

**A Financial Review of Selected Food
Companies in Pakistan**

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Project

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ABSTRACT

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Much of what is known today concerning organizational Financial development efforts (those being budgeting, value creation, stock price determination, profitability, efficiency and liquidity of the firm) have steadily and favorably come from large firms. Conversely, very little is known about the extent of financial activities in small firms, especially those with fewer employees and not as much of market concentration.

The study sample of selected food companies (National foods, Rafhan Maize) obtains the result from the both quantitative and qualitative angles. First, this analysis presents a sketch on the emergence and market share of both companies. Then, horizontal, vertical, ratio and other solvency analysis further penetrate into this project.

Results from the study indicate a high level of awareness of financial concepts cognition was ascertained. The findings suggest that these successful firms view their financial planning's as resourceful assets or capital, needing a fruitful vision, knowledge, and a grip over its supply chain to remain viably productive. Developed and trained employees in return are expected to help the organization remain competitive. Financial resource planning and equity analysis play a vital role in the growth and profitability of these food companies.

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