

**Internship Report  
On  
“Financial Performance Analysis of Synergy Solutions”**



# **“Financial Performance Analysis of Synergy Solutions”**

**Submitted To:**

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**Date of Submission: 15.12.2022**

## Letter of Transmittal

Date: 15.12.2022

**Ms. Rozina Akter**

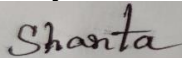
Assistant Professor,  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

**Subject: Submission of internship report on “Financial Performance Analysis of Synergy Solutions**

It gives me great pleasure to present this internship report on Financial Performance Analysis of Synergy Solutions. To finish the incomplete requirement for the BBA program, I was given this task. I've committed to doing everything in my power to complete the report effectively. I sincerely appreciate your encouragement and advice, without which I could not have completed this thesis. If you have any other information, I'd be curious to hear it.

So, I'm hoping you'll accept this internship report.

Sincerely Yours,



**Shanta Debnath**

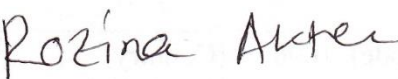
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## Certification of Supervisor

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This is to certify that the internship report entitled on Financial Performance Analysis of Synergy Solutions is prepared by Shanta Debnath, 192-11-6279, as a requirement of the BBA Program under the Department of Business administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended or submission and acceptance.



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**Ms. Rozina Akter**  
Assistant Professor,  
Department of Business Administration  
Faculty of Business & Entrepreneurship  
Daffodil International University

## Acknowledgement

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In the name of the compassionate and merciful God. Without the direction and aid of multiple individuals, who in various ways contributed and extended their important assistance in the preparation and completion of this study, this effort would not have been possible.

This report about my internship was difficult for me to write, but it is finally complete. A special mention should go to my encouraging mentor, **Ms. Rozina Akter**, Assistant professor, Department of Business Administration. Her advice and support were essential to the smooth progression of the internship program. The cooperation is genuinely highly esteemed.

I'd want to thank all the senior officials who helped make getting practical experience feasible. The internship program has also given me a new perspective on the kind of workplace that constantly puts us to the test and made me appreciate the value of teamwork.

Last but not least, I owe thanks to everyone who helped with this report, both inside and outside of Synergy Solutions

## Executive Summary

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The purpose of this internship report is to fulfill the requirement of the BBA program. I must interact with an organization as part of my course's requirement to obtain potential and crucial information. The reader will have a comprehensive insight of Synergy Solutions full financial operations from this report. This report's goals are to analyze Synergy Solutions financial performance and determine whether it is sufficient.

In the introductory section, I discussed the setting of the study and the structure of the report. Objectives, scope, restrictions, and techniques are also included, along with the sources used for data collection. I gathered data using both necessary and auxiliary information. The organizational portion, which covers extensive information about the company, including its corporate aim, vision, product & services, and resources, branch location, and other Synergy Solutions facilities, came next in my presentation.

The third section, titled **Financial Ratio Analysis**, includes definitions of terms, an examination of various ratio types, results of Synergy Solutions financial ratios, an explanation of them, and visual representations. This section also incorporates even and vertical analysis to display the financial performance of Synergy Solutions during the most recent five years of 2016–2020 since the financial analysis is a coherent and numerical way to illustrate the overall financial performance of the company throughout these years.

Last but not least, a few difficulties discovered when examining the financial performance are reviewed, and a few recommendations are made for the company's improvement so that the manager of Synergy Solutions can take preventative action if those suggestions are acceptable.

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# Chapter-1

## Introduction



## **1.1 Introduction:**

The Synergy team is made up of skilled professionals with expertise in client services, operations, IT, and senior leadership. Every team member brings something special to the table, and each one helps the group succeed. When you work with Synergy, you establish a relationship with a partner who is aware that successful team building requires the intentional integration of individual abilities. Our team integrates with yours, honoring prior and ongoing work, building on achievements, and addressing needs as they arise. STRATEGIC SOLUTIONS Modern telemarketing outsourcing company Call Center is based in Bangladesh's metropolis, Dhaka. Our primary goal has been, and always will be, to individually educate each and every call center consultant in order to provide Fortune 500 organizations, small and medium-sized multinational businesses, and independent business owners with the greatest quality outbound and inbound telemarketing solutions. Our call center software can handle any size campaign, and our highly skilled BPO call center management team can provide your company with a tried-and-true way to grow or stay in touch with your current customers without the stress and extra time you'd need to hire and train call center agents yourself. Even while individuals are usually the most crucial component of anything, they are not the only one. Additionally, modern technology and software, dependable telecom resources, effective business procedures, and extensive training programs are needed for call center operations to be successful. These abilities can be expensive to develop and retain, which makes them a risky endeavor. Our success as an outsourced call center at All west is built on the know-how we have accumulated over a century of employment in the communications sector. We are in a unique position to help you advance in your industry since we have kept one step ahead of it.

## **1.2 Background of the Study:**

For students completing the BBA program at Daffodil International University's faculty of business and entrepreneurship, the internship program is a requirement that must be fulfilled. Every intuition that aids in suggesting knowledge, both hypothetical and real-world, is obliged to submit a report on an internship. Since then, my knowledge and continuing participation in the selected association have made it feasible for me to study my topic, Financial Analysis and Performance Evaluation of Synergy Solutions.

### **1.3 Scope of the Study:**

This internship report's main focus is on Synergy Solutions financial performance. This study examines the general presentation of Synergy Solutions during the previous five years. As I worked with Synergy Solutions annual report to illustrate how they communicate with clients, I looked at their financial statement and general exercises. The observations I made throughout my internship and the conversations I had with association board members, staff members, and clients helped me to produce this report. At the time I wrote together this report, I had the incredible opportunity to know every exercise in-and-out.

### **1.4 Objective of the Study:**

#### **Broad Objective:**

The major objective of this report is to make a comprehensive analysis of the financial performance of Synergy Solutions.

#### **General Objective:**

- To examine Synergy Solutions financial statements with a focus on its overall financial performance.
- To determine Synergy Solutions financial performance over the previous five years
- To determine the issues with Synergy Solutions operations and financial performance.
- To present some viable solutions for resolving the problems.

### **1.5 Methodology:**

When putting together this study, I used both primary and secondary data. Through my view and a one-on-one discussion with the administration, primary data have been acquired. To create this research, I used information I collected from them as well as information on the website of Synergy Solutions.

### **1.5.1 Primary Data Collection:**

- Personal conversation with the office staff
- Practical work experience
- Face to face interaction with clients
- Studying office file while working in the organization

### **1.5.2 Secondary Data Collection:**

- Annual report of Synergy Solutions.
- Official website of Synergy Solutions
- Articles, journals, newspaper and other publications.

### **1.5.3 Data Analysis:**

- To analyze the data, MS Excel has been used.

## **1.6 Limitation of the Study:**

It was a terrific opportunity for me to work with Synergy Solutions. Throughout the first quarter of the internship program, I have gained both theoretical and practical knowledge that has helped me understand how to adapt to a professional environment. But there are a few restrictions as well, which I had to take into account when writing my internship report. These issues and restrictions include:

- Due to confidentiality, the authority withholds some information.
- Because of the organization's high volume of business, staff members have less time to instruct trainees.
- Lack of current information that is relevant to the research
- Lack of sufficient report-writing knowledge.

# Chapter-2

## Overview of the Company



## **2.1 Profile of Synergy Solutions:**

The Synergy team is made up of skilled professionals with expertise in client services, operations, IT, and senior leadership. Every team member brings something special to the table, and each one helps the group succeed. When you work with Synergy, you establish a relationship with a partner who is aware that successful team building requires the intentional integration of individual abilities. Our team integrates with yours, honoring prior and ongoing work, building on achievements, and addressing needs as they arise. STRATEGIC SOLUTIONS Modern telemarketing outsourcing company Call Center is based in Bangladesh's metropolis, Dhaka. Our primary goal has been, and always will be, to individually educate each and every call center consultant in order to provide Fortune 500 organizations, small and medium-sized multinational businesses, and independent business owners with the greatest quality outbound and inbound telemarketing solutions. Our call center software can handle any size campaign, and our highly skilled BPO call center management team can provide your company with a tried-and-true way to grow or stay in touch with your current customers without the stress and extra time you'd need to hire and train call center agents yourself. Even while individuals are usually the most crucial component of anything, they are not the only one. Additionally, modern technology and software, dependable telecom resources, effective business procedures, and extensive training programs are needed for call center operations to be successful. These abilities can be expensive to develop and retain, which makes them a risky endeavor. Our success as an outsourced call center at All west is built on the know-how we have accumulated over a century of employment in the communications sector. We are in a unique position to help you advance in your industry since we have kept one step ahead of it.

## **2.2 Mission, Vision:**

### **2.2.1 Mission:**

For businesses of all sizes, we have a wealth of experience offering effective customer engagement solutions. Our primary area of expertise is in the development of high caliber workforces that leverage reliable technology to create specialized contact center solutions for customers across a broad range of industries.

### 2.2.2 Vision:

As one of the country's leading BPO, we have collated all our knowledge and experience in the area of telemarketing to produce the synergy marketing idea - our very own telemarketing tips to help you generate and undertake your own campaigns.

## 2.3 Corporate Information:

Features	Values
Name of the Company	<b>Synergy Solutions</b>
Legal Status	Private Company
Head Office	804 Kinwest Pkwy, Suite# 68 Irving, TX 75063 USA.
Country Office	Commercial Plot# 28, Main Road# 1, Senpara Parbata, Mirpur- 10 1216 Dhaka, Dhaka Division, Bangladesh
Website	<a href="http://www.synergybpo.biz/index.html">http://www.synergybpo.biz/index.html</a>

## 2.4 Product & Services:

Getting you in sync with the people who matter the most is Synergy Solutions' ultimate goal, regardless of your unique customer interaction demands and metrics. We're here to support your consumer engagement efforts. This is what we do all day, every day, providing scalable, superior-quality solutions that are also reasonably priced.

### 2.4.1 Service of Synergy Solutions:

#### TELEMARKETING SERVICE

- Lead Qualification
- Lead Generation
- Appointment Setting
- B2B Sales

- Database Verification
- Market Outreach
- Inside Sales Support
- Account Management
- Voice mail Response

### **CONSUMER SOLUTIONS**

- Sales
- Service
- Retention
- Lead Generation/Qualification
- Up-sells/Cross-sells
- Surveys
- Activation/Welcome Calls
- Reminder Calls
- Technical Support

### **NON VOICE SERVICE**

- Virtual Assistance
- Chat Service
- Email Response
- Email Marketing
- SEO
- SMM



# Chapter-3

## Theory Analysis



### **3.1 Ratio Analysis:**

Ratio analysis is a numerical tool that is used to examine an organization's presentation in relation to its competitors and determine its liquidity, operational effectiveness, risk, and productivity. This is accomplished by comparing the outcomes to the information from the previous year. One can have a better understanding of the financial health and functioning of a business by looking at and interpreting different bookkeeping ratios.

**Types of ratio:** The most common type of financial ratio are:

- Liquidity Ratio Analysis
- Profitability Ratio Analysis
- Operating Efficiency Ratio Analysis
- Leverage Ratio Analysis
- Market Risk Analysis
- Common Size Analysis
- Trend Analysis

#### **3.1.1 Liquidity Ratio:**

Liquidity risk analysis examines a company's capacity to meet its short-term obligations with its available resources. It helps experts to determine whether the company can survive for at least one working cycle. Some of the liquidity ratios are:

- Current Ratio
- Quick Ratio
- Cash Ratio

**3.1.2 Profitability Ratio Analysis:** A company's capacity to produce pay that is comparable to income, balance sheet assets, operating costs, and investors' value over a given time period is described by its productivity ratio. It assesses how successfully a group uses its assets to give incentives and advantages to investors. The money that is still available after covering all necessary costs constitutes the inferred benefit.

Types of profitability ratios include:

- Net Profit Margin
- Return on Equity
- Return on Asset
- Earnings Per Share
- Gross Profit Margin
- Operating Profit Margin

**3.1.3 Operating efficiency Ratio:** The operating ratio shows how well an organization's management is doing by comparing its total operating expense (OPEX) to its net sales. The working ratio shows how well an organization's management manages expenditures while producing income or deals.

Types of operating ratios include:

- Total Asset Turnover
- Equity Turnover
- Current Asset Turnover
- Fixed Asset Turnover

**3.1.4 Market Risk Analysis:** Market risk, usually referred to as systemic risk, is the chance that shifts in market factors would cause the value of speculation to drop. Since these elements will affect how the financial markets are portrayed generally, it is necessary to reduce them by using materials that are unconnected to the market.

Market risk is composed of numerous distinct risk components.

**Currency risk:** The risk that exchange rates will go up or possibly down.

**Equity risk:** The risk that share prices will go up or down.

**Inflation risk:** The potential for inflation to erode the value of money by driving up the cost of all goods and services.

**Commodity risk:** The potential for commodities' prices, such metals, to shift drastically.

**Interest rate risk:** The risk that comes from an increase or decrease in interest rates.

**3.1.5 Leverage Ratio:** Any of a number of financial calculations that check the amount of money utilized as an obligation (advances) or gauge an organization's capacity to meet its financial obligations are known as leverage ratios. The importance of percentage classification is essential for businesses since they rely on a combination of value and obligation to support their activities. Knowing how much debt an organization has allows one to predict if it will be able to pay off its enormous bills.

Types of Leverage ratios include:

- Debt Ratio
- Debt to Equity Ratio

**3.1.6 Common Size Analysis:** Common size analysis otherwise called vertical analysis that financial directors use to dissect fiscal summaries. Each specific is converted to a level of the basic amount for that time period as part of the evaluation of financial reports. An organization can utilize this analysis to determine how everything that hasn't yet been reported would affect its balance statement or pay announcement.

There are two reasons to use common-size analysis:

1. To evaluate information from one period to the next within a company and
2. To evaluate a company relative to its competitors.

The formula used in the common-size analysis is:

$$\text{Common Size Amount} = (\text{Analysis Amount} / \text{Base Amount}) \times 100\%$$

**3.1.7 Trend Analysis:** The factual tactic of trend analysis, also known as horizontal analysis, aims to predict future developments of a given variable by examining historical trends. As a result, it is a method that bases its predictions on an examination of the past.

Trend analysis focuses on three typical time horizons:

1. Short
2. Intermediate and
3. Long-term.

### **3.2 purpose of Ratio Analysis:**

- ✚ **Analysis of Financial Statements:** The financial statements and data must be understandable to the company's internal and external stakeholders.
- ✚ **Helps in Understanding the Profitability of the Company:** A company's profitability can be evaluated using profitability ratios. Examining return on assets and return on equity makes it simpler to comprehend the company's ability to generate earnings.
- ✚ **Analysis of Operational Efficiency of the Firms:** A few ratios can be used to evaluate a company's efficiency. The same is true of the ratios for account receivables, fixed assets, and inventory turnover.
- ✚ **Liquidity of the Firms:** Liquidity determines whether the company can pay its short-term obligations or not.
- ✚ **Helps in Identifying the Business Risks of the Firm:** One of the key reasons to conduct ratio analysis is to comprehend the business risk that a company faces. The corporation can identify the danger to its operations by comprehending the repercussions (financial and operating leverages).

- ✚ **Helps in Identifying the Financial Risks of the Company:** Another significant advantage of ratio analysis is that it makes it easier to spot financial concerns. The corporation can assess its exposure to outside capital and whether they can meet the obligation with their own resources by using ratios like leverage, interest inclusion, DSCR, and others.
  
- ✚ **For Planning and Future Forecasting of the Firm:** A trend can be recognized and used by analysts and managers to make future predictions. This tendency also allows external stakeholders, like investors, to make significant judgments.
  
- ✚ **To Compare the Performance of the Firms:** Ratio analysis is frequently used to compare each organization's advantages and disadvantages. You may assess whether the business has advanced by comparing the ratios to the firm's preceding ratio.

# **Chapter-4**

## **Financial performance of Synergy Solution**

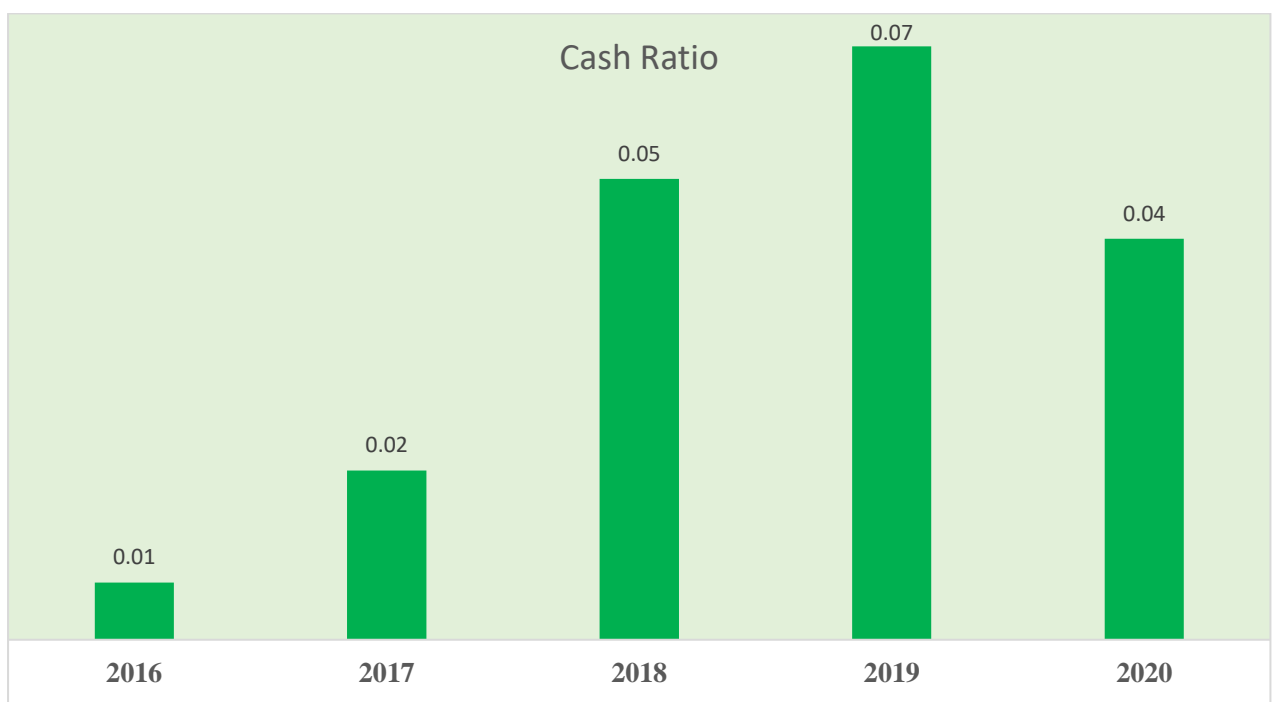
## 4.0 Ratio Analysis:

### 4.1.1 Liquidity Ratio Analysis:

**Cash Ratio:** The cash ratio, which is explicitly the ratio of an organization's total cash to its present obligations, is a measure of its liquidity. The assessment determines an organization's ability to pay down its short-term debt with cash or resources that can be converted into cash quickly, such as readily tradable securities.

$$\text{Cash Ratio} = \text{Cash or cash equivalent} / \text{Current liabilities}$$

<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Cash Ratio	0.01	0.02	0.05	0.07	0.04

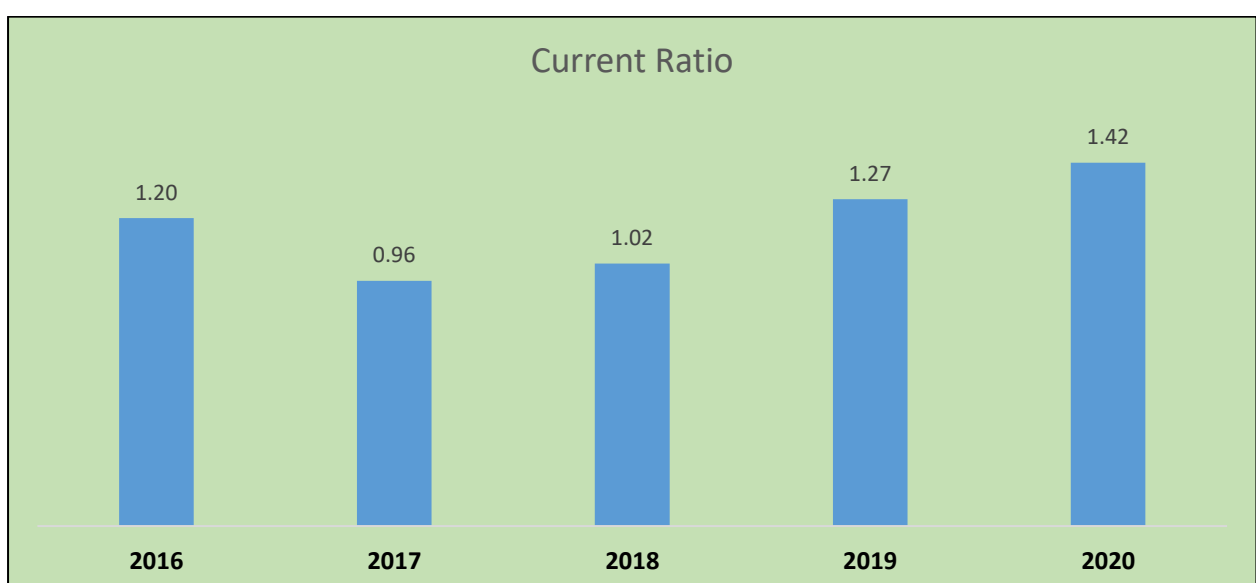




**Interpretation:** The ability of a company to fulfill its current obligations entirely out of cash and cash equivalents is measured by the cash ratio. Cash ratio of synergy solution in 2020 was 0.04 & 2019,2018,2017,2016 was 0.07, 0.05, 0.02, and 0.01. A company does not have enough cash, cash equivalents, and marketable securities to cover current liabilities when the cash ratio is less than 1.

**Current Ratio:** A liquidity ratio called the current ratio gauges an organization's ability to cover short-term obligations or those due within a year. It explains to observers and auditors how a company might increase the current resources on its accounting report to pay its current obligations and other payables.

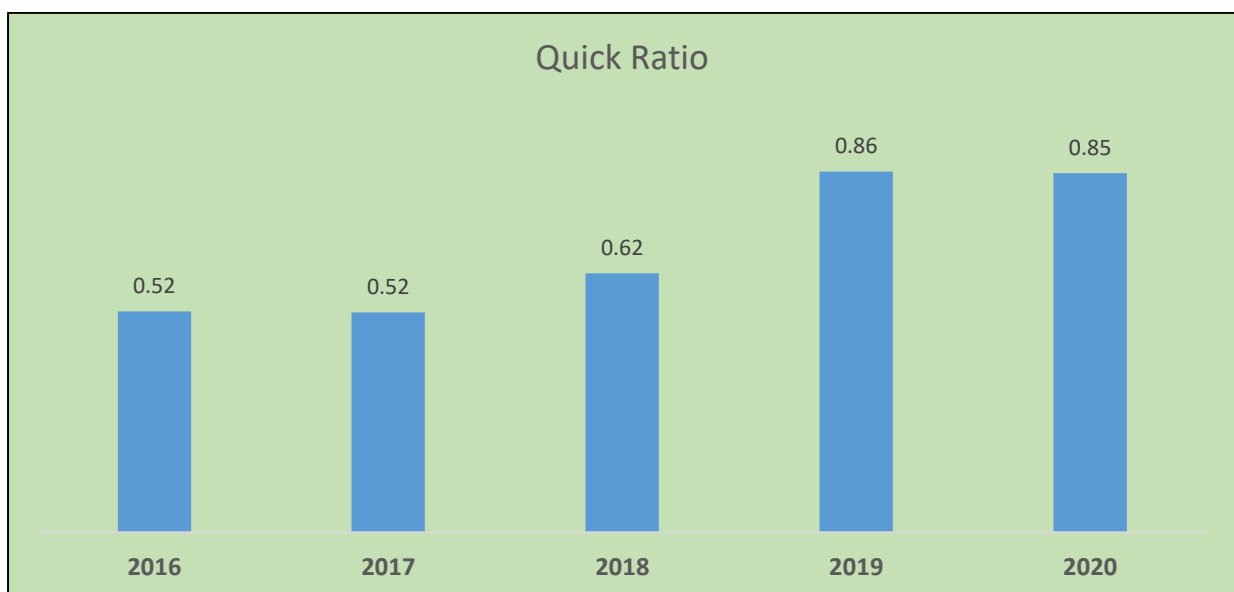
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Current Ratio	1.20	0.96	1.02	1.27	1.42



**Interpretation:** The current is calculated by dividing the company's current liabilities by the value of cash and marketable securities. Current Ratio of synergy solutions in 2020 was 1.42 & the rest of the years were 1.27, 1.02, 0.96, and 1.20. Current Ratio decrease in 2020. If the company's current ratio is larger than 1, it indicates that there are sufficient assets on hand to cover its current obligations. It is also encouraging for synergy Solution.

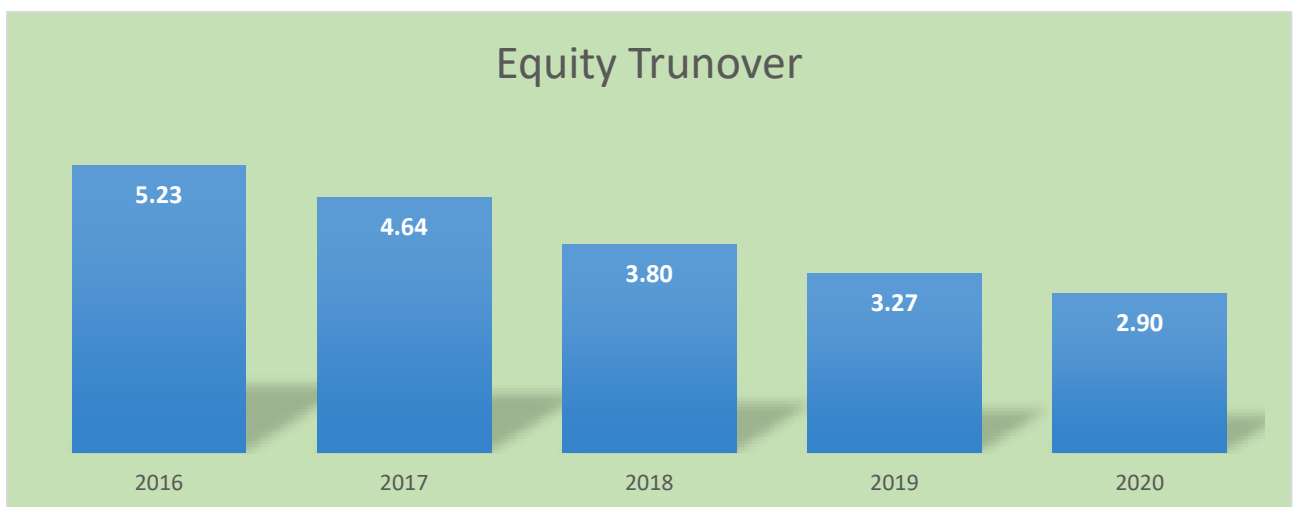
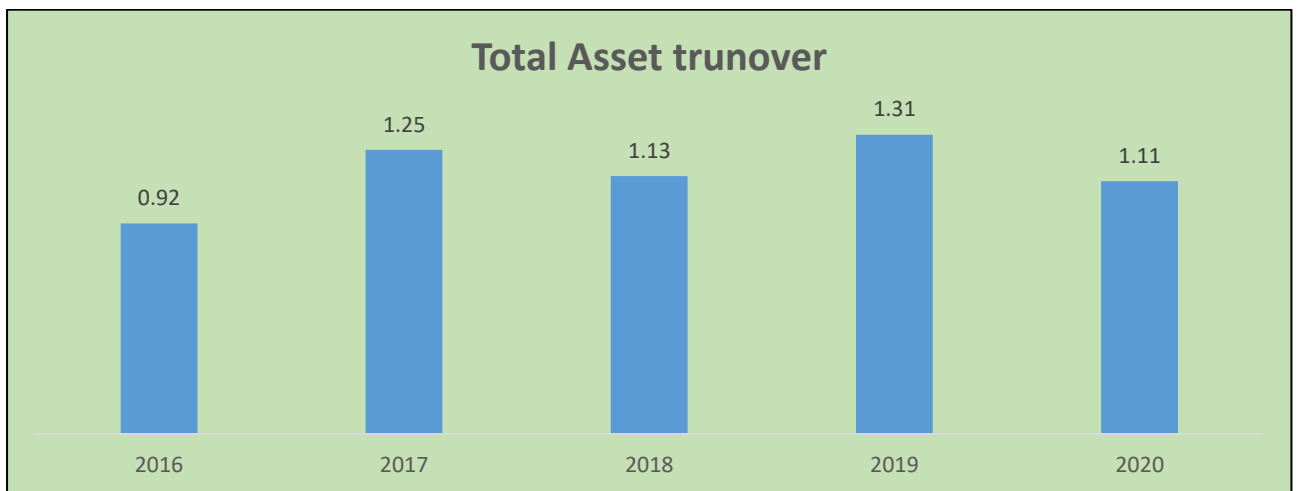
**Quick Ratio:** The quick ratio serves as a gauge of a company's short-term liquidity position and assesses its ability to meet short-term obligations with its most flexible resources. It is also known as the acid test ratio because it reveals the company's ability to immediately use its close money (resources that can be quickly converted to money) to settle its present liabilities.

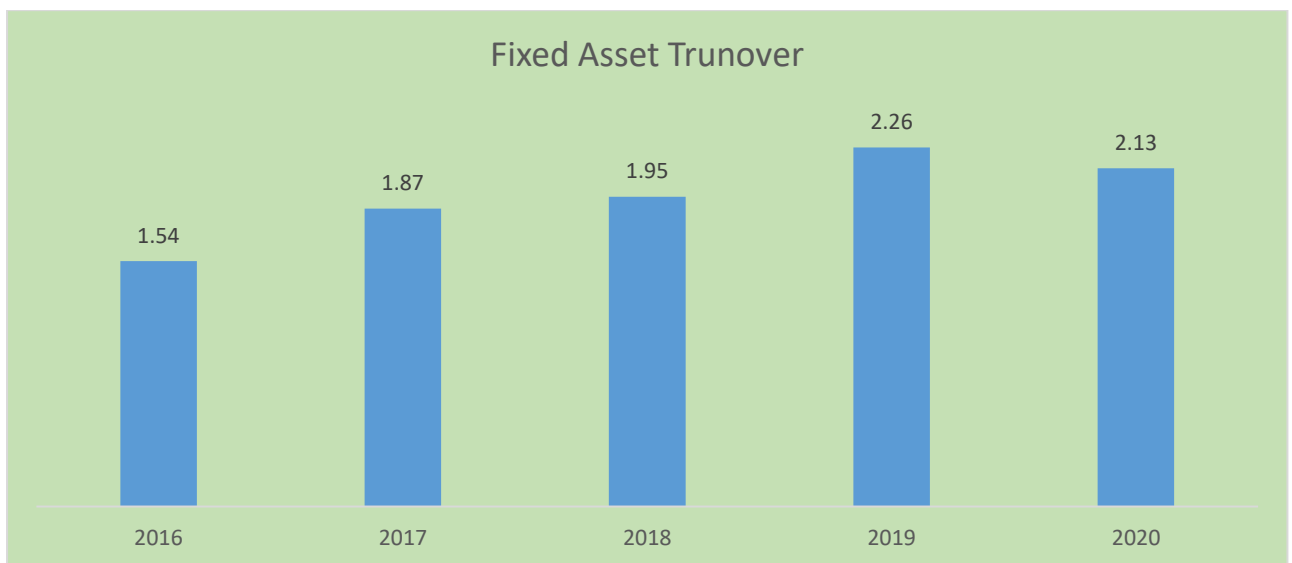
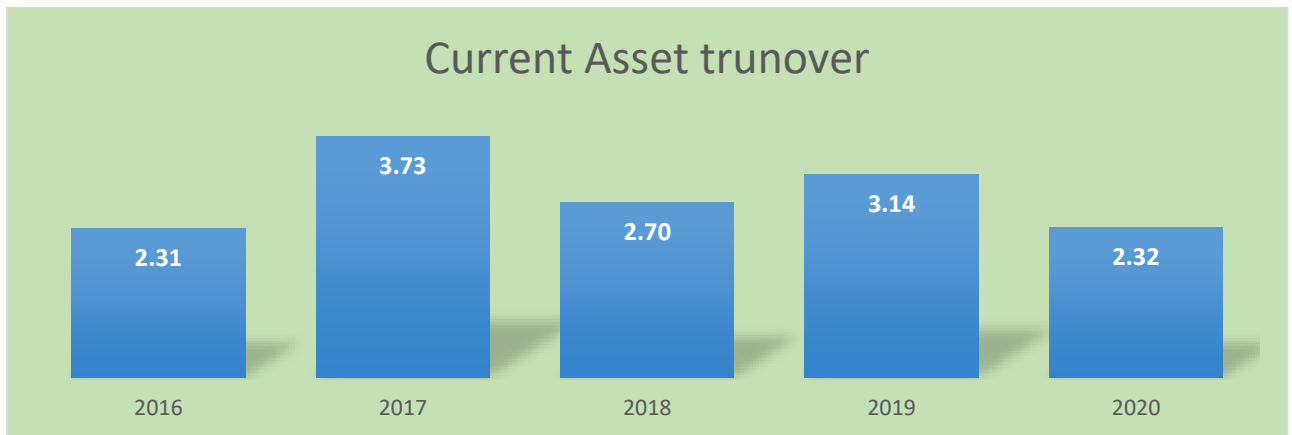
Particular	2016	2017	2018	2019	2020
Quick Ratio	0.52	0.52	0.62	0.86	0.85



#### 4.1.2 Operating Efficiency Ratio:

<b>Operating Efficiency Ratio</b>					
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Total Asset turnover	0.92	1.25	1.13	1.31	1.11
Equity Turnover	5.23	4.64	3.80	3.27	2.90
Current Asset turnover	2.31	3.73	2.70	3.14	2.32
Fixed Asset Turnover	1.54	1.87	1.95	2.26	2.13

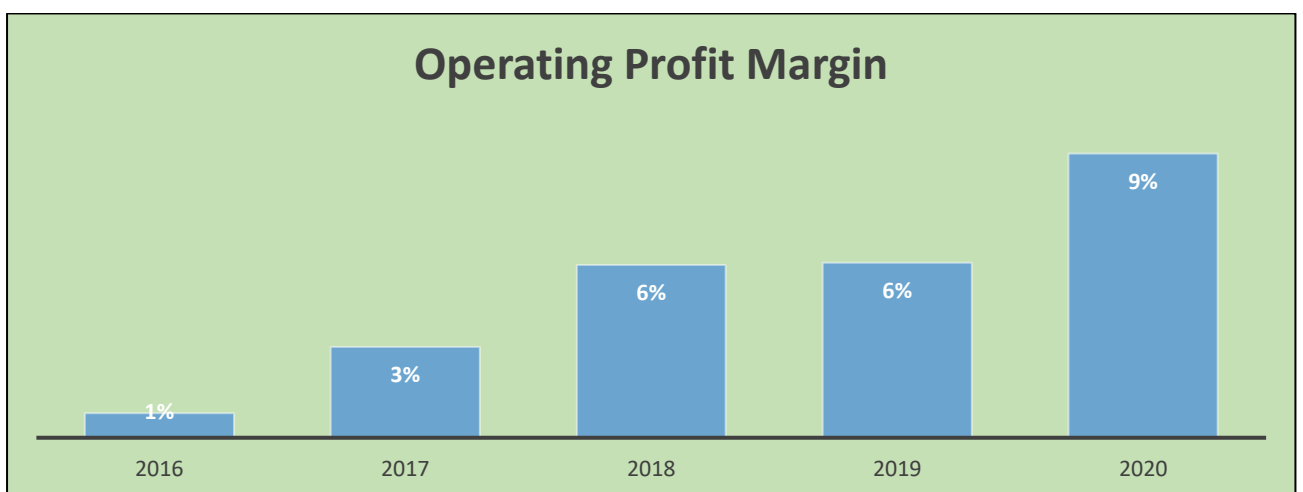
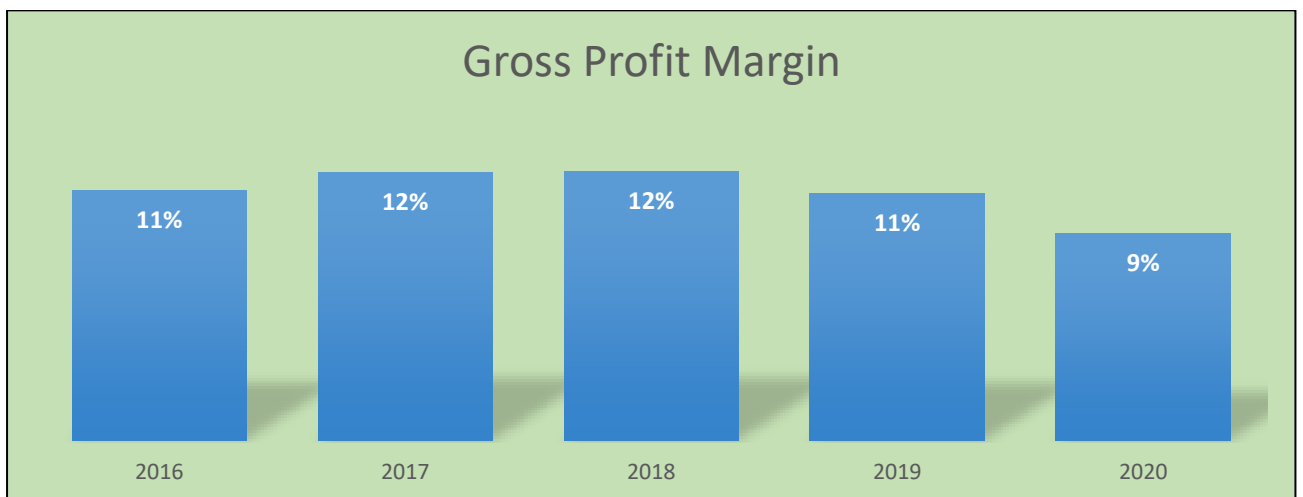


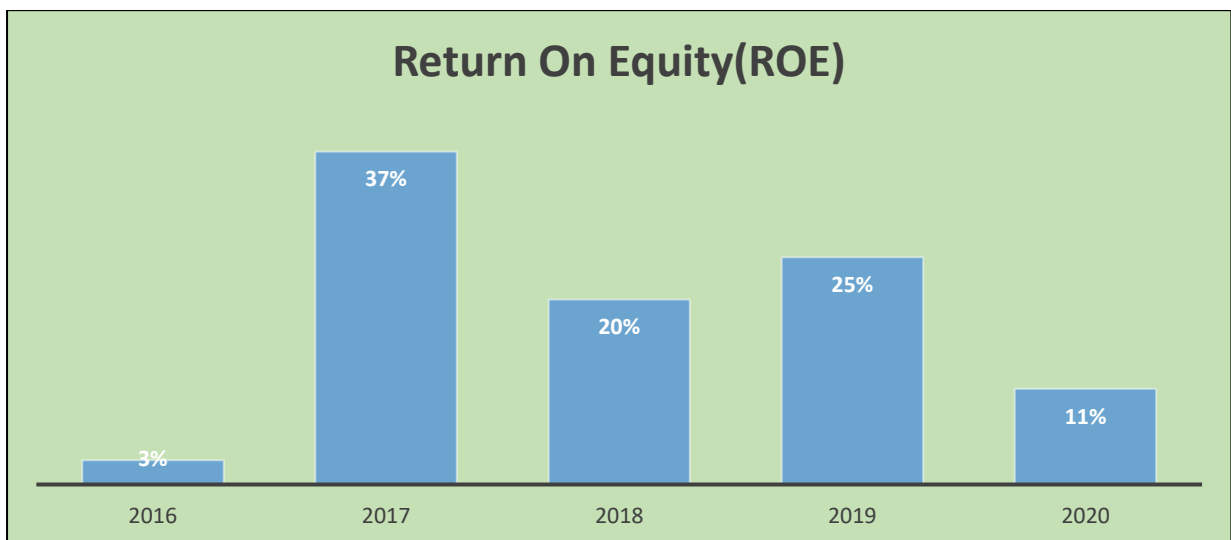
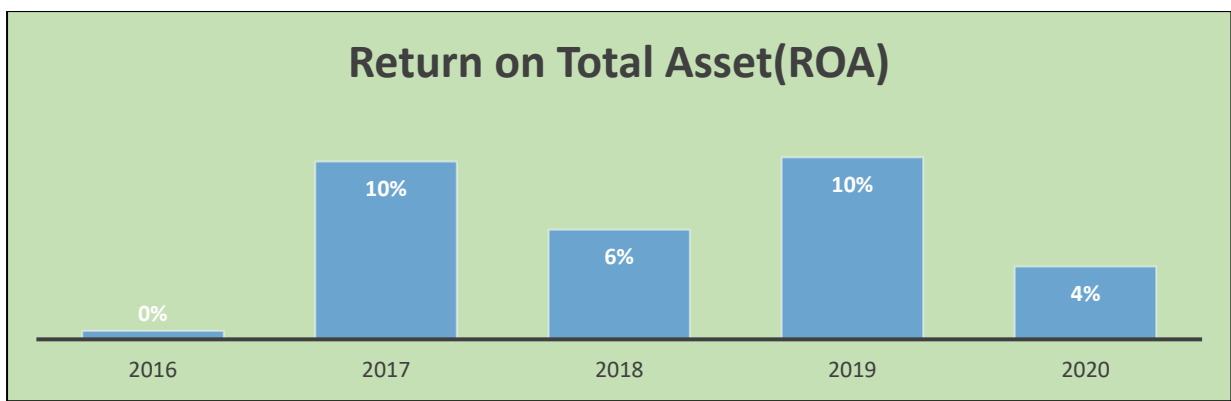
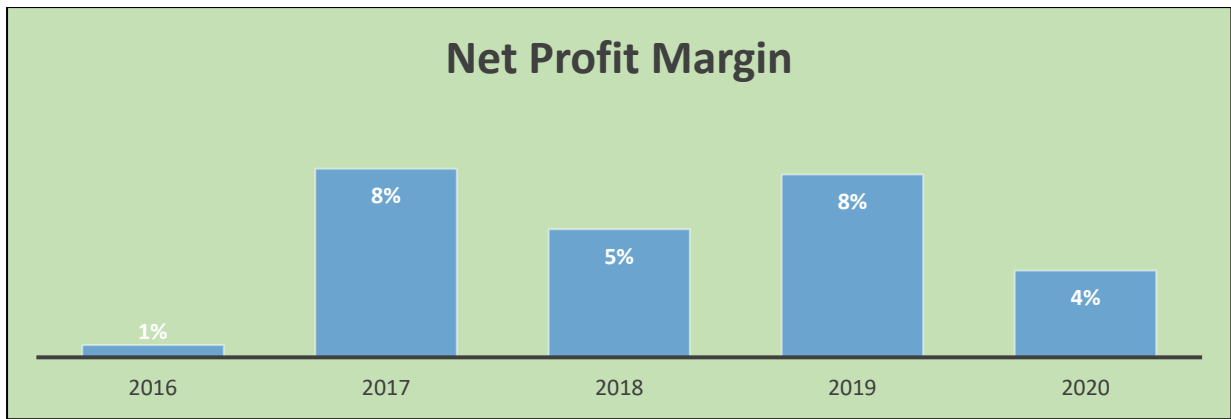


**Interpretation:** The asset turnover ratio is calculated by net sales divided total asset. Total asset turnover ratio in 2020 was 1.11. In 2016, 2017, 2018, 2019 year TAT have increased & decreased year by year but 2019 it was again decreased. It was bad sign for Synergy Solutions. The equity turnover ratio calculates how much of a company's sales are allocated to its shareholders' equity. Equity turnover ratio on synergy solutions in 2016 to 2020 decrease in every year. By comparing net sales to fixed assets, the fixed asset turnover ratio assesses a company's return on its investment in property, plant, and equipment. In 2016 to 2020 fixed asset turnover ratio increase in every year. It was good sign for Synergy Solutions.

### 4.1.3 Profitability Ratio:

<b>Profitability Ratio</b>					
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Gross Profit Margin	11%	12%	12%	11%	9%
Operating Profit Margin	1%	3%	6%	6%	9%
Net Profit Margin	1%	8%	5%	8%	4%
Return on Total Asset(ROA)	0%	10%	6%	10%	4%
Return On Equity(ROE)	3%	37%	20%	25%	11%

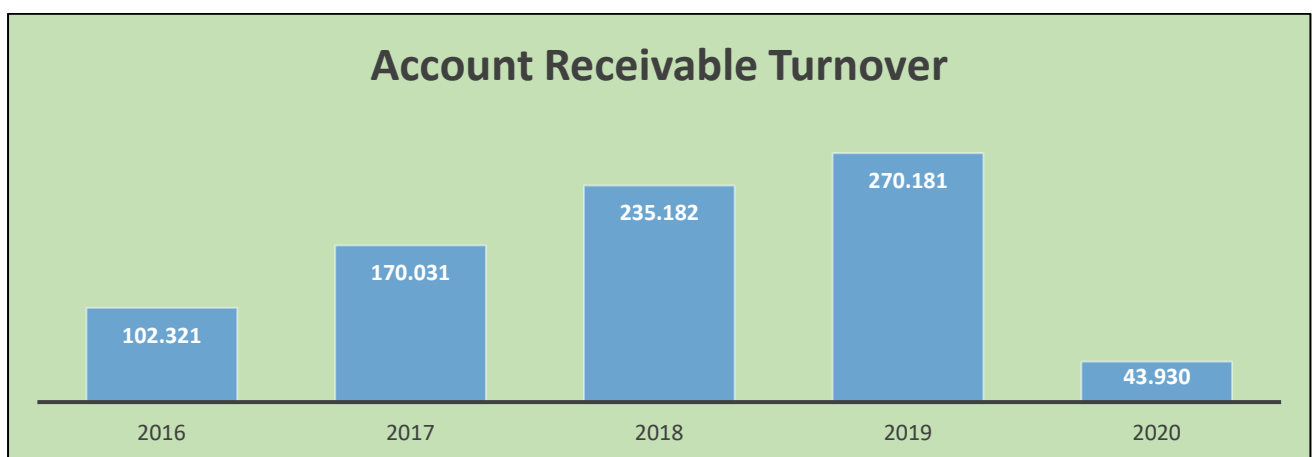


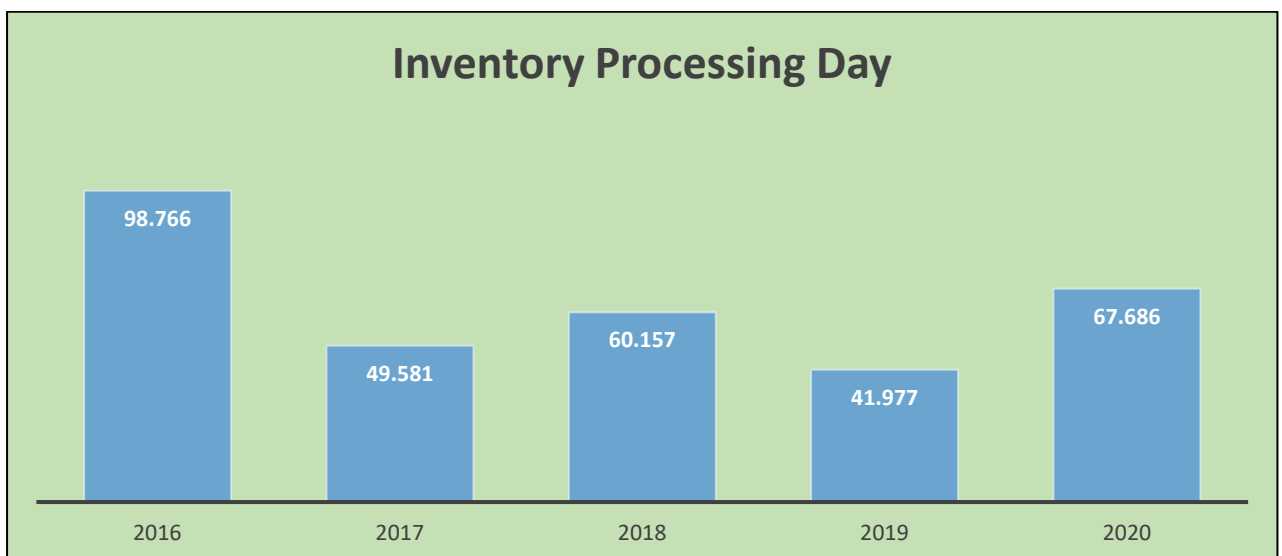
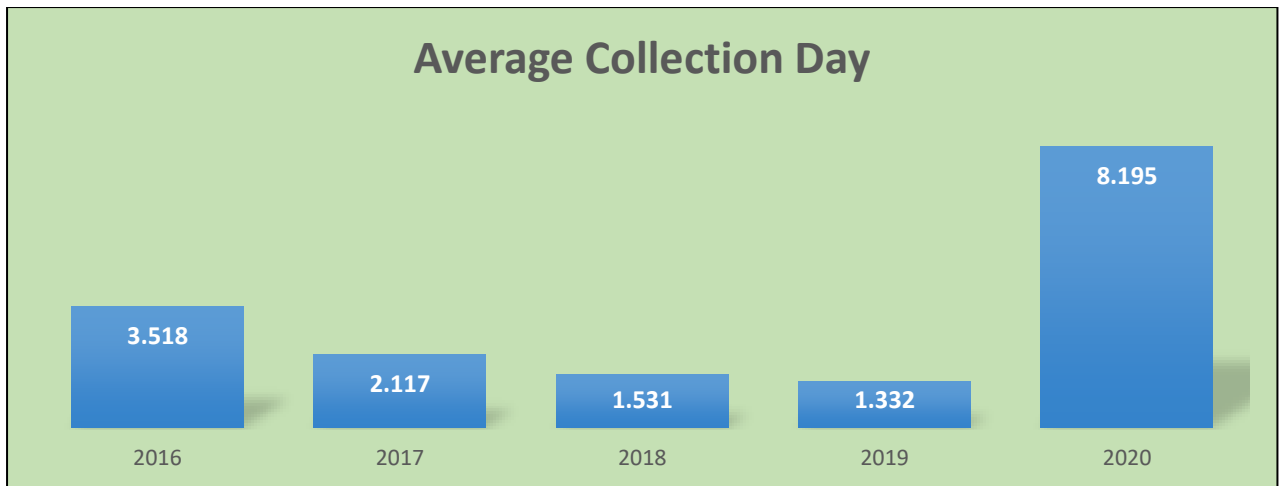


**Interpretation:** The approach to gauge a company's performance is to use a profitability ratio, which is a measurement of profitability. A financial ratio called return on assets (ROA) displays the proportion of profit an organization makes in comparison to its total resources. Net income divided by total assets is how it is defined. In 2016 to 2017 ROA was increase. In 2017 to 2018 ROA was decrease. In 2019 it was increase but again in 2020 it was decrease. Return on equity (ROE) assesses profitability by combining investor capital with firm earnings. Gross profit margin ratio was decreasing in 2017 to 2020. A higher gross profit margin is preferable since it indicates that the company managed its cost of sales effectively.

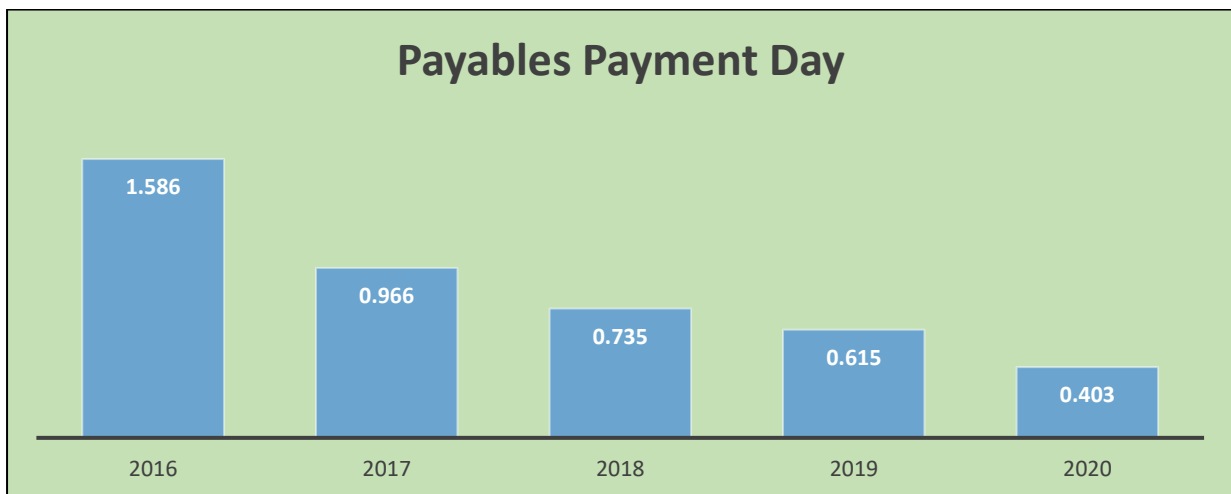
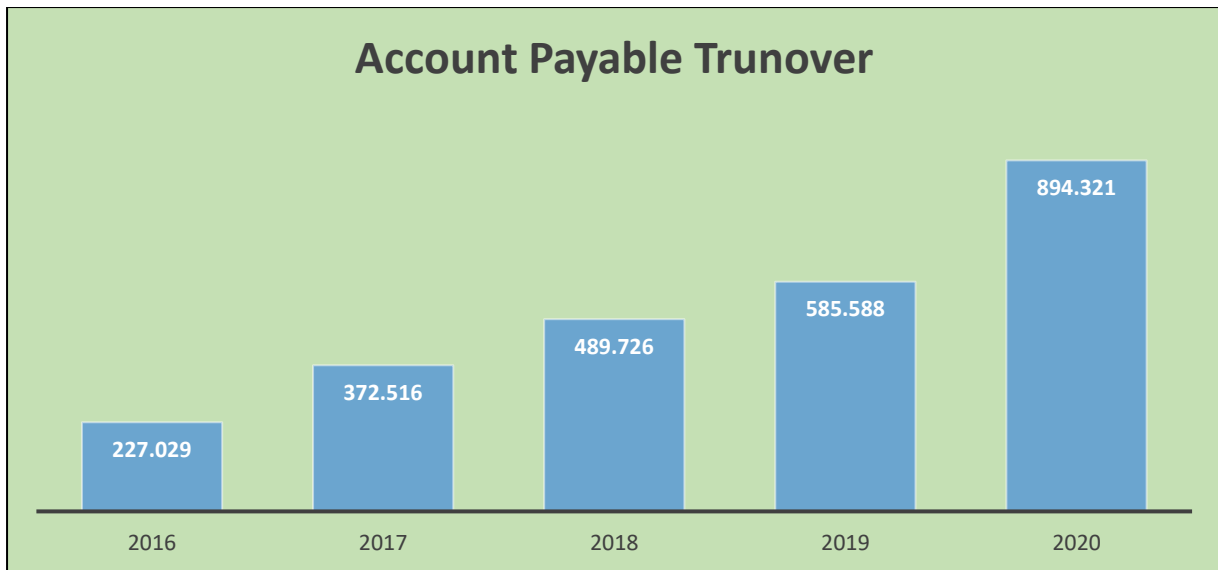
#### **4.1.4 Efficiency/ Activity Ratio:**

<b>Efficiency / Activity Ratio</b>					
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Account Receivable Turnover	102.321	170.031	235.182	270.181	43.930
Average Collection Day	3.518	2.117	1.531	1.332	8.195
Inventory turnover	3.645	7.261	5.984	8.576	5.319
Inventory Processing Day	98.766	49.581	60.157	41.977	67.686
Account Payable Turnover	227.029	372.516	489.726	585.588	894.321
Payables Payment Day	1.586	0.966	0.735	0.615	0.403





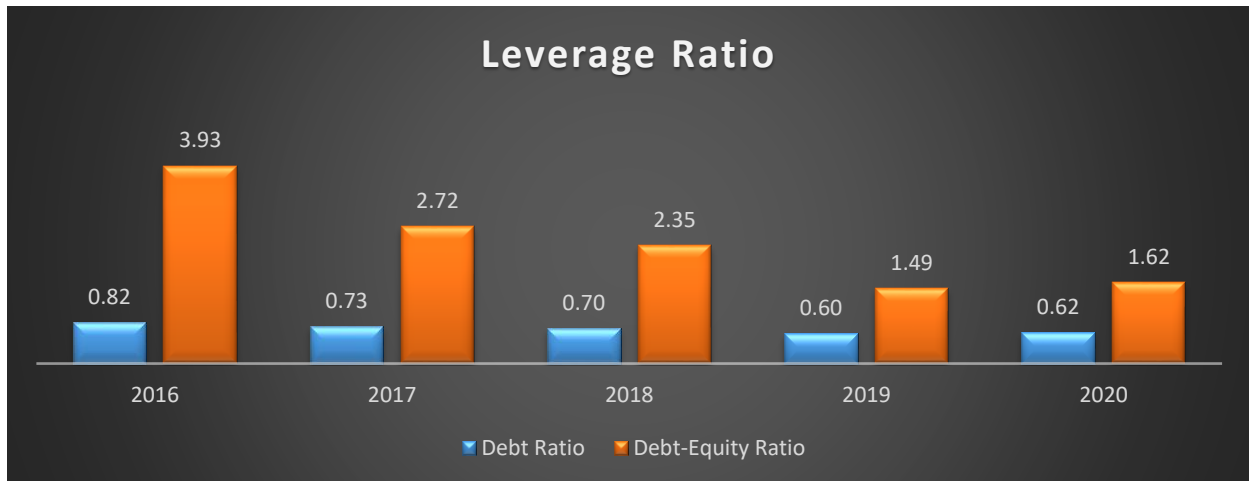




**Interpretation:** Efficiency ratio refers to a company's ability to successfully manage its customers and suppliers and recover money or paid. From this graph we can saw that from 2016 to 2019 Account receivable turnover increase but in 2020 account receivable turnover decrease. High account receivable turnover ratio indicate that company enjoy high quality customer base that is able to pay debt quickly. On the other hand low account receivable turnover is very bad for company. So in 2020 account receivable turnover is decrease, it is bad for synergy Solution.

#### 4.1.5 Financial Risk/Leverage Ratio:

Financial Risk/ Leverage Ratio					
Particular	2016	2017	2018	2019	2020
Debt Ratio	0.82	0.73	0.70	0.60	0.62
Debt-Equity Ratio	3.93	2.72	2.35	1.49	1.62



**Interpretation:** Total Liabilities divided by Total Assets is the basis for calculating the debt ratio. A measure of financial leverage is the debt ratio. If we saw the table in 2016-2019 the debt ratio was decrease & 2020 was increase than 2019. It is bad for Synergy Solution.

## 4.2 Common Size of Income Statement & Balance Sheet:

### Common size analysis Of Income Statement & Balance Sheet

<b>Balance Sheet</b>					
<b>Common Size Analysis</b>					
<b>Particulars</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Non-Current Assets	59.90%	66.55%	58.10%	58.19%	52.17%
Property, Plant and Equipment	59.90%	66.55%	58.10%	58.19%	52.17%
Current Assets:	40.10%	33.45%	41.90%	41.81%	47.83%
Inventories	17.94%	15.15%	16.69%	13.66%	18.97%
Trade Debtors & Other Receivables	0.90%	0.73%	0.48%	0.00%	2.53%
Advance, Deposits and Prepayments	0.22%	0.25%	0.20%	0.42%	1.70%
Cash and Cash equivalents	0.21%	0.66%	2.11%	2.18%	1.51%
Foreign Bills Receivable	7.08%	10.46%	14.18%	17.03%	14.44%
Margin(Foreign Currency)	9.11%	6.19%	8.24%	8.52%	8.68%
Total Assets	100.0%	100.00%	100.00%	100.00%	100.00%
Shareholders' Equity	100.00%	100.00%	100.00%	100.00%	100.00%
Share Capital	15.29%	9.67%	19.73%	14.78%	13.22%
Other Reserve and surplus	84.71%	90.33%	72.08%	79.08%	81.30%
Long Term Loan	59.44%	52.17%	41.65%	45.11%	18.30%
Short Term Loan	36.62%	12.05%	6.31%	1.91%	6.79%
Provision for Expenses	3.49%	35.37%	51.75%	52.65%	47.72%
Trade & Other Payable	0.44%	0.40%	0.29%	0.33%	0.18%
Total Liabilities & Shareholder's Equity	100.00%	100.00%	100.00%	100.00%	100.00%

<b>Income Statement</b>					
<b>Common Size Analysis</b>					
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Sales	100.00%	100.00%	100.00%	100.00%	100.00%
Cost of goods sold	89.00%	88.20%	88.18%	89.12%	90.90%
Gross profit	1.10%	11.80%	11.82%	10.88%	9.10%
Operating expenses	10.20%	8.88%	6.30%	5.28%	5.78%
Selling and distribution expenses	0.26%	0.11%	0.06%	0.04%	0.04%
Administrative Expenses	3.16%	3.27%	2.33%	1.99%	2.52%
Financial expenses	6.72%	5.44%	3.85%	3.21%	3.19%
Others Expenses	0.07%	0.06%	0.05%	0.04%	0.04%
Net profit before tax	0.79%	8.67%	6.06%	8.45%	4.06%
Income tax	0.28%	0.76%	0.68%	0.77%	0.42%
Net profit after tax	0.51%	7.91%	5.38%	7.67%	3.64%

**Interpretation:** There are two approaches to describe common size analyses. The first is called horizontal analysis. A vertical analysis is the second. The base value for the balance sheet of a conventional size analysis is the total asset value. It is used to compare a company's capital structure to that of its competitors. Net profit margin as well as gross and profit margin are both subject to common size analysis.

### 4.3 Trend Analysis of Income Statement & Balance Sheet:

<b>Balance Sheet</b>					
<b>Trend Analysis</b>					
<b>Particulars</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Non-Current Assets	100.00%	115.60%	110.10%	99.13%	105.44%
Property, Plant and Equipment	100.00%	115.60%	110.10%	99.13%	105.44%
Current Assets:	100.00%	86.79%	157.99%	98.79%	134.53%
Inventories	100.00%	69.85%	138.91%	81.02%	163.36%
Trade Debtors & Other Receivables	100.00%	8.45%	82.80%	0.00%	610.87%
Advance, Deposits and Prepayments	100.00%	119.29%	98.30%	213.43%	470.41%
Cash and Cash equivalents	100.00%	323.58%	401.62%	230.95%	81.79%
Foreign Bills Receivable	100.00%	153.67%	171.00%	118.87%	99.74%
Margin(Foreign Currency)	100.00%	70.69%	167.98%	102.36%	119.70%
Total Assets	100.0%	104.05%	126.12%	98.99%	117.60%
Shareholders' Equity	100.00%	158.13%	140.07%	133.48%	111.83%
Share Capital	100.00%	100.00%	285.71%	100.00%	100.00%
Other Reserve and surplus	100.00%	168.63%	111.78%	146.45%	114.96%
Long Term Loan	100.00%	81.14%	96.59%	91.34%	122.02%
Short Term Loan	100.00%	398.26%	63.35%	25.49%	432.33%
Provision for Expenses	100.00%	87.62%	177.00%	85.79%	110.12%
Trade & Other Payable	100.00%	84.80%	87.09%	97.11%	66.34%
Total Liabilities & Shareholder's Equity	100.00%	104.05%	126.12%	98.99%	117.60%

<b>Income Statement</b>					
<b>Trend Analysis</b>					
<b>Particular</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>
Sales	100.00%	140.40%	114.53%	114.88%	99.32%
Cost of goods sold	100.00%	139.14%	114.49%	116.12%	101.31%
Gross profit	100.00%	150.60%	114.81%	105.68%	83.06%
Operating expenses	100.00%	122.22%	81.16%	96.30%	108.87%
Selling and distribution expenses	100.00%	61.46%	65.52%	71.34%	99.60%
Administrative Expenses	100.00%	145.26%	81.81%	97.79%	125.98%
Financial expenses	100.00%	113.64%	81.05%	95.76%	98.61%
Others Expenses	100.00%	131.56%	85.31%	101.06%	92.86%
Net profit before tax	100.00%	1537.98%	80.01%	160.19%	47.79%
Income tax	100.00%	382.88%	103.05%	130.33%	54.15%
Net profit after tax	100.00%	2162.77%	77.81%	1639.69%	47.15%

# Chapter-5

## **Findings, Recommendations & Conclusion**



## **5.1 Problem Identified:**

It was a new experience for me to work with Synergy Solutions. After gathering and examining Synergy Solutions data, I discovered that a number of its operational and financial areas require significant improvement. Some of the analysis' findings are as follows:

- Synergy Solutions current ratio varied from 2015 to 2019. It fluctuates between increasing and reducing.
- From 2015 to 2019, the cash ratio of Synergy Solution decreased each year. For Synergy Solution, it is horrible. This ratio warrants attention since it shows if a company can cover its current liabilities entirely with cash and cash equivalents.
- The company's net profit margin climbed from 2016 to 2020, however it decreased last year, or 2020 in this case. That indicates that operating and non-operating expenses rose in the previous year, which was bad for a corporation.
- The Quick fluctuates from 2016 to 2020; it increases and decreases at different times.
- The company's net profit margin climbed from 2016 through 2019, but it decreased last year, which I'm referring to as 2020. That indicates that operating and non-operating expenses rose in the previous year, which was bad for a corporation.
- In 2017 and 2019, the company's return on assets (ROA) and return on equity (ROE) both increased. ROA and ROE fell between 2018 and 2020. However, last year saw a decline, which was bad for business.
- Every year, the company's debt-to-equity ratio decreased. For Synergy Solution, that was bad news.

## **5.2 Recommendation for Synergy Solutions:**

Given my limited (3 month) job experience, it is extremely difficult to recommend others, and it would be foolish of me to suggest others who have more knowledge, insight, and practical work experience than I do. I believe that the synergy Solutions limited can be improved in a few places.

- Synergy Solution needs to concentrate on current and quick ratio and figure out how to boost it. If a corporation experiences a liquidity problem, it won't be able to service its present debt.
- In order for total asset turnover and fixed asset turnover to rise in the upcoming years, the company should concentrate on maximizing the use of its assets in the upcoming year.
- The company should concentrate on decreasing the average collection day and inventory processing so that their operational cycle can be increased. They should also concentrate on lengthening the period of time during which payments are due from their account payable.
- Synergy Solutions must raise its net profit margin by cutting costs and using equity capital to pay for rising liabilities and achieve its objective.
- Return on asset (ROA) is a measure of how effectively a business uses its assets to produce returns. In view of this, synergy solutions additionally emphasizes that area.
- Return on equity (ROE) has been declining over the past three years. For Synergy Solutions, it is horrible. Synergy Solutions should therefore concentrate on boosting ROE.



### **5.3 Conclusion:**

Inbound, outbound, electronic, and Business Process Outsourcing (BPO) Call Center Services are all offered by Synergy Solutions. Beyond the usual call center and answering service, we provide your company with tailored contact center solutions. SYNERGY SOLUTIONS Call Center is a state of the art telemarketing outsources company located in Dhaka, Bangladesh. Our goal as a company is to help businesses improve the all-important customer relationship by improving the way they communicate. STRATEGIC SOLUTIONS Modern telemarketing outsourcing company Call Center is based in Bangladesh's metropolis, Dhaka. Our primary goal has been, and always will be, to individually educate each and every call center consultant in order to provide Fortune 500 organizations, small and medium-sized multinational businesses, and independent business owners with the greatest quality outbound and inbound telemarketing solutions.

## **References:**

Annual report of Synergy Solutions 2016 to 2020

## **Website:**

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