

IMPACT OF CASH CONVERSION CYCLE ON PROFITABILITY OF SUGAR INDUSTRY IN PAKISTAN

By

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APPROVAL FOR EXAMINATION

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Abstract

Purpose- The objective of the analysis presented here is to flourish exact confirmation about the effects of CCC on financial performance of Sugar industry in Pakistan. Sugar sector assumes a key part in the financial advancement of Pakistan. This study or research is anticipated to appear the CCC and Profitability. Financial analysis, with statistical measurement tools such as linear Regression and other test have been used to appear financial performance and Benefit.

Methodology/sample- For this study convenience sampling method used to collect data and random sampling technique has been used to conduct the research. A sample of five Sugar mills has been taken which is enlisted on Pakistan stock exchange in the context of high production capacity. The secondary data gathered from the annual reports of Sugar mills for ten years 2007 to 2016.

Findings- finding were tested at significance level 0.05 maximum. There are results shows that the C. C. C has no significant association on dependent variables (R.O.A, R.O.E, EPS and NI).

Practical Implications- Furthermore, CCC can create profits for the firms by handling correctly its operations. Short CCC has preferred by firms.

Keywords: *Cash Conversion Cycle, Average Collection Days, Average payment Days, Current Asset, Current Liabilities*'.