the next year in 2018. From this undertaking SR one anticipating yearly pay around 216 million.

2.1 Vision:

To become premier Internet Service Provider by developing state-of-the-art technology to build a connected Bangladesh.

2.2 Mission:

Achieve customer satisfaction by providing round the clock reliable & quality service.

2.3 Commitment:

Helping the government to make and present Bangladesh as a digital country. Provide net services to every human being in Bangladesh. Encourage all traders by paying tax in a timely manner.

2.4 Market Information and Analysis:

Preceding impelling another thing, it is fundamental the market examination with respect to the thing we find that our restriction concerning this thing will against huge media transmission associations, a couple of Nationwide ISPs and close by ISPs. Along these lines, we make walk by step system and did physical investigation of 14 territories. Make demography of market measure and manage the requirements.

2.5 SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> ▪ The investors. SR, KDDI and DEFTA Partners are not only stakeholder but technology partner also. ▪ Strong network coverage. SR one has network coverage in 64 district and 300+ own PoP in 411+ upazila. ▪ Dedicated work force. 300+ professional and trained workforce ensuring industry standard (ISO 9001-2008) 24/7 service support. ▪ Large investment capacity. ▪ Strong customer relationship management. 2000+ Bank and corporate satisfied customer, Government Offices, Multinational and International organizations. ▪ Wide experience of the market 	<ul style="list-style-type: none"> ▪ Limitation in brand awareness. ▪ Slow rate of product diversification, ▪ Declined bandwidth price. ▪ NTTN & E1 Dependency. ▪ Smaller consumer or home user. ▪ Inefficient power supply in the remote places. ▪ Frequent switch of operator by customer. ▪ Moveable customer ▪ Support
Opportunities	Threats
<ul style="list-style-type: none"> ▪ 4,500 SR Offices connectivity ▪ Connectivity to government offices. Government high priority on Country's ICT sector for INFO Sarkar implementation. 	<ul style="list-style-type: none"> ▪ Mobile operator ▪ High budget requirement for Network equipment, technology and backbone deployment.

<ul style="list-style-type: none"> ▪ Connectivity to schools. Digital classroom concept actualization in the school level education. ▪ Connectivity prospect to SPZ,s, IT & Software park 	<ul style="list-style-type: none"> ▪ Smaller market but unethical higher competition. ▪ Insecure overhead fiber and cut by government authority.
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2.6 Demography and Market Size Identification:

As per below table sample population 925,725, area 6.94 Km², density 1334 person/ km², and literacy 58%.

Sl.	POC	Union/Thana	Population	Area (Sq. Km)	Literacy Rate
1	Zanjira	Zanjira paurashava, Shariatpur	21,251	17.94	56%
2	Munshirhat,	Dhobaura, Mymensingh	33,939	40.22	37.5%
3	Panchagarh	Panchagarh paurashava, Panchagarh Sadar Upazila	45,589	20.72	70.3%
4	Bhadeshwar	Bhadeshwar, Gopalganj , Sylhet	36,272	32.9	61.2%
5	Beanibazar	Beani Bazar Paurashava, Beani Bazar, Sylhet	7,709	16.43	63.5%
6	Tongibari, Munshigonj	Tongibari, Tongibari upazila, Munshigonj	197,173	140.91	57.1%
7	Kutubdia	Kutubdia Upazila, Cox's Bazar	125,279	215.79	34%
8	Singra, Natore	Singra Paurashava, Singra Upazila	33,192	70.37	56.8%
9	Puthia, Rajshahi	Puthia Paurashava, Puthia Upazila,	20,610	13.51	59.2%
10	Baneshwar, Puthia,	Baneshwar union, Puthia Upazila, Rajshahi	35,452	25.74	53.6%

	Rajshahi				
11	Satkhira	Satkhira Paurashava, Satkhira Sadar, Satkhira	1,13,322	32.02	69.3%
12	Tala	Tala union, Tala Upazila, Satkhira	33,027	24.74	53.7%
13	Hazigonj	Hajiganj Paurashava, Hajiganj Upazila, Chandpur	63,892	20.24	66.6%
14	Chandpur Sadar	Chandpur Paurashava, Chandpur Sadar Upazila, Chandpur.	159,021	25.61	67.4%
Total			925,725	694.14	57.59%

Before moving another thing, it is basic to complete the market-related assessment of the thing. Something different, there is an enormous potential for frustration. Over the latest couple of months we will struggle with our resistance concerning this thing against noteworthy communicate interchanges associations, ISPs and close by ISPs the nation over. In this manner, we drove a physical survey of 14 zones in an arranged manner to make grandstand measure people and to make necessities.

Type of user:

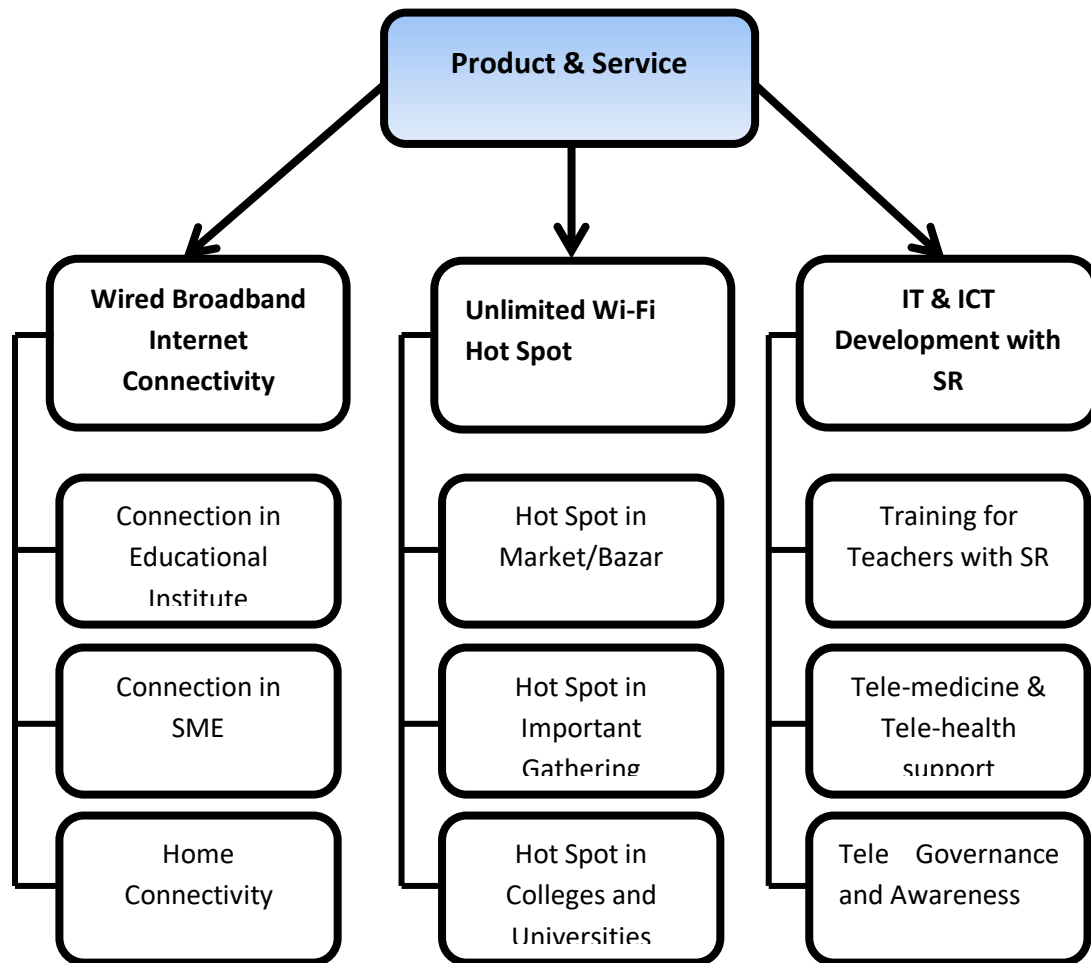
We have divided the user under three different categories. These are:

- i. Hat/Bazar locations (Regular Users)
- ii. Educational Organizations (A certain time limit or customized sites and services)
- iii. Government offices (Certain time-limited service)

2.7 Product & Service Description:

Based on SR one services below products & services will be offered in the project area:

- Wired and P2P Radio Broadband internet connectivity
- IT & ICT development training
- Unlimited Wi-Fi Hotspot Connection



2.8 Pricing & Packages:

1. We are exhibiting another strategy for business. So we have to choose the expense in like way. Inside two or three significant lots of keeping up the business, we will face a deadly market contention from various providers; so we will unite esteeming frameworks together.
2. **Cost Based Pricing**
3. **Value Based Pricing**
4. **Demand Based Pricing**

On basis of that we have decided to divide the pricing on two stages;

2.9 Initial Stage Pricing:

- The underlying stage cost is the way we begin the estimating system toward the start. Here we will consolidate the initial two estimating systems. Cost based and cost based so we will decide the aggregate costs spent on explicit zones and costs dependent on the locales made. So to pursue that we will concentrate on the beneath angles
- Customer needs
- Preferences
- Expectations
- Financial resources
- Competitors' offerings

Hence we are going to start our business in the rural areas, these points really need to take on account while price setting.

2.10 Matured stage Pricing:

Following a few significant stretches of running these exercises in around 20 regions, we will underline the intrigue based costs. According to their necessities we can offer many altered offers to procure and more customer base. So there will be unmistakable packages in the market to meet the differing needs of anxiety.

2.11 Market Centric/Sensitive Pricing:

We will in like manner portray a course of action for create markets that will have new changed ideas from contenders; we will hold up to see to what degree we will be there. The time that we won't pay anything. We will keep our quietness and hold up until the completion of their offer, expensive offers won't prop up for a lifetime and will end in an express time, and it is our most raised time for displaying.

2.12 Competitive Analysis of Pricing:

Primarily we are setting a price packages as follows:

We have designed our packages of different products targeting the actual user.

- Broadband Internet Connection package will be offered in two different ways
 - Dedicated Internet

- Shared Internet
- IT Training will consist of
 - Skill development in IT field
 - School Teacher Training (according to Teach the teacher)
- Wi-Fi Hotspot Package

Primarily we are setting a price packages as follows:

- | | |
|---|---|
| <ul style="list-style-type: none">• Refill Cards containing Balances:1. 10 Taka2. 50 Taka3. 100 Taka4. 150 Taka5. 200 Taka | <ul style="list-style-type: none">• Unlimited Bandwidth Packages:1. 350 Taka for 30 Days2. 200 Taka for 15 Days3. 150 Taka for 10 Days4. 75 Taka for 5 Days5. 50 Taka for 3 Days6. 30 Taka for 2 Days |
|---|---|

*All the package will have user Terms and Conditions.

2.13 OUR SERVICES

INTERNET FOR CORPORATE USERS:

SR one has been filling in as a web correspondence pro community since 1997. We are in a circumstance to give the entire field of web system and its related organizations for our clients. We give web accessibility course of action through sensible and attempted Radio development and furthermore fiber. Our top tier Radio system deals with 3.5 GHz approved repeat used by SR one which guarantees impedance free errand. We are related with both the Submarine connection (SME4).Some fundamental highlights of our die hard devotion areMRTG Graph help our clients to know their usage

Provide static real IP address for servers

Mail exchange entry / MX entry

24/7 monitoring and support

INTRANET FOR CORPORATE USERS:

It enables customers to share information inside their own framework. Especially corporate customers having a couple of branches are using such kind of organizations. We do give the help of get this moving. It is commonly looking at gear that is planned to give or collect information needs to pass on past itself, to near equipment or to a dissimilar structure.

2.14 VALUE ADDED SERVICES:

1) GoogleApps:SR one Limited endorsed adventure and SMB partner of Bangladesh. Essential structures fuse email addresses with custom territories (@ yourcompany.com), video and voice calls, plans, 30GB limit, joint exertion reports, spreadsheets, presentations and goals, security and assurance controls, and each moment of consistently phone and email reinforce.

2) Web Hosting and Domain Registration: We give full-cycle organizations to programming headway, online undertaking courses of action, web applications and entryway/website improvement. We offer unique start to finish web courses of action by mixing our strong business zone experience, specific capacity, latest industry designs and significant data of significant worth driven spread models.

IP PHONE:

IP correspondence development is a procedure for the flow of voice correspondence and intuitive media sessions on Internet Protocol (IP) frameworks, and moreover a method and advancement gathering. Web correspondence, broadband correspondence, and broadband phone advantage expressly makes reference to the game plans of open Internet trades organizations (voice, fax, SMS, voice-advising) instead of Public Switched Telephone Network (PSTN). The methods and procedures that develop in IP phone calls resemble regular modernized correspondence and fuse digitization, digitization, and digitization of along voice banners and encoding. Instead of being transmitted over a circuit-switch orchestrate; in any case, electronic data is packaged and the transmission happens as an IP bundle in a package traded framework. They run sound streams using exceptional media movement shows that encode sound and video with sound codes and video codes.

Because of low data transmission of transfer speed productivity and IP communication innovation, organizations worldwide are being moved from conventional copper-wire phone framework to IP telephone frameworks to lessen their month to month telephone costs. SR one provides an attractive IP phone package for their customers.

CLOUD SERVICES:

Our cloud services ensure that our customers can access 24/7 data from anywhere.

GLOBAL ACCESS:

From the fundamental Internet client to the dial-up fiber optic framework consistently, creative advances bring new speed, power and ability to voice, information and IP correspondences. As the headway of this development, you have the threat of losing your affiliation's driving edge or contention. Appropriately, it is critical to change your business to industry practice.

SMART HOME:

Sharp home structure motorization consolidates private extensions and lighting controls, warming, (for instance, sagacious indoor controllers), ventilation, cooling (HVAC), and security, and furthermore home devices, for instance, washer/dry, stove. Using Wi-Fi for remote seeing of fridges/coolers. Present day systems are for the most part insinuated as a central focus point with switches and sensors are to a great extent called "sections", through which the structure is controlled with a UI that is collaborated with divider mounted terminals, mobile phone programming, tablet PC or web interface. Be that as it may, not continually through the Internet cloud advantage. Sharp Home Solutions offers a whole heap of 'regular telephone and connection organizations, quick web and system, home theater, whole house sound, auto lighting/film, central vacuum, video scattering, page and radio structure, phone system, and User-Friendly Control.

DATA CENTER:

Simplify your IT. Solve your business challenges. Gain the agility and scalability to support your organization's long-term strategy using SR one Data Center Services:

Server co-location: Flooring room equipped with server cabinets, network switches, network connections, and power delivery equipment.

- Internet and data connection.
- IT benefits to help set up and support system administrators.
- System monitoring and notification on customer request.
- Physical safety and limited access.
- Information security according to national standards.
- Built-in electrical and mechanical infrastructure designed to maintain and maintain parallel: Engineer for zero downtime.
- Climate control, fire suppression, and power system management.

The raised floor space at the Data Center provides environmentally-controlled facilities for housing servers and related IT equipment:

- Server cabinets.
- Top-off-rack switch for unnecessary connection to customers' network.
- Power strips and power distribution equipment for uninterrupted power supply.
- Patch cables for connecting servers to top-of-the-counter switches.

SR one staffers determine the server position based on the power and cooling management and customer business needs.

VIDEO CONFERENCING:

Video conferencing utilizes sound and video media transmission to unite individuals on various destinations. It very well may be as straightforward as a discussion between individuals in private workplaces (point-to-point) or in various areas in enormous rooms like multi-point destinations. Notwithstanding sound and visual transmission of meetings, consolidated video conferencing innovations can be utilized to share reports and show data on whiteboards. SR one offers better access and command over video conferencing and video reconnaissance arrangements.

2.15 Responsibilities I have performed during my internship period:

I was appointed to SR one for completing my entrance level position. They assigned me as a financing accountant office. Those are the overview of activities which I have performed in my brief position

- ✓ I have done document the executives work.
- ✓ Some time they teach me to draft their bank check.
- ✓ I for the most part checked installment voucher, credit voucher, cash got book and so forth.
- ✓ I have done top off bookkeeping figure at that point exceed expectations information sheet.
- ✓ Salary assess Rashid was cleared by me.

Chapter-3

Learning part

Financial Performance Analysis

About Ratio:

Budgetary extents, decided from the information of financial synopses, are used to inspect an organization's past cash related execution. To envision the future condition of adventure. Budgetary extents are used to take a gander at the danger and return of different firms in order to empower theorists and moneylenders choose smart wander and credit decisions. Extents are proposed to give significant relationship among the individual characteristics in the financial outlines. Extents are significant, if we differentiate

Total economy

Industry normal

Significant contenders or companions

Time arrangement investigations or past execution analyse

For taking a proper investment decision role of ratio is invulnerable. But there is some purpose of ratio analysis-

- Ratios can be used to compare the risk and return relationships of different firms of different sizes.
- Ratios can provide a profile of a firm, its economic characteristics and competitive strategies, and its unique operating, financial and investment characteristics.
- Given the differences between industries and of the effect of varying capital structures, and differences in accounting & reporting methods, changes (trends) in a ratio and variability over time may be more informative than the level at any point in time.
-

Users of financial ratios include parties external and internal to the company:

External users: Budgetary experts, retail financial specialists, leasers, contenders, impose experts, administrative experts, and industry onlookers

Internal users: Management team, employees, and owners.

Financial ratios are grouped into the following categories:

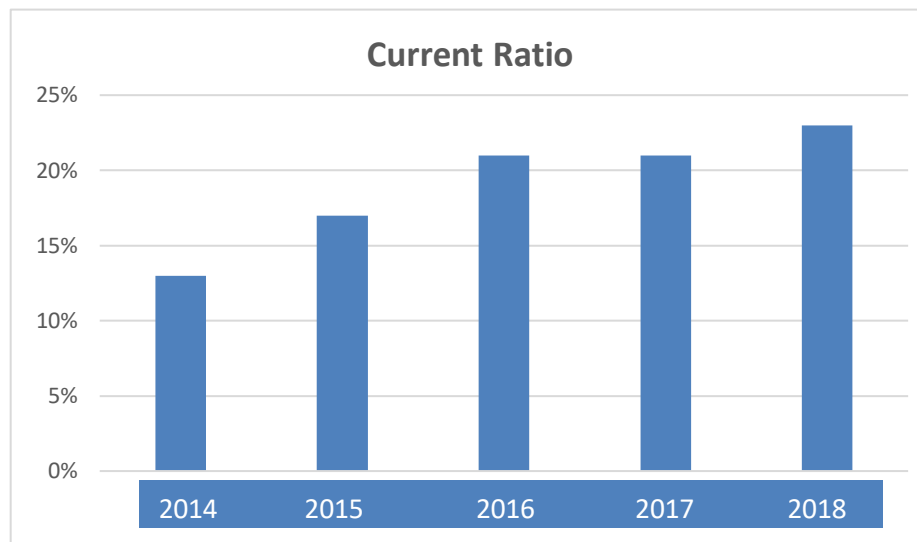
- Liquidity proportions
- Leverage or dissolvability proportions
- Efficiency or movement proportions

- Profitability proportions
- Market esteem proportions

3.1 Current ratio: The present extent is a liquidity extent that gauges the association's ability to give present minute and long stretch responsibilities. Learning the extent, analyzers stood out current assets from current liabilities

Current Ratio = Current Assets / Current Liabilities

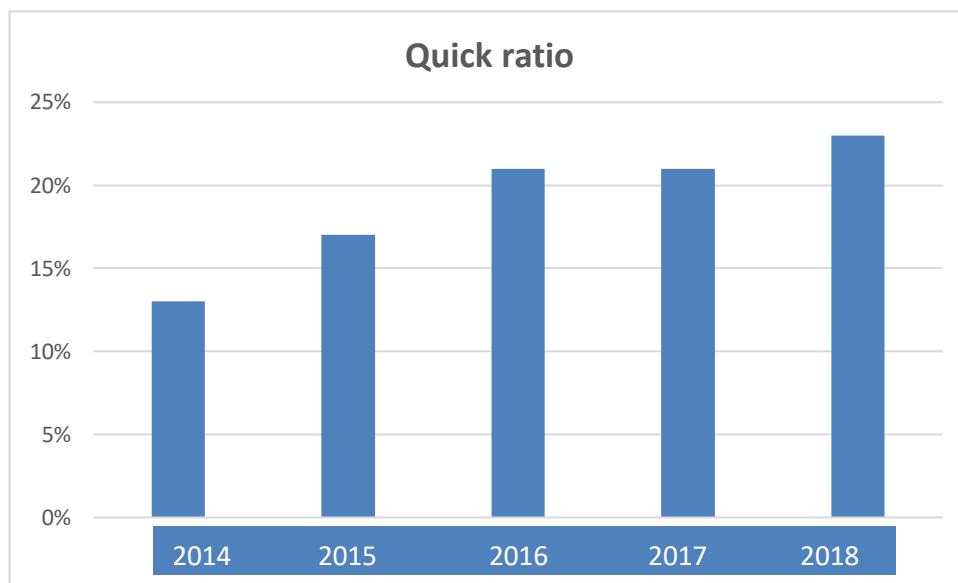
Particular	2014	2015	2016	2017	2018
Current ratio	2.92	3.29	3.29	2.59	4.08



Interpretation: Here above in the outline the present extent of 2014 and 2015 was unfaltering and most dumbfounding current extent was in 2014 and least was in 2016 anyway in 2018 it was commonly same as 2014 and 2015.

3.2 Quick ratio: The quick extent is a pointer of the association's transitory liquidity position, and its association's ability to meet transient duties with liquid assets.

Particular	2014	2015	2016	2017	2018
Quick ratio	4.13	2.53	2.53	1.30	2.09

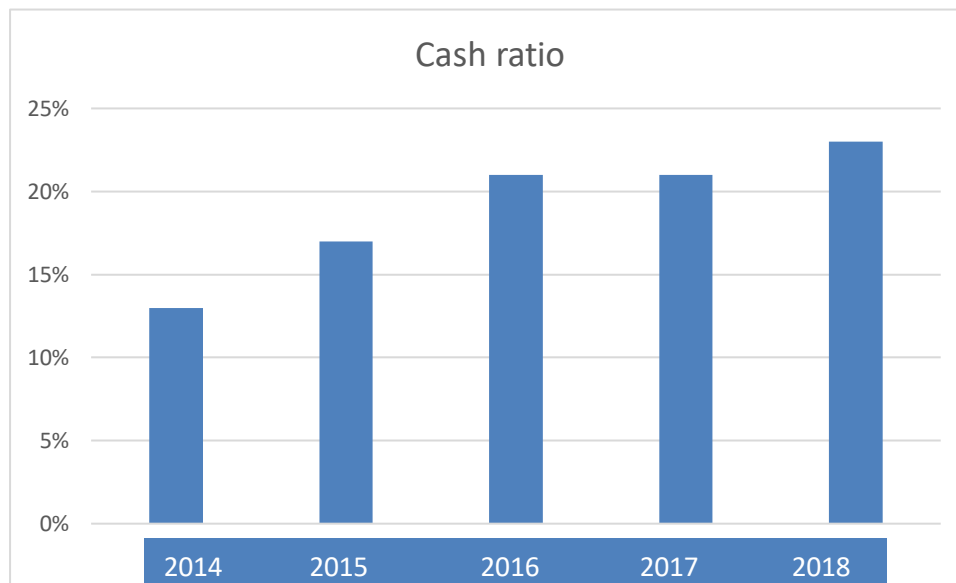


Interpretation:: In 2014 and 2016 Quick extent of the association was exclusively higher and lower anyway except for those years it was commonly consistent.

3.13 Cash ratio: The money degree is the degree of current peril to an affiliation's money and money accomplices. This is a striking liquidity degree in light of the fact that the money and money reciprocals are showed up distinctively in connection to current liabilities. It just checks the ability of a business to reestablish its present liabilities utilizing its money and money reciprocals and whatever else.

Cash ratio : (Cash+ Cash equivalents)/ Current liabilities

Particular	2014	2015	2016	2017	2018
Cash ratio	1.49	1.30	1.30	0.11	0.75



Interpretation: Cash extent of the association was incredible in 2014 to 2015 anyway it was essentially dropped in 2016 and 2018 which isn't helpful for the association in any way shape or form

3.4 Total assets turnover:The benefit turnover proportion estimates the estimation of the income from the offer of an association or its advantage esteem. The riches turnover proportion can be utilized as a pointer of productivity, with which an organization is utilizing its assets to accomplish income.

Total assets turnover: Net sales/Total assets

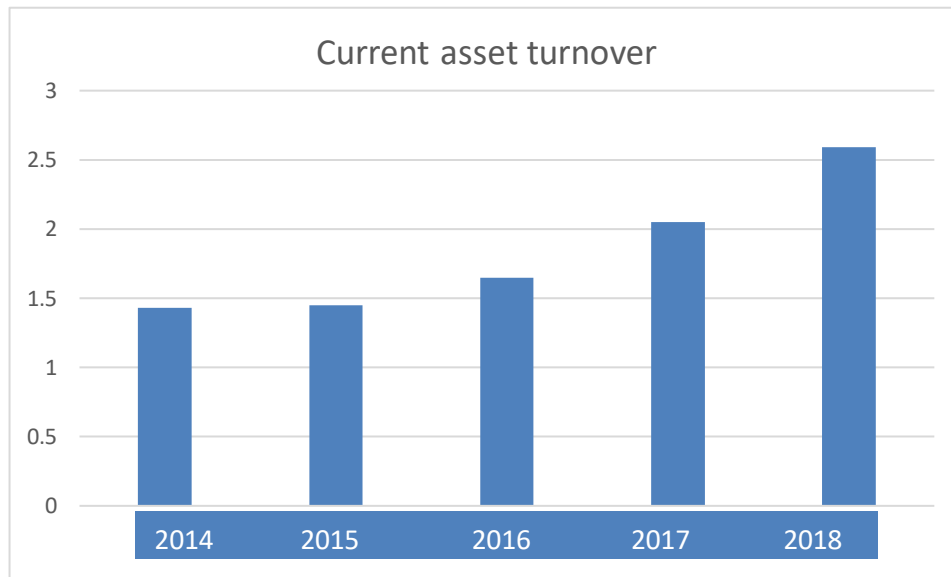
Particular	2014	2015	2016	2017	2018
Total asset turnover	0.85	0.66	0.75	0.70	0.94



Interpretation:Mean asset turnover is very predictable all through five years, which isn't neither incredible nor horrendous for the relationship in any way shape or form. In any case, it needs to grow, by then it will help up the undertaking execution of the association.

3.5 Current assets turnover: Current resources turnover Ratio that shows how effectively it is utilizing its present assets to create income.

Current assets turnover: Sales Revenue / Average Current Asset.



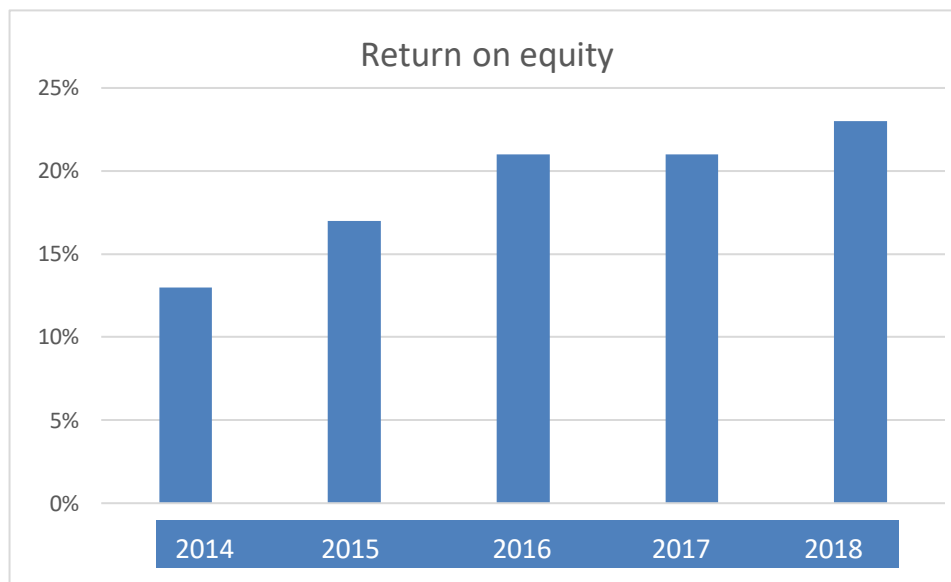
Particular	2014	2015	2016	2017	2018
Current asset turnover	1.02	1.45	1.65	2.05	2.48

Interpretation: Here in the diagram we can see from 2014 to 2018 the present resource turnover was builds at the same time and it is useful for the organization.

3.6 Fixed assets turnover: A viable asset turnover equation is an activity extent that chooses the achievement of an affiliation that uses its settled points of interest for get money. It adds compensation picking up per dollar to wander of settled assets.

Fixed assets turnover: Net sales/ (Fixed assets-Accumulated depreciation)

Particular	2014	2015	2016	2017	2018
Fixed asset turnover	1.18	1.21	1.38	1.07	1.75

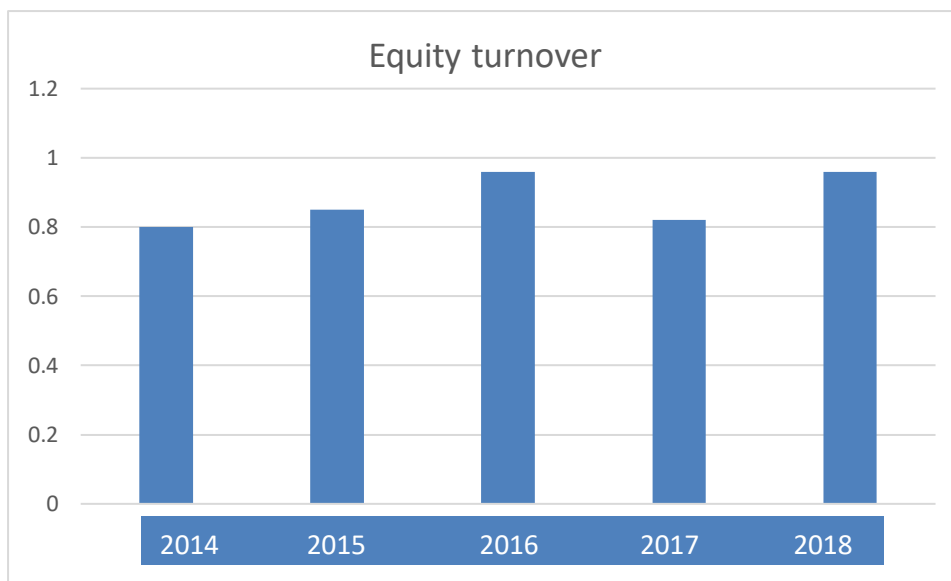


Interpretation: Aside from in 2015 the settled resource turnover was generally steady in that four years however in 2016 it was diminishes a tad.

3.7 Equity turnover: Worth turnover is an extent that gauges the association's business degree to esteem holders of its speculators. The purpose behind estimation is to choose the aptitude through which the organization is using an incentive for money creation.

Equity Turnover Formula = Total Sales / Average Shareholders' Equity

Particular	2014	2015	2016	2017	2018
Equity turnover	0.80	0.85	0.96	0.82	1.02

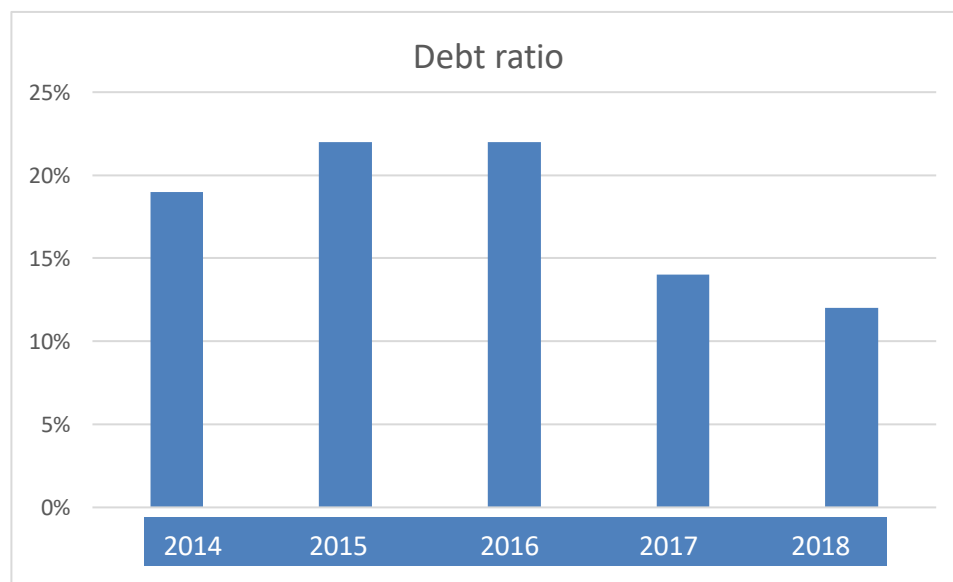


Interpretation: Value turnover is truly consistent in three years, aside from in 2015 and 2018 which isn't either great or awful for the association by any stretch of the imagination.

3.8 Debt ratio: The commitment extent is a budgetary degree that gauges the utilization of an association. The commitment extent is described as the degree of total commitment to the total assets, which is conveyed as decimal or rate.

Debt ratio: $\text{Total liabilities} / \text{Total assets}$

Particular	2014	2015	2016	2017	2018
Debt ratio	19%	22%	22%	14%	12%

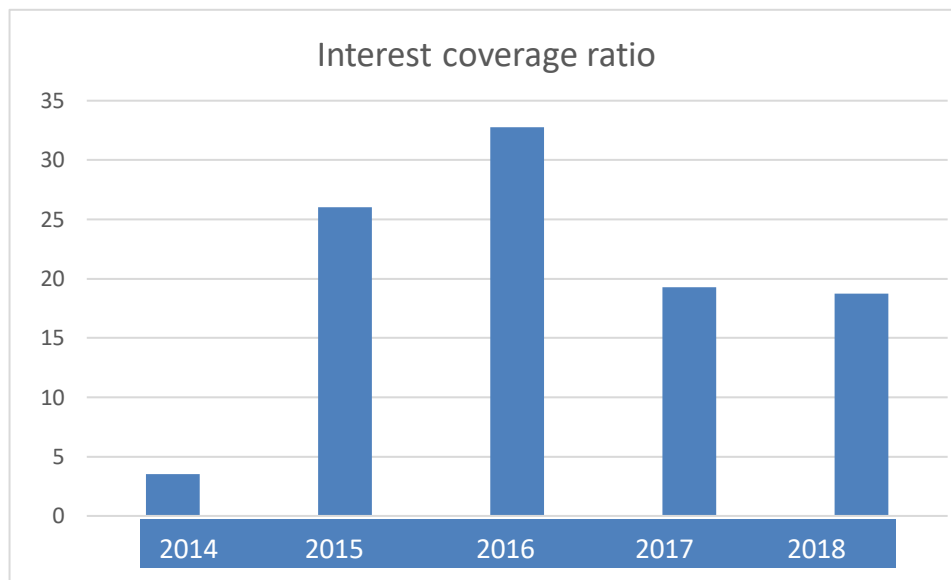


Interpretation: Commitment extent of the association in 2014 and 2015 it was higher and after that in 2016 and 2018 it was very dropped anyway before in 2014 it was less high or lower

3.9 Interest Coverage Ratio: The intrigue inclusion proportion is utilized to decide how a lot of an organization can decide enthusiasm on its extraordinary advance, which is an obligation extent and productivity proportion.

Interest coverage: Earnings before interest tax/Interest expense

Particular	2014	2015	2016	2017	2018
Interest coverage ratio	3.50	26.0	32.79	19.28	19.06



Interpretation: Interest consideration extent is evaluated the capability of taking development. How much actually an association can use their credit. In case the extent is low, there is a degree of using more commitment fund. From this graph we can see that in 2014 and 2015 interest consideration extent is so high yet in latest two years it again lessens which exhibit that now SR one is capable again to use the commitment support.

Gross profit margin: Net Profit Margin a measurement used to assess a money related wellbeing and plan of action, uncovering the proportion of the rest of the sum after the retribution of a budgetary fiscal and valuation esteem.

3.10 Gross profit margin : (Revenue- Cost of goods sold)/revenue

Particular	2014	2015	2016	2017	2018
Gross profit margin	20%	29%	34%	29%	29%

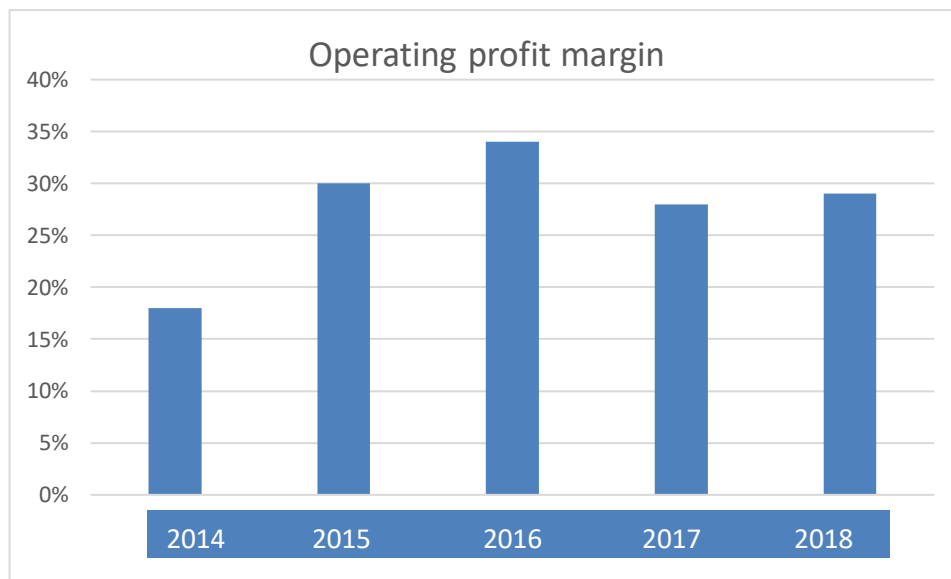


Interpretation: Here in the outline net income reflect some ups and down in five years of the association. Here we can see in 2014 it was lower and in 2015 it was higher than rest of the three years. The execution of the association in latest four years was extraordinary.

3.11 Operating profit margin: The working edge estimates how much benefit a dollar delivers after wage and crude materials, for example, installment of factors for creation or payable materials.

Operating profit margin: Operating income/ total revenue

Particular	2014	2015	20156	2017	2018
Operating profit margin	18%	30%	34%	28%	31%



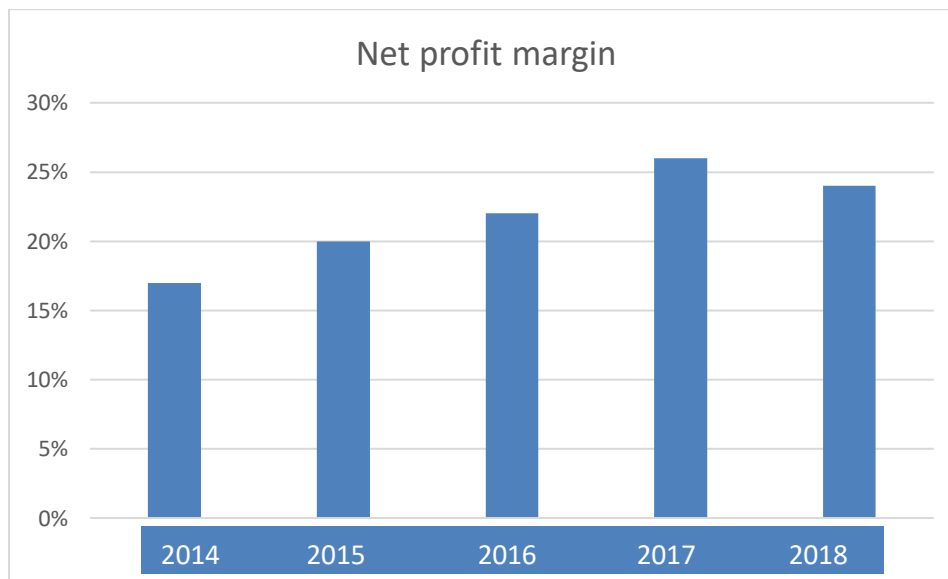
Interpretation: Here in the chart the working net revenue in 2015 it was higher and in 2014 it was lower, yet in most recent four years it was not diminished that much yet very comparative which useful for the organization's activity.

3.12 Net profit margin: Net incomes are used to figure an extent that is a level of the advantages made from a total advantage. It evaluates the proportion of net advantages earned by each dollar earned on an advantage.

Net profit margin: Net profit/ Revenue

Particular	2014	2015	2016	2017	2018
Net profit margin	17%	20%	22%	26%	26%

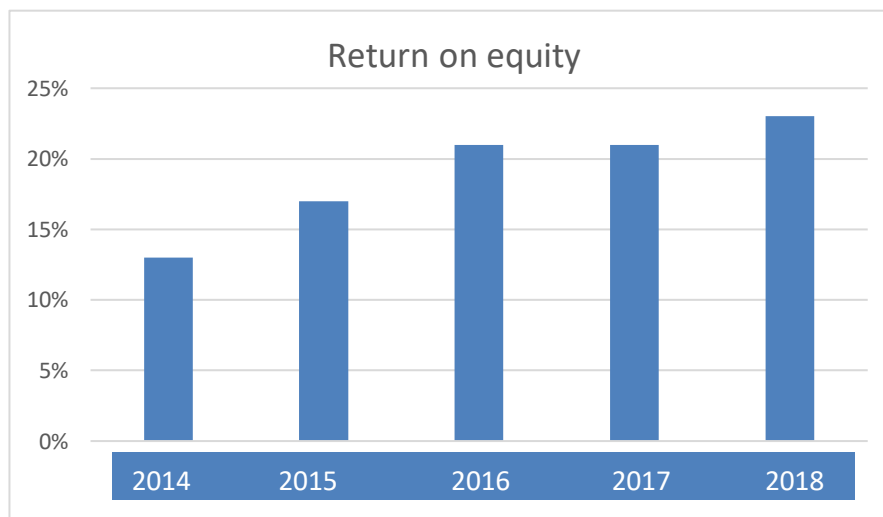
Interpretation:Net revenue from 2014 to 2016 it was increments at the same time however in a year ago it was diminished .



3.13 Return on assets (ROA): Property Return (ROA) is a pointer of how gainful an association is in regard to its total assets. ROA gives an arrangement to a laborer, monetary master, or examiner, how the pay of an affiliation are used by how they win their benefit.

ROA:Net income/ Total assets

Particular	2014	2015	2016	2017	2018
Return on asset	13%	13%	17%	18%	20%

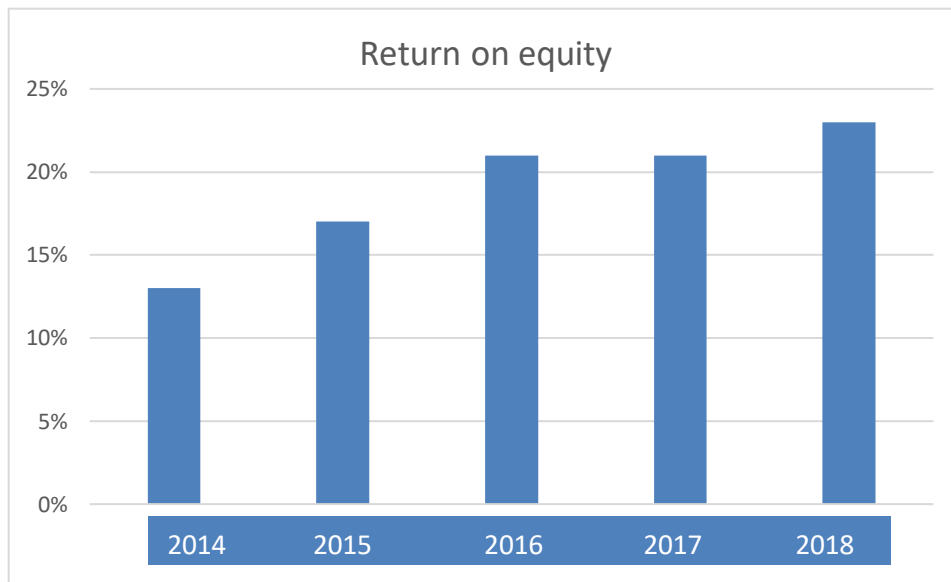


Interpretation: Profit for resource of the organization all through five years it was increment from 2014 to 2018 successively and it is useful for the organization.

3.14 Return on equity: Equity Return (ROE) is a proportion of the money related estimations determined by partitioning the all-out pay by investors' value. Since investors' value is not exactly their obligation equal to the advantages of an association, ROE might be considered as coming back to net resources.

ROE: Net income/ Shareholder's equity

Particular	2014	2015	2016	2017	2018
Return on equity	14%	17%	21%	21%	24%



Interpretation: Profit for value of the organization all through five years it was increment from 2014 to 2018 at the same time however in 2015 and 2016 it was steady. In any case, in a year ago it was help up.

3.15 Balance Sheet

Common Size Analysis

Particular	2014	%	2015	%	2016	%	2017	%	2018	%
Assets										
Non - current assets										
property, plant and equipment	37425 2379	48.8 0%	41989 8284	49.3 2%	57950 3920	64.1 6%	62600 4527	63.2 1%	623230 633	51.3 1%
Capital work-in-process	0	0.00 %	0	0.00 %	0	0.00 %	0	0.00 %	611710 85	5.04 %
Intangible assets	37256 522	4.86 %	33628 493	3.95 %	29721 845	3.29 %	16749 660	1.69 %	203997 28	1.68 %
Advance, deposit and prepayments	88478 99	1.15 %	10769 688	1.27 %	82653 02	0.92 %	77407 31	0.78 %	828751 0	0.68 %
Total non-current assets	42035 6800	54.8 1%	46429 6465	54.5 4%	61749 1067	68.3 7%	65049 4918	65.6 8%	713088 956	58.7 1%
Current assets		0.00 %		0.00 %		0.00 %		0.00 %		0.00 %
Inventories	69978 457	9.12 %	88861 037	10.4 4%	96367 669	10.6 7%	16938 5265	17.1 0%	205365 844	16.9 1%
Trade receivable	87522 315	11.4 1%	93385 433	10.9 7%	90924 931	10.0 7%	76724 905	7.75 %	107320 438	8.84 %
Advance, deposit and prepayments	34758 999	4.53 %	51773 433	6.08 %	73976 414	8.19 %	79831 479	8.06 %	159480 740	13.1 3%
cash and cash equivalent	15428 7321	20.1 2%	15300 7018	17.9 7%	24392 730	2.70 %	13994 104	1.41 %	293765 41	2.42 %

s										
Total current assets	34654 7092	45.1 9%	38702 6921	45.4 6%	28566 1744	31.6 3%	33993 5753	34.3 2%	501543 563	41.2 9%
Total assets	76690 3892	100. 00%	85132 3386	100. 00%	90315 2811	100. 00%	99043 0671	100. 00%	121463 2519	100. 00%
Equity and Liabilities										
Capital and reserves										
Share capital	33809 9999	54.3 5%	33809 9999	50.9 8%	33809 9999	43.7 2%	33809 9999	39.8 6%	338099 999	35.9 9%
Share premium	14913 1807	23.9 7%	14913 1807	22.4 9%	14913 1807	19.2 9%	14913 1807	17.5 8%	149131 807	15.8 7%
Retained earnings	13487 5487	21.6 8%	17594 3119	26.5 3%	28602 4605	36.9 9%	36102 5458	42.5 6%	452299 963	48.1 4%
Total capital and reserves	62210 7293	100. 00%	66317 4925	100. 00%	77325 6411	100. 00%	84825 7264	100. 00%	939531 769	100. 00%
Liabilities										
Non - current liabilities										
Long term loan	39351 599	27.1 8%	48401 831	25.7 3%	23178 890	21.7 2%	0	0.00 %	0	0.00 %
Retirement benefit obligations	17020 981	11.7 6%	22020 140	11.7 0%	14093 201	13.2 1%	10816 386	7.61 %	137475 68	5.00 %
Total non-current Liabilities	56372 580	38.9 3%	70421 971	37.4 3%	37272 091	34.9 3%	10816 386	7.61 %	137475 68	5.00 %
Current liabilities		0.00 %		0.00 %		0.00 %		0.00 %		0.00 %
Short term loan	35247 877	24.3 4%	47002 384	24.9 8%	37002 384	34.6 7%	92799 204	65.2 7%	217903 353	79.2 1%
Trade Other payable	27555 987	19.0 3%	33021 372	17.5 5%	28169 791	26.4 0%	17790 972	12.5 1%	945690 4	3.44 %
Provision for bad and doubtful	75889 74	5.24 %	16033 407	8.52 %	11033 407	10.3 4%	58989 77	4.15 %	754613 5	2.74 %

debts										
Accrued expenses	10208 723	7.05 %	13514 706	7.18 %	85147 06	7.98 %	89102 34	6.27 %	109818 96	3.99 %
Provision for income tax	78224 58	5.40 %	81546 21	4.33 %	79040 21	7.41 %	49927 61	3.51 %	114934 21	4.18 %
Leave liabilities participati on fund	0	0.00 %	0	0.00 %	0	0.00 %	96487 3	0.68 %	397147 3	1.44 %
Total current liabilities	88424 019	61.0 7%	11772 6490	62.5 7%	92624 309	86.7 9%	13135 7021	92.3 9%	261353 182	95.0 0%
total liabilities	14479 6599	100. 00%	18814 8461	100. 00%	10671 7510	100. 00%	14217 3407	100. 00%	275100 750	100. 00%
Total equity and liabilities	76690 3892		85132 3386		87997 3921		99043 0671		121463 2519	

3.16 Income Statement

Common Size Analysis

Particular	2014		2015		2016		2017		2018	
Net Operating Revenue	495,085,403	100.00%	562,948,637	100.00%	639,042,428	100.00%	695,520,446	100.00%	738,826,547	100.00%
Direct Operation Expense	87,726,462	17.72%	82,791,162	14.71%	90,685,433	14.19%	99,519,387	14.31%	106,612,398	14.43%
Cost of Goods Sold	306,485,900	61.91%	314,487,358	55.86%	332,411,369	52.02%	395,025,478	56.80%	415,587,214	56.25%
Total Operating expenses	394,212,362	79.63%	397,278,520	70.57%	423,096,802	66.21%	494,544,865	71.10%	522,199,612	70.68%
Gross Operating Profit/(loss)	100,873,041	20.37%	165,670,117	29.43%	215,945,626	33.79%	200,975,581	28.90%	216,626,935	29.32%
Financial Expense	25,141,345	5.08%	6,493,527	1.15%	6,615,749	1.04%	10,182,341	1.46%	11,255,632	1.52%
Amortization of Deferral Expenses		0.00%		0.00%		0.00%	212,800	0.03%	300088	0.04%
Total Administrative and General Expense	25,141,345	5.08%	6,493,527	1.15%	6,615,749	1.04%	10,395,141	1.49%	11,555,720	1.56%
Net operating Profit/(loss)	75,731,696	15.30%	159,176,590	28.28%	209,329,877	32.76%	190,580,440	27.40%	205,071,215	27.76%
Non-Operating Income	8,643,565	1.75%	4,408,511	0.78%	1,945,432	0.30%	173,269	0.02%	145,917	0.02%
Investment Income	3,494,060	0.71%	5,539,347	0.98%	5,629,939	0.88%	5,585,317	0.80%	5,973,289	0.81%
Net Profit	87,869	17.7	169,12	30.0	216,90	33.9	196,33	28.2	211,19	28.5

before tax	,321	5%	4,448	4%	5,248	4%	9,026	3%	0,421	8%
		0.00 %		0.00 %		0.00 %		0.00 %		0.00 %
Provision for Income tax	1,148,972	0.23 %	2,903,578	0.52 %	4,688,150	0.73 %	8,000,660	1.15 %	9,990,549	1.35 %
Deferred Tax Expense (income)	1,846,842	0.37 %	5,801,878	1.03 %	4,804,312	0.75 %	331,182	0.05 %	310,876	0.04 %
Total Provision for Tax	2,995,814	0.61 %	49,705,456	8.83 %	65,492,462	10.2 5%	9,431,842	1.36 %	20,759,479	2.81 %
Net Profit after Tax (NOPAT)	81,877,693	16.5 4%	110,713,536	19.6 7%	141,920,324	22.2 1%	178,575,342	25.6 8%	180,129,517	24.3 8%

3.17 Balance sheet

Trend Analysis

Particular	2014	20145	2016	2017	2018
Assets					
Non -current assets					
property, plant and equipment	100.00%	112.20%	154.84%	167.27%	166.53%
Capital work-in-process					100.00%
Intangible assets	100.00%	90.26%	79.78%	44.96%	54.75%
Advance ,deposit and prepayments	100.00%	121.72%	93.42%	87.49%	93.67%
Total non-current assets	100.00%	110.45%	146.90%	154.75%	169.64%
Current assets					
Inventories	100.00%	126.98%	137.71%	242.05%	293.47%
Trade receivable	100.00%	106.70%	103.89%	87.66%	122.62%
Advance, deposit and prepayments	100.00%	148.95%	212.83%	229.67%	458.82%
cash and cash equivalents	100.00%	99.17%	15.81%	9.07%	19.04%
Total current assets	100.00%	111.68%	82.43%	98.09%	144.73%
Total assets	100.00%	111.01%	117.77%	129.15%	158.38%
Equity and Liabilities					
Capital and reserves					
Share capital	100.00%	100.00%	100.00%	100.00%	100.00%
Share premium	100.00%	100.00%	100.00%	100.00%	100.00%
Retained earnings	100.00%	130.45%	212.07%	267.67%	335.35%
Total capital and reserves	100.00%	106.60%	124.30%	136.35%	151.02%
Liabilities					
Non -current liabilities					
Long term loan	100.00%	123.00%	58.90%	0.00%	0.00%
Retirement benefit obligations	100.00%	129.37%	82.80%	63.55%	80.77%
Total non-current Liabilities	100.00%	124.92%	66.12%	19.19%	24.39%
Current liabilities					
Short term loan	100.00%	133.35%	104.98%	263.28%	618.20%
Trade Other payable	100.00%	119.83%	102.23%	64.56%	34.32%
Provision for bad and doubtful debts	100.00%	211.27%	145.39%	77.73%	99.44%
Accrued expenses	100.00%	132.38%	83.41%	87.28%	107.57%
Provision for income tax	100.00%	104.25%	101.04%	63.83%	146.93%
Leave liabilities				100.00%	411.61%

participation fund					
Total current liabilities	100.00%	133.14%	104.75%	148.55%	295.57%
total liabilities	100.00%	129.94%	73.70%	98.19%	189.99%
Total equity and liabilities	100.00%	111.01%	114.74%	129.15%	158.38%

3.18 Income Statement

Trend Analysis

Particular	2014	2015	2016	2017	2018
Net Operating Revenue	100.00%	113.71%	129.08%	140.48%	149.23%
Direct Operation Expense	100.00%	94.37%	103.37%	113.44%	121.53%
Cost of Goods Sold	100.00%	102.61%	108.46%	128.89%	135.60%
Total Operating expenses	100.00%	100.78%	107.33%	125.45%	132.47%
Gross Operating Profit/(loss)	100.00%	164.24%	214.08%	199.24%	214.75%
Financial Expense	100.00%	25.83%	26.31%	40.50%	44.77%
Amortization of Deferral Expenses					
Total Administrative and General Expense	100.00%	25.83%	26.31%	41.35%	45.96%
Net operating Profit/(loss)	100.00%	210.18%	276.41%	251.65%	270.79%
Non-Operating Income	100.00%	51.00%	22.51%	2.00%	1.69%
Investment Income	100.00%	158.54%	161.13%	159.85%	170.96%
Net Profit before tax	100.00%	192.47%	246.85%	223.44%	240.35%
Provision for Income tax	100.00%	252.71%	408.03%	696.33%	869.52%
Deferred Tax Expense (income)	100.00%	314.15%	260.14%	17.93%	16.83%
Total Provision for Tax	100.00%	1659.16%	2186.13%	314.83%	692.95%
Net Profit after Tax (NOPAT)	100.00%	135.22%	173.33%	218.10%	220.00%

3.19 Findings:

- The current ratio is decreased in 2014 to 2016. But in 2018 again it is increased which means that SR one has now idler cash which is bad for the organization.
- Net profit margin increased in each year which indicate that it is doing well to increasing its Net profit by using best use of its resources. But in 2018 NPM decreased which is bad indication of not using resources properly.
- ROE is fluctuating though 2014-2018. Sometimes it was higher and sometime lower. Which indicate that in some year it was capable to use their equity capital and sometimes it failed.
- ROA constantly increased from 2014-2017 which means that it is capable to use its assets properly to increases profit.
- Gross profit margin increased in 2014 to 2015 but decreased 2016 and constant in 2018 also. Which indicate that it can control its cost properly.
- Average operating income increased means that SR one has increased its operating income in total revenue.
- From trend analysis of SR one it is clear that overall total liability has increased though 2014 to 2018 which is not good for the company.
- From income statement trend analysis, Net operating revenue has increased by comparing 2014 to 2018. But as not expectation compare with liability increasing rate.

3.20 Recommendations:

- The current ratio should be well maintained. They can use their resources properly to increase more investment to gain more profit. They can provide more products to engage customers.
- SR one should use its resources properly to gain a higher NPM in each year which has decreased in last year.
- The debt ratio should be kept below. Because of that, they can use their liquid resources and use them instead of loans.
- SR one should invest their idle money to gain more profit which has reserved in cash liabilities.
- It should more concern about in equity capital to utilize properly and get a straight increasing result in each year.
- It should control its cost to increased gross profit margin which has decreased in last year.
- Overall liability need to be well maintain. Otherwise it will suffer in liquidity crisis in near future if liability increased more.
- It should need to increase its net operating revenue by using equity capital to cover liability increasing rate and gain its goal.

3.21 Conclusion:

Inside three months of the temporary job program on SR one, the sum total of what exercises have been seen less or not exactly monetary data. Initially, this functional program has been created to pick up learning of viable budgetary exercises to contrast this handy examination and hypothetical information. Correlation of pragmatic learning with hypothetical exercises include distinguishing shortcomings and prescribing to address recognized shortcomings. Attempted to cover all segments and areas, where I found the opportunity to secure genuine information. Because of time confinements, the movement of every one of the branches can't be profundity. In any case, the most extreme exertion was made to accomplish the reason for the temporary position program.

References:

Audit report 2014

Audit report 2014

Audit report 2015

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Website:

www.SRone.net