

Abstract

The financial performance of a business reflects its stability, efficiency, and ability to achieve long-term sustainability. This study analyzes the financial performance of Geetha Timber, focusing on key financial metrics such as profitability, liquidity, solvency, and operational efficiency. The research aims to evaluate the company's financial health, identify trends, and provide insights for improving financial management practices.

A detailed examination of financial statements over a specific period was conducted using ratio analysis, trend analysis, and comparative analysis techniques. The findings indicate that Geetha Timber has maintained stable revenue growth and efficient cost management, contributing to consistent profitability. However, areas for improvement include optimizing working capital management and reducing dependency on short-term borrowings, which occasionally strain liquidity.

The study concludes that enhancing financial planning and resource allocation is critical for sustaining Geetha Timber's growth trajectory. Recommendations include adopting advanced financial forecasting tools, improving inventory turnover, and exploring diversified revenue streams to mitigate risks. This research provides actionable insights for stakeholders to strengthen financial decision-making processes and ensure the long-term financial stability of Geetha Timber.