



EMPIRICAL STUDY ON FINANCIAL PERFORMANCE WITH SPECIAL REFERENCE TO KOI SOLUTIONS LLP

¹Deepika R, ²Jeevitha R,

¹Student, PES UNIVERSITY, ²Assistant Professor, Faculty of Management & commerce, PES UNIVERSITY

Abstract: The aim of this study is to examine KOI Solutions LLP's financial performance and how it affects individual awareness, job security, morale, motivation, and general organizational satisfaction. Within KOI Solutions LLP, primary data were gathered through surveys and interviews with various members of the organization. The data was analyzed using statistical tools including correlation analysis and chi-square. The study's conclusions shed light on a number of topics, including individual awareness of the company's financial performance, the effect of financial health on job security and personal motivation, and the connection between overall satisfaction and financial performance. The findings reveal areas for possible improvement and strategic decision-making, and they aid in understanding the relationships between organizational financial success and individual perceptions.

Index Terms - Individual awareness, Financial performance, Job security, Morale, Strategic decision-making.

I. INTRODUCTION

1.1 Background of the topic

The empirical study of KOI Solutions LLP's financial performance utilising primary data explores the business's operations, market position, and financial measures in great detail. As the focus of this study, KOI Solutions LLP presents a singular chance to investigate the complex dynamics of a particular organisation within the larger financial landscape. This empirical study is important for many different types of reasons. First and foremost, it offers important insights about the company's present financial situation and future prospects to all relevant parties, such as creditors, investors, and management. Researchers can find patterns, KOI Solutions LLP's strengths and shortcomings, and possible areas for improvement by tracking important financial data over time. The objective of the empirical study on financial performance with particular reference to KOI SOLUTION LLP is to offer information and analysis that will help the organisation make strategic decisions and advance knowledge of the financial management techniques used by its sector.

Evaluating a company's financial success using primary data to determine individual awareness is a complex process that explores both quantitative and qualitative facets of organisational dynamics. The purpose of this study is to comprehend how employees of the organisation view and interact with performance indicators, policies, and financial data. This study's primary data gathering could come from a variety of techniques, including focus groups, interviews, questionnaires, and internal communication channel observation. Researchers can learn more about employees' perspectives of the value of financial literacy in their roles, their comprehension of financial concepts, and their awareness of the company's financial goals and performance measures by using these channels.

Comprehending the awareness level of personnel within the organisation is vital for multiple rationales. First of all, it can give management insightful feedback on how well internal communication tactics pertaining to financial concerns are working. Through employee awareness and understanding assessments, management may pinpoint communication gaps and customise tactics to improve clarity and transparency. Furthermore, examining people's awareness levels might provide insight into the organization's general financial culture. Strong accountability, transparency, and financial literacy cultures may be indicated by a high level of awareness and involvement with financial performance measures. On the other hand, poor awareness levels can draw attention to the necessity of training programmes and educational initiatives to raise staff members' financial literacy. This study can also shed light on how organisational performance and financial knowledge are related. Studies have indicated that organisations with financially educated staff members typically make better financial decisions, perform better financially, and reduce risks more successfully. Researchers can evaluate the effect of financial literacy on organisational outcomes by establishing a correlation between employees' knowledge levels and important financial measures. In addition, knowing the knowledge level inside the organisation can help design focused initiatives to raise participation and financial literacy. The results of this study can be used by management to create customised workshops, training courses, and other materials that will improve staff members' comprehension of financial concepts and how they relate to their jobs within the company.

To build a culture of financial openness, accountability, and literacy inside an organisation, it is imperative to analyse financial performance using primary data to gauge personnel awareness. Employers may empower their workers to make wise financial decisions and contribute to the success of the company as a whole by utilising thorough research procedures and including staff members in the operation. The findings of these studies provide valuable insights into the factors influencing a company's financial performance and the implications for its future for investors, managers, and other stakeholders. Additionally, they can be utilised to identify issue areas and offer data for decision-making concerning strategic planning, financial management methods, and investments. The financial environment of KOI SOLUTIONS LLP is fundamentally understood through background research on the empirical examination of financial performance. Acquiring past information on personnel trends, investment plans, and revenue trends over the last few years is part of it. By establishing a baseline of the company's financial health and performance, this background research offers crucial context for evaluating the empirical results. In order to facilitate a thorough examination of KOI SOLUTIONS LLP's financial performance and empower stakeholders to make well-informed decisions and strategic interventions for future growth and sustainability, the background study looks at a variety of factors, including industry trends, internal operations, and market conditions.

Scope of the financial performance

The range of financial performance includes a number of elements that go into assessing how well an organisation is able to meet its goals and maintain its financial stability. The scope of financial performance analysis in the context of KOI Solutions LLP may encompass, but is not restricted to, the following domains:

- **Profitability:** Metrics like gross profit margin, net profit margin, return on investment (ROI), and return on assets (ROA) are used to evaluate a company's capacity to produce a profit over a given time frame.
- **Liquidity:** Analysing liquidity ratios like the current ratio and quick ratio to assess the organization's capacity to satisfy its immediate financial obligations.
- **Solvency:** Analysing solvency ratios, such as the debt-to-equity ratio and interest coverage ratio, to assess the company's long-term financial stability and capacity to pay its debt commitments over time.
- **Financial Position:** Analysing the company's financial status in relation to competitors and industry benchmarks to find opportunities, threats, and areas of strength and weakness.
- **Investment Performance:** Assessing financial performance indicators, such as earnings per share (EPS), price-to-earnings (P/E) ratio, and dividend yield, from the investor's point of view in order to determine how appealing the company is as an investment opportunity.
- **Risk Management:** Evaluation of the organization's capacity to recognise, reduce, and effectively handle financial risks, such as credit, market, operational, and regulatory risks.
- **Strategic Planning:** Linking financial performance analysis with the organization's short- and long-term goals, objectives, and strategic initiatives to provide insights into strategic decision-making.

- **Stakeholder Communication:** To promote accountability, transparency, and trust, the company's financial performance is shared with a range of stakeholders, including shareholders, staff members, creditors, clients, and government agencies.

In order to support informed decision-making and long-term growth, KOI Solutions LLP's financial performance analysis goes beyond simple financial metrics to include a thorough assessment of the business's operational effectiveness, strategic positioning, financial health, and risk management procedures.

1.2 Need/Important of the topic

Every organisation, including KOI Solutions LLP, depends critically on its financial performance for its long-term viability. For multiple reasons, it is vital to comprehend and proficiently handle financial performance. The company's overall health and viability can be gauged by looking at its financial performance. Insights regarding profitability, solvency, liquidity, and operational effectiveness are provided. It is possible for stakeholders to evaluate the company's capacity to create value and meet its strategic goals by looking at important financial indicators including profit margins, return on investment, and revenue growth.

Financial performance also affects investor confidence and money availability. Financial reports are essential for lenders, investors, and other stakeholders to make well-informed resource allocation decisions. A robust financial performance attracts investment and offers advantageous financing terms since it indicates stability and development potential. On the other hand, subpar financial results could scare away lenders and investors, making it harder for the business to finance growth plans or weather economic downturns. Thirdly, the motivation, morale, and job security of employees are directly impacted by financial performance. When workers believe that their employer is doing well financially, they are more likely to feel safe and invested in their work. On the other hand, a lack of confidence in the company's financial situation can cause anxiety, low morale, and a lack of drive. Organisations can develop commitment, trust, and productivity among their employees by promoting a culture of openness and responsibility for financial performance. Furthermore, there is a close relationship between market competitiveness and consumer happiness and financial performance. A strong financial position allows a business to make strategic investments in marketing, customer support, and new product development, strengthening its competitive edge and value proposition. In consequence, happy consumers enhance long-term profitability and revenue growth. Organisations are able to satisfy customer expectations, adjust to shifting market conditions, and maintain their competitive position by consistently tracking and enhancing their financial performance. It is impossible to overestimate the significance of KOI Solutions LLP's financial performance. It functions as a basic gauge of an organization's health, impacting competitiveness, employee morale, investor confidence, and capital availability. In an ever-changing company landscape, KOI Solutions LLP may improve its resilience, agility, and long-term performance by placing a high priority on financial management and cultivating a culture of financial accountability. For a number of reasons, the empirical research on KOI SOLUTIONS LLP's financial performance is quite important. It offers important information on the state of the business's finances right now, including information about revenue creation, cost control techniques, profitability, and stability in general.

The study can provide a thorough insight of the company's trajectory over the previous several years by analysing important financial indicators like revenue growth, personnel expansion or decrease, and profit margins. The analysis assists in identifying areas where the financial operations of the organisation might be improved. The study's conclusions can help shape practical suggestions for raising profitability and sustainability, whether they are related to improving revenue generating tactics, cutting operating expenses, better debt management, or better investment strategies. Assess the degree of knowledge individuals possess regarding the financial performance of the organisation. To make sure everyone understands the basic aspects of the company's financial status. to get input regarding proposals for improving financial performance or opinions regarding how well the current communication is operating. Indicate what needs to be improved in terms of the company's financial education programmes or communication strategies.

1.3 Theoretical implication of the topic

Empirical research on the financial performance of KOI SOLUTIONS LLP has theoretical ramifications that go beyond the particular example and advance knowledge in a number of important areas for academics. First off, by offering empirical evidence and insights into the efficacy of different financial tactics, including revenue creation, cost control, and investment choices, research of this kind might enhance the already held views of financial management. Secondly, by examining the effects of financial health on employee morale, job security, and general happiness, it may add to the body of knowledge on organisational behaviour and human resource management. Furthermore, the research might provide valuable perspectives on the suitability of financial theories and models for small and medium-sized businesses, emphasising the distinct obstacles and prospects encountered by organisations such as KOI SOLUTIONS LLP. All things considered, this empirical study's theoretical ramifications can broaden our comprehension of organisational dynamics, financial management techniques, and the relationship between financial success and firm-level results.

The results enhance comprehension of agency theory by investigating how members of the organisation view and react to the financial success of the enterprise. It is possible to gain insight into how well employees' interests coincide with those of the organisation by analysing job security, morale, and motivation in connection to financial health. Increases the validity and dependability of the study by enabling triangulation of results through cross-referencing primary and secondary data sources. enhances the thoroughness of the study by fusing micro-level insights from primary data with macro-level trends and patterns from secondary data. aids in giving more in-depth understanding of the various relationships between internal organisational components and external market trends that influence financial performance. Provides a thorough overview of the company's financial performance by accounting for both internal and external variables that are under its control. Analysing the relationship between general satisfaction and financial performance provides insights into the larger effects of financial health on employee attitudes and behaviours, which has implications for organisational behaviour theory. Theories of organisational culture, employee engagement, and organisational citizenship behaviour can all benefit from an understanding of how financial performance affects satisfaction.

1.4 Recent trends related to the topic

Financial performance analysis has historically placed a strong emphasis on quantitative financial measures including sales, profit, and return on investment. Recent developments, however, highlight how crucial it is to include non-financial measures like staff involvement, customer happiness, and environmental initiatives. An evaluation of total performance that is more precise and balanced is offered by this holistic method. Big data technology and sophisticated analytics tools have made it possible for organisations to acquire and analyse financial data instantly. This facilitates quicker decision-making and enables businesses to react quickly to evolving trends and shifting market situations. Additionally, real-time data analytics makes scenario planning and predictive modelling easier, which improves risk management and strategic planning. The idea that short-term financial results should not be the exclusive basis for evaluating financial success is becoming increasingly prevalent. Rather, there is a growing focus on sustainability and long-term wealth generation. To achieve sustainable growth and shareholder value, this entails matching financial objectives with more general organisational aims, such as social and environmental responsibilities. Effective risk management is becoming more and more important in preserving financial stability and resilience in the face of rising economic unpredictability and market volatility. In order to proactively identify and reduce potential risks, financial performance analysis now incorporates strong risk assessment procedures and stress testing frameworks.

Financial performance analysis has undergone a revolution thanks to the widespread use of machine learning, artificial intelligence, and predictive analytics. With the use of these sophisticated tools, organisations can find previously unknown patterns and insights in financial data, which improves predictions, risk assessments, and strategic insights. Organisations have been compelled to improve transparency and disclosure on their financial performance due to regulatory requirements and stakeholder expectations. This involves giving investors, analysts, and other stakeholders comprehensive disclosures on important financial measures, risk considerations, and strategic goals to help them make well-informed decisions. A growing emphasis on data-driven decision-making and the use of technology in financial research is evident in recent developments pertaining to empirical studies on financial performance, especially when considering businesses such as KOI

SOLUTIONS LLP. Researchers may now dive deeper into financial data to find hidden patterns, correlations, and insights thanks to developments in data analytics, artificial intelligence, and machine learning.

Researchers are investigating new measures and frameworks for assessing the entire health and effect of firms, since there is an increasing awareness of the interdependence among financial success, environmental sustainability, and social responsibility. Furthermore, the COVID-19 pandemic has brought attention to the significance of flexibility and resilience in financial management, which has prompted research on how resilient companies like KOI SOLUTIONS LLP are to shocks and disturbances in the economy. All things considered, current trends highlight how the field of financial performance analysis is changing due to technical advancements, environmental issues, and the need for flexibility in a world economy that is changing quickly. In general, current developments in financial performance analysis point to a larger movement in the direction of a more comprehensive, data-driven, and forward-looking methodology. Organisations may improve their capacity to manage ever-more complicated business settings and promote sustainable growth by utilising advanced analytics, incorporating non-financial measures, and placing a high priority on long-term value creation.

1.5 Industry Profile

The main clientele of the international education consultancy sector is students looking for overseas educational options. The goal of the services provided by these consulting organisations is to make it easier for students to apply to and get admitted into universities, colleges, and other educational institutions that are located outside of their native countries. Assistance with application essays (including Letters of Recommendation (LOR), Statements of Purpose (SOP), and resume construction) is a common service. Other services include advice on choosing appropriate schools and programmes, help obtaining a visa, and support during the admissions process.

- **LOR (Letter of Recommendation or reference):** Reference letters, also known as recommendation letters, letters of recommendation, or letters of recommendation, are written statements in which the writer highly praises the qualifications of the applicant or, conversely, the rival. talents, presenting them as excellent fits for the position for which they are seeking, a grant, or a university. The "support," who is the one who provides the reference letter, is occasionally a former coworker, supervisor, teacher, or instructor. Employee reference letters are important. If everything else is equal, use a tastefully written reference letter instead of going through the trouble of contacting the candidate's former employer and asking for references.
- **SOP (Statement of Purpose):** A statement of purpose is a letter that explains why you wish to study overseas (SOP). Once submitted, it is reviewed by the admissions committee and frequently includes details on your professional background, hobbies, and motivations for choosing a particular degree. In other words, your SOP serves as your first introduction to the university as an application and it provides information about your goals, intentions, and personality to the university's selection committee. It is typically written in the format of an essay, yet there are certain instances where this isn't the case because certain colleges only accept questions. It also becomes a decisive factor when applying to your preferred school.
- **Temporary job (Internship):** An entry-level position is a type of professional development opportunity where students are given significant, hands-on work related to their field of study or interest in a career. An apprentice might learn new skills while advancing their career by taking a temporary job. It gives the company the chance to foster talent, embrace fresh ideas and enthusiasm, and perhaps even create a pipeline for future regular workers.
- **CV/ Resume Building:** Job searchers must compile their qualifications for the position into an official document called a résumé. Often, a personalised cover letter sent with a resume indicates interest in a certain position or company and highlights the most crucial data contained inside. American job counsellors state that a resume should be no more than one or two pages in length. British companies usually require a slightly longer document called a curriculum vitae, or CV.
- **Career Support:** Career counselling is sometimes given at many stages of an individual's life, including school, entering the job, changing careers, being unemployed, and retiring. Assistance could come from referrals from friends, family, coworkers, and other professionals as well as non-professionals. The activities can be conducted in person, in a group, over the phone, online, or by other channels (such web-based services and support lines).

Services:

- **Application Assistance:** Consulting companies assist students in creating strong application materials, including as resumes, SOPs, and letters of recommendation, that are customised to meet the needs of various programmes and institutions.
- **University Selection:** Based on their academic background, desired careers, and personal preferences, they help students choose appropriate institutions or schools.
- **Admission Support:** Consultants help students with all aspects of the admissions process, from filling out application forms to sending in the relevant paperwork and, if needed, getting ready for interviews.
- **Visa Guidance:** Helping students apply for visas and making sure they are aware of the steps involved in getting a student visa for the countries they have selected as their destinations.
- **Temporary job (Internship):** An entry-level role is a type of professional development opportunity where students work on significant projects related to their field of study or career interest.

International education consulting organisations mostly cater to students from poor and emerging nations who aspire to pursue higher education overseas. These students need individualised help to negotiate the difficult application and admissions process since they frequently do not have access to thorough information about overseas educational options. The companies could also serve working professionals who want to go overseas for specialised training programmes or further education to enhance their professions.

Challenges:

- **Increasing Demand:** The need for high-quality education and growing globalisation have fuelled an increase in the demand for international education consulting services.
- **Competitive Landscape:** With new competitors joining the market and established businesses growing their service offerings to maintain their competitiveness, the sector is getting more and more competitive.
- **Regulatory Compliance:** To properly advise their customers and guarantee compliance, consultants need to remain current on visa restrictions, immigration policies, and admission criteria for different nations.
- **Technological Integration:** Using digital communication tools and online platforms has become essential for consulting businesses to reach a larger audience and optimise their operations.
- **Consulting:** The international education consulting sector is essential to the internationalisation of higher education and cross-cultural exchange because it gives students all around the globe access to global educational possibilities

2. LITERATURE REVIEW**2.1 Research Gap**

A research gap is an unexplored or understudied area in the body of current knowledge or literature that offers a chance for further study to provide fresh perspectives or discoveries.

- The research gap lies in the lack of primary data analysis on individual perceptions of financial performance within the organization, highlighting the need for surveys to understand how individuals engage with financial metrics and perceive their impact on job satisfaction and decision-making.

2.2 Literature Review

According to Wajdi Afes and Anis Jarbouï (2023), “The impact of corporate governance on financial performance: a cross-sector study”. The impact of corporate governance on financial performance in the face of economic problems is the main topic of this study. Using multivariate regressions, the study, which included 160 UK companies between 2005 and 2018, concludes that good corporate governance enhances financial success, especially as indicated by return on equity. The study highlights how important it is to take sector-specific factors into account and offers the possibility of doing comparative studies between various industries in the future, particularly in light of recent events like Brexit and the COVID-19 epidemic.

According to Bukvic, Rajko and Pavlovic, Radica (2023), “The Cash Flow Concept in Modern Financial Analysis of Internal Sources of Companies’ Investment Financing”. In Serbian companies, annual cash flow reports are mandatory but are often merely seen as fulfilling legal requirements. The analysis of these reports is frequently neglected, with few financial experts knowledgeable about the potential indicators. A survey indicates limited awareness and understanding of these indicators, especially beyond liquidity metrics. Many experts do not perceive the application of these indicators as beneficial.

According to P. Venkataraman and Dr. K. Subramania (2022), “An Empirical Analysis of Financial Performance of Selected Oil Exploration and Production Companies in India”. According to the findings, in order to maintain smooth operational performance, oil exploration companies should give priority to short-term assets and liabilities. Sustaining operations requires efficient use of cash and outside funding. Positive ratios have a major impact on improving the oil production and exploration companies' financial performance.

According to Jingwen Gu (2022), “An empirical study on the relationship between corporate internal control and financial performance of listed companies”. The paper analyses data from listed A-share businesses in Shanghai and Shenzhen from 2013 to 2021 to examine the link between internal control and corporate financial performance using a panel multiple regression model. The results provide empirical support for organisations to improve their internal control mechanisms and imply that internal control has a beneficial effect on financial performance, extending previous research in this area.

According to Lanemey Brigitha Pandeiro, Elvis Ronald Sumanti and Andrew Christian Aseng (2022), “An Empirical Study of Quick Ratio and Profitability on Manufacturing Firms in Indonesia”. The purpose of the study was to evaluate how the fast ratio affected Indonesian manufacturing companies' profitability. We looked at three profitability metrics: return on equity (ROE), return on assets (ROA), and net profit margin (NPM). Control factors that were taken into account were leverage, sales growth, GDP growth, firm size, and net operating income fluctuation. On the basis of financial data from 158 manufacturing companies between 2012 and 2016, regression analysis was performed.

According to Sukenti Sukenti (2022), “Liquidity And Profitability Analysis”. The relationship between liquidity, profitability, and financial management is examined in the scientific paper "Financial Performance and Financial Distress". It is carried out by an examination of the literature and uses scholarly resources from Mendeley and Google Scholar. Results imply that profitability and liquidity have an effect on financial distress and performance. In addition, outside elements that affect financial success and hardship include activity variables, solvency, and leverage.

According to Rista Sihombing, Mark G. Maffet and Rico Nur Ilham (2022), “Financial Ratio Analysis and Common Size to Assess Financial Performance at Pt Astra Agro Lestari Tbk and its Subsidiaries”. The purpose of this study is to evaluate PT. Astra Agro Lestari Tbk's (PT. AALI) financial performance for the 2020–2022 period utilising the common size approach and financial ratio analysis. It uses a quantitative strategy in conjunction with a descriptive research approach. The results show that PT. AALI has a reasonable ability to pay current liabilities with current assets. There has been a noticeable rise in the gross profit margin ratio. According to the common size analysis, the corporation depends more on equity than liabilities and devotes more money to fixed assets.

According to Jean-Paul Decamps, Stephane Villeneuve (2022), “Learning about profitability and dynamic cash management”. This paper explores the interplay between Bayesian learning about a firm's profitability and the precautionary motive for holding cash. The shareholders' challenge is modelled as a two-dimensional control problem, and the authors provide a unique solution through explicit construction of the value function. The analysis reveals a corporate life-cycle with "probation" and "mature" stages, where optimal issuance of new shares occurs only in the mature stage.

According to Henry Aigbedo (2021), “An empirical analysis of the effect of financial performance on environmental performance of companies in global supply chains”. The importance of the connection between a company's financial performance (FP) and environmental performance (EP) is covered in the paragraph. The relationship between EP and FP has been extensively studied, but the opposite relationship

that is, the relationship between FP and EP has received less attention. The paragraph highlights the study's main objective, which is to determine whether it is profitable for businesses to adopt environmentally friendly practices.

According to Nabil Ahmed, Mareai Senan, Anwar Ahmad, Suhaib Anagreh, Mosab I. Tabash and Eissa A. Al-Homaidi (2021), "An empirical analysis of financial leverage and financial performance: Empirical evidence from Indian listed firms". The goal of the study is to help firm managers evaluate sustainable capital structures while complying with central bank regulations by analysing the effects of firm liquidity ratios and financial performance determinants on financial leverage (FINLE). It offers new perspectives for future capital structure analysis and is the first study of its kind in this particular context. To increase the financial leverage of listed Indian companies, the results advise regulators and policymakers to take these factors into account. More financial performance variables, liquidity ratios, and a comparison of capital structure elements between listed and non-listed companies could be included in future research to build on this.

According to Sajiah Yakob and Roslida Zalila Ahmad Rusli (2021), "Financial Literacy and Financial Performance of Small and Medium-sized Enterprises". Applying information from 200 managers and owners of small and medium-sized businesses (SMEs) in Malaysia, the study looks into the effect that financial literacy has on the performance of SMEs. Financial literacy has a favourable and significant impact on the performance of SMEs, according to multiple regression analysis. Managers and owners who possess financial literacy skills are able to effectively handle debt, savings, takaful, insurance, and investments, which in turn improves business success.

According to Mustapher Faque (2021), "Cash management strategies and firm financial performance: A comprehensive literature review". The study focuses on the critical role of cash management in a firm's financial success, positioning it as a key factor between bankruptcy and success. It aims to contribute insights into effective cash management practices for sound financial performance. The research includes a thorough literature review, discussing theories like the trade-off theory, transaction model, precautionary measures, financial hierarchy, and cash flow theory. The study advocates a hybrid approach and encourages embracing innovative cash management systems for optimal financial outcomes.

According to Dr. Ch. Hymavathi and K.Naga Nikhila (2021), "Cash Flow Statement Analysis". The cash flow statement provides a detailed breakdown of changes in cash and cash equivalents across operating, investing, and financing activities, including special treatments. It shows the net change in cash during a specific period, and when added to the opening cash balance, it yields the closing balance. In contrast to the income statement, which reveals the difference between revenue and income, the cash flow statement focuses on cash usage within a given timeframe, offering insights into working capital utilization.

According to K. Keerthi and S. Eswari (2020), "A Study on Financial Performance Using Ratio Analysis of Kumbakonam Central Co-Operative Bank". This study uses secondary data from KCCB's annual reports for the last five years to perform a ratio analysis of the company's financial status. Ratio analysis is illustrated visually for clarity and makes it easier to compare firms inside and across them. It discusses solvency ratios, profitability, and liquidity. Many stakeholders, including management, financiers, shareholders, and creditors, gain from the study. It also evaluates the company's financial situation, pinpoints problems, and offers suggestions for improving performance.

According to Raimi Adoke Hameed and Garba Tsoho (2020), "Effects of Financial Performance and Firm Size on Firms' Value: Empirical Study of Insurance Companies in Nigeria". This research project investigates the relationship between the value of 21 listed insurance companies on the Nigerian Stock Exchange as of December 31, 2020, and their financial performance and firm size. It spans eight years, from 2012 to 2019. Financial performance is indicated by Return on Equity and Return on Assets; firm size is indicated by the natural logarithm of total assets; and firm value is indicated by Tobin's Q. More specifically, Tobin's Q is barely impacted by return on equity.

According to Hiroki Iwamotomand Hideo Suzuk (2019), "An empirical study on the relationship of corporate financial performance and human capital concerning corporate social responsibility: Applying SEM and Bayesian SEM". This research investigates the correlation among Human Capital (HC), Corporate

Social Responsibility Activities (CSRA), and Corporate Financial Performance (CFP) in Japan, taking into account the nation's evolving demographic landscape. It concludes that raising HC has a beneficial effect on CSRA, highlighting how crucial it is to raise HC in an ageing society. The report also emphasises how important staff retention rates are to HC. Additionally, it indicates that CSRA can improve CFP, demonstrating reciprocal advantages for both business performance and society.

According to Tamal Basu (2019), "Financial Performance of NBFC – An Empirical Study on Selected Assets Finance Companies". According to the study's analysis using the Chi-square test results, the actual and predicted performance for the chosen Asset Finance Companies (AFCs) do not differ significantly. The chosen performance indicators were too numerous to have a single most significant indicator determined via factor analysis. In summary, the research period's overall performance of the chosen AFCs was found to be inadequate, underscoring the necessity of better financial management to improve the performance of NBFCs as a whole as well as AFCs.

According to Vyas Krishna (2018), "An Empirical Study of Financial Performance of Selected Power Generation Companies of India". Power Grid Corporation of India performs exceptionally well, whereas Adani Power and Gujarat Industries Power Co. do poorly, according to the financial position analysis. Tata Power, NTPC, and JSW Energy are moderate and in the middle. Better profitability is indicated by rising net profit margin and return on net worth, and effective management of current liabilities is ensured by a balanced current ratio. An optimal situation is indicated by a higher market cap/net operating revenue ratio, and higher inventory turnover signifies efficient inventory management. Furthermore, lower dividend payouts with potential for future share price growth are indicated by a higher retention ratio.

According to Anupam De and Arindam Banerjee (2017), "Prediction of Corporate Financial Performance: An Empirical Study on Listed Companies in India". The purpose of the research paper is to develop a logistic regression model for predicting the financial performance of the BSE 500 index companies. Additionally, it ranks the important variables pertaining to capital structure decisions that affect financial performance according to their Wald statistics from logistic regression. Both in-sample and out-of-sample validation methods are used in the study to verify its findings.

According to Gowsalya R S and Mohammed Hasan M (2017), "Financial Performance Analysis". The "Financial Performance Analysis of Company" study uses secondary data from annual reports to evaluate the company's present financial status and compare it to the previous five years' financial performance. Comparative balance sheet analysis shows that current liabilities are always greater than current assets annually, indicating that the company should concentrate on growing its current assets in order to strengthen its financial situation. Overall, the study uses comparative analysis to provide insights into the financial characteristics of the organisation over the previous five years.

According to Ahmed Ali Jajale and Prof. Abdullah Ibrahim Ali (2017), "Effect of Cash Management on The Financial Performance of Commercial Banks in Mogadishu, Somalia". The study aimed to determine the impact of cash management on the performance of commercial banks in Mogadishu, Somalia. Specific focus was given to the effects of capital adequacy, liquidity management, receivables management, and payables management on cash management. The research employed a descriptive approach and a survey design using purposive sampling.

According to Shaheera Noman, Syeda Shabih Fatima and Rachel Shahlal (2016), "An Empirical Analysis of Financial Performance of Conventional Banking Sector in Islamic Republic of Pakistan". Three conventional banks in Pakistan are the subject of the study, along with two recently established private banks and one pioneer bank (MCB). A ten-year period of data collection, spanning from 2005 to 2014, facilitated a longitudinal examination of liquidity, leverage, and profitability. Regression and correlation analyses were performed. The results show that leverage has a significantly negative relationship with profitability, while liquidity has an insignificantly positive relationship. Furthermore, there is a significant negative correlation between gross working capital and profitability and a significant positive correlation between the current ratio and net working capital.

According to Dr. Belal Yousef and AL Smirat (2016), "Cash Management Practices and Financial Performance of Small and Medium Enterprises (SMEs) in Jordan". The study emphasizes the critical importance of efficient cash management for business success, citing potential consequences of cash shortages or mismanagement such as loss of cash discounts, damage to reputation, and insolvency leading to operational shutdown. It reveals that SME owners often lack knowledge in cash management practices, neglect tracking cash transactions, and operate with current accounts. The expression "Cash is king" is emphasized, underscoring the vital role of cash management in successful businesses.

According to Arimany.N and Viladecans .C (2015), "Analysis of the Cash Flow Statement's Usefulness: An Empirical Study". The 2007 Spanish General Accounting Plan (PGC07) introduced two new integral documents in the annual accounts: the Statement of Changes in Equity and the Cash Flow Statement (CFS), starting from the financial year beginning in January 2008. The primary objective of this study was to assess the relevance of the Cash Flow Statement within financial statements.

According to Ceren Oral and G. CenkAkkaya (2015), "Cash Flow at Risk: A Tool for Financial Planning". The article discusses the increasing recognition among risk managers of the importance of simultaneously assessing both market risk and credit risk to determine the required cash reserves. Market risk is commonly measured using Value at Risk (VaR) models, while Cash Flow at Risk (CFAR) is highlighted as crucial for financial strategy and long-term investment planning, providing a scientific basis for capital structure evaluation. The analysis emphasizes the assessment of risks arising from cash flow deviations, with CFAR used to evaluate potential risks in the medium term.

According to James R. Kroes a, Andrew S and Manikas (2014), "Cash flow management and manufacturing firm financial performance: A longitudinal perspective". The study explores the link between a firm's cash flow policies and its operations, particularly focusing on cash receivables, inventory, and payments to suppliers. Using a Generalized Estimating Equations (GEE) methodology and a longitudinal sample of eight quarters from 1233 manufacturing firms, the research extends previous studies by examining the relationship between changes in cash flow measures and firm financial performance.

According to Maryam Mohammadi and Afagh MALEK (2012), "An Empirical Study of Financial Performance Evaluation of a Malaysian Manufacturing Company". The research evaluated a manufacturing company's 2009–2011 performance. Unfavourable operating conditions were the reason for the company's decline in profitability, liquidity, and credit quality in 2011. Lower revenue and net profit were the result of factors like decreased sales and order intakes that were impacted by the global financial crisis, the slowdown in the economy, and changes in the price of oil. In contrast to prior years, shareholders did not receive dividends that satisfied them, which raised questions about the company's capacity to pay creditors and participants in the financial markets.

According to Abdi Dufera (2010), "Financial Performance Evaluation". The analysis shows that Awash International Bank (AIB) had below-average profitability at first, but it steadily improved until 2007 by providing good expense management and competitive returns on investment. But beginning in 2007, profitability began to decline. Compared to industry averages, AIB was less solvent, less liquid, and less efficient in the use of its assets, but it made significant progress in these areas over time.

According to Krishna Reddy and Lucus W. Gordon (2010), "The Effect of Sustainability Reporting on Financial Performance: An Empirical Study Using Listed Companies". According to the study, there is a substantial correlation between market returns and sustainability reporting for Australian businesses, but not for those in New Zealand. On the other hand, there is proof of a consistent, positive correlation between market returns across the event window and sustainability reporting in New Zealand. This link is influenced by contextual factors such as industry and the kind of sustainability report; for New Zealand enterprises, only CSR reports hold significance.

According to Eduardo Sanoval (2001), "Financial Performance Measures and Shareholders Value Creation: An Empirical Study for Chilean Companies". The study examines at how well Economic Value Added (EVATM) and Refined Economic Value Added (REVA) explain how shareholder value is created in Chilean businesses between 1994 and 1999. According to the findings, REVA outperforms EVATM when past realisations are taken into account and performs better than other accounting measures when it comes

to relating to current value creation. In particular, REVA works especially well in the investment and building sectors.

3. COMPANY PROFILE

3.1 History of the Company

KOI is a Limited Liability Partnership and was established in the year 2018 and started on 1st June 2018 by the two designated partners VISHESH S (B.E, MBA) and B S SIDDESH (B.E CIVIL) and registered by Ministry of Corporate Affairs. The company has 2 partners/designated partners/key management personal SIDDESH VISHESH, BANGALORE SIDDALINGAIAH SIDDESH. KOI SOLUTIONS LLP company LLP Identification Number (LLPIN) provided from MCA is ACC-1259. KOI serves clients across the Globe amongst 12 countries from India, USA, Canada, England, Germany, Scotland, Wales, Ireland, Sweden, Australia, New Zealand, and Netherlands. KOI LLP Provide LOR, SOP, Internship, CV/Resume, Career Support, R&D, Industry Training.

3.2 Company Details

Company details of KOI SOLUTIONS LLP

CIN	M27905536
Company Name	KOI SOLUTIONS LLP
Company Status	Active
ROC	MCA Govt of India
Registration Number	99075
Company Category	Proprietorship to be LLP (Approved)
Sub category class of company	Limited Liability Partnership
Date of incorporation	1 st June 2018
Time of organisation	Seven (7), four (4), twenty-seven (27) days
Number of members	Two

Table 3.1

Director Details

DIN	Director Name	Designation	Appointment Date
07685912	Vishesh S	Proprietor	June 2018
07685912	Vishesh S	Designated partner	May 2023
	V S Siddesh	Designated partner	May 2023

Table 3.2

3.3 Mission and Vision of the Company**> Mission**

To be one among most refined R&D company with global reach, and to be synonymous among leading solution providers across the globe.

> Vision

To be one among most refined R&D company with global reach, and to be synonymous among leading solution providers across.

❖ Motto

To achieve overall status and to develop business to significantly more countries by laying out worldwide trade and organizations and also to be one among most refined research and development organization with worldwide reach, and to be interchangeable among suppliers across the globe.

3.4 Nature of the business

The organisation specialises in offering specialised advisory services to people who are planning to study abroad. Their main focus is providing thorough assistance with important documentation required for enrolment in foreign educational institutions. This entails creating professional resumes that effectively highlight candidates' academic and personal accomplishments as well as Letters of Recommendation (LOR) and Statements of Purpose (SOP). In addition to document preparation, the organisation offers strategic advice and consulting services targeted at negotiating the complex admissions procedures and prerequisites of various academic programmes and universities throughout the globe. To continue with the issue of PC programming and courses of action; to import, send out, sell, buy, appropriate, have (in server farms or over the web) or in any case bargain in own and outside programme; and to carry out the programming arrangement, progression, customisation, execution, backing, testing and benchmarking bundles, projects, and agreements; to provide web/electronic applications, services, and agreements; to provide or undertake data innovation-related tasks on a subcontracting basis; to provide services on location, offsite, or through improvement locations using claimed, recruited, or outside equipment and infrastructure; to provide bundles, agreements, and services through supplier mode via the internet, etc.,

To explore IT-powered services such as Community The board, Information handling, administrative centre management, clinical and legal records, information warehousing, and data set administration To provide planning, advice, caution, and other related services in all areas of data innovation, such as media relations, PC hardware and programming, information correspondence, assembly, and cycle control, automation, human intelligence, ordinary language handling, and the acceptance of innovative work, the advancement of greatness and authority, software engineering, modern science, Vedic strategy, Vedanta reasoning, and widespread and eternal worth premises. To accommodate such innovative work, which includes organising and participating

in classes, workshops, exhibits, meetings, and so on; to obtain specialised knowledge, writing, pamphlets, specialised information, and so forth from abroad; and to send out/spread them to different nations and take part in labour enrolment for abroad prerequisite For aspirant students looking to pursue their academic goals on a global scale, the company is a reliable resource for assistance with understanding the nuances of application deadlines, adjusting application strategies to maximise success, and comprehending the expectations of various educational systems. With a thorough awareness of the subtleties involved in study abroad programmes, they work to provide people with the tools and understanding necessary to fulfil their educational aspirations and seize fresh chances for development on both a personal and professional level in a global setting.

3.5 Organisation Structure

The framework that outlines the division, coordination, and management of duties inside an organisation is referred to as its organisational structure. It describes the employee reporting connections, methods of communication, and authority structure. There are several common structures, each having pros and cons, such as hierarchical, matrix, flat, and functional. The organization's objectives, size, culture, and sector are usually reflected in the structure that is selected.

Organisation Structure of KOI SOLUTIONS LLP

- **Full time employees:** A full-time job is one in which your weekly work hours range from 48 to 50. This totally depends on the company you work for. Full-time employees are eligible for all benefits; however, they are not permitted to work flexible hours.
- **Interns:** A graduate or advanced student gaining supervised real-world experience (in a classroom or hospital), usually in a professional field.
- **Co-operation Interns:** A full-time job that is usually paid and lasts for several terms or months. An internship is a short-term, part-time position that is occasionally unpaid. Students devote the same amount of time to problem-solving and project management issues that arise with coops and internships
- **Arranging and Development:** Development planning is the process of determining the resources needed to create a design. It entails outlining the necessary steps, planning the events in order of importance, staffing the project, and selecting the necessary supplies and equipment.
- **Supervisors:** It shows a lower-level administrative position where mastery over experts or a workspace is prioritised. This role is also known by the titles foreman, head, administrator, facilitator, screen, line-supervisor, and even gaffer. Among the highest ranked personnel representatives a instructor who is in charge of a PhD paper can act as a boss. Conversely, supervision need to be accessible to those without this formal status, such as guardians. The term "boss" might relate to any employee who has this task as part of their obligations by themselves.
- **Masons:** An employee whose job it is to build things out of different kinds of mineral materials, either synthetic or natural, including bricks, tiles, cinder blocks, or stones, usually utilising mortar or cement as a bonding agent.
- **Labour:** Their work is a reference to the work that a group of workers or an expert performs. Every guy ought to be fairly compensated for all of his labours. The unemployed are unable to stop working because they lack the necessary authority to do so.

3.6 SWOT Analysis

A strategic planning technique called a SWOT analysis is used to determine and assess a project's or company's strengths, weaknesses, opportunities, and threats. It assists businesses in evaluating their internal resources and external surroundings in order to create smart judgements and successful plans.

SWOT Analysis of KOI SOLUTIONS LLP

Strength

- Services across the world
- More Employment opportunities
- Internship Awarded
- Experience Professionals

Weakness

- Competitors
- Seasonal
- Lack of digital marketing
- Language Barrier

Opportunities

- Global Reach
- More than 500 Universities across the world
- Global Candidates

Threats

- Global Competitors
- Cultural difference
- Natural disaster

Analysis of the company SW, SO, WO & ST

Strengths-Weaknesses (SW): Strengths are the inherent qualities that provide a company an advantage over its competitors. Serving clients worldwide, KOI SOLUTIONS LLP offers more job opportunities across a range of functional departments and also offers internships in a range of corporate roles with the assistance of more experienced experts. happening or existing during a specific time of year, as well as the practicality of the assistance and its capacity to provide customers with value in light of their needs, desires, and inclinations, are both impacted by inadequate product promotion. a communication obstacle between speakers of different dialects.

Strength-Threats (WT): These tactics concentrate on reducing vulnerabilities and averting dangers. "Global competitors" are companies or organisations that operate globally and engage in competition with one another in international markets. These are entities that operate globally and have a presence across multiple countries or regions. It describes how different cultures or cultural groups differ from one another in terms of norms, values, behaviours, traditions, conventions, and practices. A natural catastrophe is a severe or catastrophic event that results from natural processes or forces and causes significant harm, destruction, and the loss of life or property. These events can be extremely harmful to human populations, infrastructure, and the environment because they are usually unanticipated.

Strengths- Opportunities (SO): The goal of these tactics is to increase open doors by maximising the organization's internal resources. They consist of exercises to control one's own weaknesses in order to lessen the impact of external threats. The area that organises cutting-edge work methods broadly. These tactics are therefore multilingual, diverse, and global. The cycles will typically also pass across a few different time zones. It could also be used to portray someone who is being considered or put forward as a rival for a global office or role, such as the Secretary-General of the United Nations or the highest-ranking position in an international organisation.

Opportunities- Threats (ST): These tactics aim to lower risks while balancing the company's strengths with external opportunities. "Strengths are the" intrinsic attributes that give "a company an advantage over its competitors." With the help of more seasoned professionals, KOI SOLUTIONS LLP provides more job choices under several functional areas in addition to internships in a range of corporate roles. "Global competitors" are businesses or organisations that operate internationally and compete beyond national borders. These are companies that are present in several nations or areas and conduct business internationally.

3.7 Functional area of Department of the Company

A company's functional areas are distinct departments or divisions tasked with completing certain duties or activities necessary for the smooth running of the business. These domains usually comprise divisions that specialise in certain tasks essential to the company's performance, such as finance, operations, marketing, human resources, and sales.

Functional area of Department of the KOI SOLUTIONS LLP

Finance

- **Articles:** Who works under CA like interns
- **IPCC:** One who has cleared intermediate level

Marketing

- **Digital marketing:** It is the use of online platforms including search engines, social media, email, mobile applications, and websites to communicate with customers, promote goods and services, and increase brand recognition.
- **Social media marketing:** Using social media sites like Facebook, Instagram, Twitter, and LinkedIn to sell goods and services, interact with target audiences, and cultivate client connections is known as social media marketing.
- **Physical marketing:** Uses conventional offline marketing techniques to draw in people and advertise goods and services. These techniques include print ads, billboards, brochures, direct mail, and events.

Business Analytics

- **Data Analytics:** It is the study, analysis, and visualisation of data to find patterns, trends, and insights that are significant and may guide company strategy and decision-making.
- **Business Intelligence:** The tools, procedures, and approaches used to gather, examine, and display business data so that companies may maximise performance and make well-informed choices are referred to as business intelligence (BI).
- **Predictive Analysis:** Based on past data patterns, predictive analysis forecasts future behaviours, results, or trends using data, statistical algorithms, and machine learning approaches. This helps firms foresee and get ready for potential future possibilities.

Overseas Consultancies

Admissions and Visa Consultancies are companies or organisations that help people who want to study abroad by helping them with the admissions process and getting the right visas for the places they want to go. Their purpose is to simplify the often-complicated process of studying abroad, thus they offer services like application support, visa documents preparation, interview coaching, and advise on immigration restrictions.

Legal Advisors

- **Intellectual property rights (IPRs):** IPRs are the legal protections afforded to works of literature, art, inventions, and design as well as names, symbols, and pictures used in trade.
- **Patents:** Government-granted exclusive rights that allow an inventor to bar others from producing, using, or commercialising their innovation for a predetermined amount of time.
- **Copyrights:** Exclusive legal rights that grant creators the ability to reproduce, distribute, and exhibit their original works of authorship, such as software, books, and music.

4. RESEARCH DESIGN

4.1 Statement of Problem

A problem statement is a succinct summary of the problem or difficulty that a project or research study is attempting to solve. It gives a clear picture of what has to be looked into or resolved by defining the issue, its importance, and the context in which it occurs.

- Determining causes and consequences is the goal of issue analysis. Any given thing might be difficult to determine its source and effect.
 - Ways to increase profitability
 - Potential places for development
 - Financial performance as perceived
 - Brand value

4.2 Nature of the study

This study is an empirical study of KOI SOLUTIONS LLP's financial performance, focusing on a number of different areas including revenue generation, cost control, profitability methods, financial obstacles, and stakeholder effect. Data from people connected to KOI SOLUTIONS LLP, such as staff members, managers/owners, interns, and others, is gathered for the study using a standardized questionnaire. The purpose of the questionnaire is to gather information from respondents about how they have perceived the financial performance of KOI SOLUTIONS over the last three years, how well-informed they are about the company's financial standing, and how crucial financial performance is to decision-making, job security, and employee morale.

The goal of the study is to pinpoint areas where KOI SOLUTIONS's financial situation could be strengthened, as well as methods for increasing profitability and resolving financial obstacles such as high operating costs, falling sales, cash flow problems, and excessive debt. The study aims to provide insights into the financial performance of KOI SOLUTIONS and its consequences for stakeholders by analyzing the collected data using statistical tools such as regression analysis, cross-tabulation, chi-square test, and descriptive statistics. Then, recommendations based on the data can be made to improve KOI SOLUTIONS's overall market performance and financial stability.

4.3 Need of the study

An empirical investigation into KOI SOLUTIONS LLP's financial performance is necessary since it's critical to comprehend the company's present financial situation and how it could affect different stakeholders, such as partners, investors, and employees. Such a study can yield important insights that help guide strategic decision-making and enhance overall business results.

An empirical study might specifically concentrate on a few important areas:

- ★ **Finding Growth Trends:** Evaluate if during the previous three years, KOI SOLUTIONS's revenue and workforce have grown quickly, slowly, steadily, or decreased. Important insights on the company's trajectory and possible opportunities for optimisation or improvement would come from this analysis.
- ★ **Evaluating Financial Literacy:** Determining how much knowledge employees have about the company's financial situation. Strategic planning, resource allocation, and decision-making all depend on this knowledge.
- ★ **Assessing Empowerment via Financial Knowledge:** Examining how knowledge of financial performance enables people inside the company to make wise choices. This factor is essential for allocating resources as efficiently as possible, finding ways to cut costs, and setting priorities for tasks according to their financial impact.
- ★ **Assessing Work Security and Satisfaction:** Examining the connection between workers' perceptions of job security and overall job satisfaction and the company's financial performance. The significance of financial stability in promoting a positive work environment and employee morale can be clarified by this analysis.
- ★ **Analysing the Effect on Motivation and Morale:** evaluating the degree to which employee motivation and morale are impacted by the company's financial performance. Maintaining a motivated staff and maximising efficiency require an understanding of this relationship.
- ★ **Evaluating the financial performance:** obtaining information about how stakeholders have been viewing the company's financial performance in the previous year. This assessment offers a thorough summary of the company's standing with regard to its overall performance and financial stability.

An empirical analysis of KOI SOLUTIONS LLP's financial performance would be a useful tool for determining the company's opportunities, threats, weaknesses, and strengths. Such a study can offer practical suggestions for improving financial stability, creating a happy work environment, and promoting sustainable growth by examining important indicators and stakeholders' perspectives.

4.4 Scope of the Study

An empirical analysis of KOI SOLUTIONS LLP's financial performance will concentrate on examining several facets of the business's financial situation and how it affects various stakeholders. Topics like income creation, cost control, debt reduction, investment strategies, and overall profitability will all be included in the research. The research will moreover examine certain obstacles encountered by KOI SOLUTIONS, including elevated running expenses, diminishing earnings, problems with cash flow, and exorbitant debt. It will also pinpoint possible areas for financial management advancement, such as risk management, competitive analysis, sector-specific insights, and predicted financial data. It will investigate how each person understands important financial indicators. It will evaluate knowledge and comprehension of the company-specific financial performance measures. The goal of the study is to offer practical insights and suggestions for raising people's level of financial awareness and literacy. The study's conclusions will be applied to improve the organization's financial literacy programmers, communication tactics, and general employee involvement with financial concerns.

4.5 Hypothesis of the Study

A study's hypothesis is a precise, verifiable claim that forecasts the relationship between variables or the experiment's result. It functions as a provisional explanation or hypothesis that researchers hope to verify or disprove through empirical inquiry.

- Null Hypothesis: There is no significant difference or association between the variables under study, according to the null hypothesis (H₀). It basically implies that any effects that are seen are the result of random fluctuations or chance.
- Alternative Hypothesis: The alternative hypothesis, often known as H₁ or H_a, suggests that the variables under investigation have a meaningful link or difference. It implies that any effects that are seen are a consequence of the issues under investigation rather than the result of random variation.

Hypothesis statement based on My Study

SL No.	Null Hypothesis (H ₀) & Alternative Hypothesis (H ₁)	Hypothesis
1	H ₀ : H ₁ :	There is no relationship between financial health of company and job security/morale There is relationship between financial health of company and job security/morale
2.	H ₀ : H ₁ :	Company's financial performance does not significantly impact overall satisfaction Company's financial performance significantly impacts overall satisfaction

Table 4.5.1

4.6 Objective of the Study

A study's objectives specify the precise goals or ambitions that the research is trying to accomplish. They provide the inquiry a clear orientation and aid in directing the research process in the direction of the intended results.

- ⇒ To analyse the level of awareness of financial performance of the company among individual.
- ⇒ To assess how the company's financial health affects job security and individual morale or motivation.
- ⇒ To analyse the association between company's financial performance and overall satisfaction.

4.7 Limitations of the Study

- It is possible for participants to either overestimate or underestimate their knowledge or comprehension of financial performance.
- The accuracy of certain workers' or individuals' replies may be impacted by their lack of education or comprehension of financial concepts.
- Different people may perceive the questions differently, which might result in inconsistent responses and data analysis.
- Participants may give false answers because they don't comprehend the questions or because they are socially desirable.
- Non-response bias, in which some groups are underrepresented, is one problem that might cause the sample to be inaccurately representative of the whole population.
- The reliability and validity of findings may be affected by subjective interpretation or bias in data that is directly obtained from people.
- The correctness and integrity of the data gathered may be compromised by mistakes made during data entry or self-reporting.
- It can be difficult to protect participant privacy and confidentiality while getting informed permission, which could restrict the amount or range of data that can be gathered.
- The study may be practically limited by the time, money, and effort that primary data collection may demand.
- The quality of the dataset may be impacted by errors that arise during the original data gathering process, such as inaccurate measurements or data input.

4.8 Research Methodology

The systematic process of organising, carrying out, and evaluating research in order to meet predetermined goals is referred to as research methodology. It includes the procedures, methods, and approaches utilised to collect and analyse data in order to guarantee the accuracy and dependability of the study's conclusions.

▪ Population:

The total group of people or objects that are the subject of the study is referred to as the population in research. It stands for the larger group that is represented when drawing conclusions or generalisations about the traits under investigation from a sample. In this study the data is collected within in the Bangalore.

▪ Sample design:

For research purposes, a selection of people or objects from a broader population are chosen using a methodical plan or approach known as sampling design. Assuring that the sample fairly represents the population will enable generalisation of findings while reducing bias and inaccuracy. This requires deciding on the sample size, selection criteria, and sampling procedure.

Here this study includes,

- a) Sample size - 70 samples
- b) Sampling unit - 1 (Individuals)
- c) Sampling method - Convenience Sampling

▪ Method of Data Collection:

The methods and procedures used to acquire data for analysis or study are known as data collecting methods. Surveys, interviews, observations, experiments, and gathering already-existing data are a few examples of these techniques. The goals of the study, the type of data, and pragmatic factors like time and money all influence the technique selection.

There are two types of data collection they are,

- a) **Primary data:** First-hand information gathered by researchers by techniques such as questionnaires, interviews, or experiments is referred to as primary data. To meet certain research goals, it is information that is directly gathered from primary sources.
- b) **Secondary data:** Information that has already been gathered and examined by others for distinct objectives is referred to as secondary data, on the other hand. Books, papers, reports, databases, and other types of sources may be used to compile this data.

Here I am using Primary data,

- a) Primary data - The data will be collected from Survey

❖ Instrument for Data Collection -

These are the tools or techniques used to collect data from sources or participants that are pertinent to the research project. In this study Google Forms surveys were used to collect data.

❖ Drafting a questionnaire

Developing an organised list of inquiries with the goal of eliciting particular data from respondents is known as questionnaire drafting.

<https://forms.gle/DzhsQcWakBsEqhbx7>

❖ Hypothesis (Analysis)

Hypothesis No.	Chi-Square Statistic	R-Square	DF	p-value	Result
1	18.50	0.1060	9	0.0298	Reject ($p < 0.05$) The null hypothesis, which assumes that there is no relationship between financial health of company and job security/morale, is rejected.
2.	21.549	0.1220	9	0.0104	Reject ($p < 0.05$) The null hypothesis, which assumes that company's financial performance does not significantly impact overall satisfaction, is rejected.

Table 4.7.1

Interpretation:

- I. H₀: There is no relationship between financial health of company and job security/morale
H₁: There is relationship between financial health of company and job security/morale

It is determined that there is no relationship among the company's financial health and job security or morale, hence rejecting the null hypothesis. According to this, respondents' assessments of how the financial health affects work security and stability as well as how it affects personal morale and motivation are statistically significantly related.

- II. H₀: Company's financial performance does not significantly impact overall satisfaction
H₁: Company's financial performance significantly impacts overall satisfaction

The company's financial performance is assumed that does not significantly impact individual satisfaction overall, so the null hypothesis is rejected. This shows that there is a highly significant relationship between individual evaluations of the company's financial performance over the previous year and how important they consider the company's financial performance to be in their overall satisfaction.

❖ **Data Analysis techniques -**

These are methodical processes or strategies used to organise, analyse, and draw conclusions from information gathered. The data analysis method in this study uses descriptive analysis approaches.

❖ **Statistical tools for analysis –**

These are certain techniques or assessments that are used to evaluate quantitative data in order to substantiate study conclusions with statistical proof. Chi-square tests and correlation analyses were used in this study's statistical analysis to look at the links between the variables.

❖ **Chapter Scheme**

- ❖ **Introduction to the topic and Industry Profile:** This section gives background information on the industry in which the study is being done as well as an introduction to the research study's main topic. It might contain details about the topic's importance, current developments, difficulties, and business potential.
- ❖ **Review of Literature:** This section provides an overview of the body of knowledge regarding the study's subject. It gives a summary of the main theories, ideas, conclusions, and arguments in the discipline. Literature reviews highlight areas or gaps in the current body of knowledge and help place studies like this one within a larger perspective.
- ❖ **Company Profile: Company Details, Vision and Mission:** This section offers comprehensive details about the company being investigated. Background elements including the company's history, size, industry, provided goods and services, position in the market, and any other pertinent information are usually included. The company's mission and vision statements, which outline its long-term objectives and core values, might also be included.
- ❖ **Research Methodology: Research Design, Hypothesis. Sampling method and size:** The strategy and procedures utilised to carry out the research investigation are described in this part. A description of the study design (qualitative, quantitative, mixed-methods, etc.), the hypothesis or research questions, the sampling strategy and size (number and kind of participants chosen), the methods for gathering data, and any analytical techniques used are all given.
- ❖ **Data Analysis and Interpretation:** The study's conclusions, derived from the data gathered, are shown in this section. It entails applying the proper statistical or qualitative methods to analyse the data, then interpreting the findings in light of the research questions or hypotheses. Completeness and objectivity are required in the analysis, and the interpretation should shed light on the consequences of the results.
- ❖ **Findings, Suggestions and Conclusion:** The study's key findings are outlined in this part, along with their implications and recommendations for further research and real-world applications. The study questions or hypotheses may also be restated, and the degree to which the results supported them may be evaluated. A succinct review of the main ideas and their implications comes to a close.
- ❖ **Reference:** All of the sources used in the research study are listed in this part, with citation styles (such as APA and MLA) adhered to. By citing the work of others, it shows the scholarly integrity of the research and makes it easier for readers to find and validate the data utilised in the study.

5. DATA ANALYSIS AND INTERPRETATION

The methodical use of logical and statistical methods for explanatory, demonstrative, summarizing, evaluating purposes is known as data analysis. In order to analyse the degree of financial performance awareness among personnel in the firm, the current study examines empirical research on financial performance with particular reference to KOI SOLUTIONS LLP. Structured questionnaires related to the study are used to obtain data from respondents. Continue with the data the analysis is shown in the following tables and graphs.

5.1 Profile of Respondents

The characteristics of the respondents belonging to the survey are of age group between 18 to 35 and more years above, who belong to the internal environment of KOI SOLUTIONS LLP, mostly as the interns, employees, beneficiaries etc. All respondents considered under study (survey) mostly belong to the localities of Bangalore, Karnataka, India.

5.2 Presentation and analysis of data according to research/ survey questions

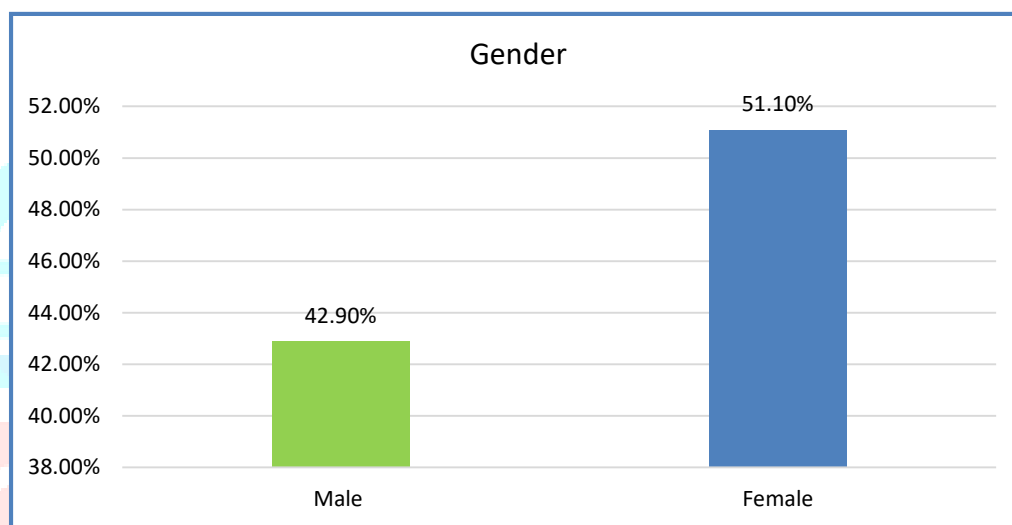
5.2.1 Gender wise classification of respondents

This dataset has a significant gender distribution among its 70 respondents. Men make up 42.9% of the population, while women make up 51.1%.

Table 5.2.1 - Gender wise classification of respondents

Gender	Respondents	Percentage
Male	30	42.9%
Female	40	51.1%
Total	70	100%

Graph 5.2.1 - Gender wise classification of respondents



Interpretation:

There are 70 respondents total in the dataset; 30 of them are male and 40 are female. This distribution shows that, at 51.1% female represent the majority of the sample, while male totalled 42.9% of all responders. The data indicates that female participate at a little higher rate than men participate. In general, female made up more than half of the sample, accounting for a majority of respondents, with male made up a marginally smaller part.

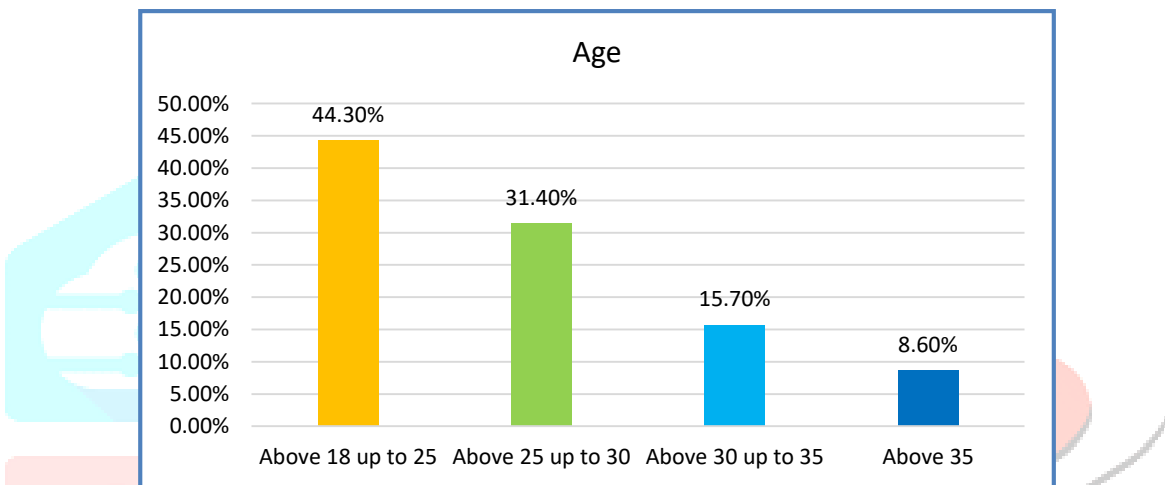
5.2.2 Age wise classification of respondents

The table presents data regarding the age distribution of participants, comprising a total sample size of 70 individuals. Of them, 44.3% fall within the age range of 18 to 25 years old, totalling into 31 individuals. 31.4% (22 people) fall within the age range 25 to 30 old. 11.7% fall into the over 30 to 35 age group. There are six responses (or 8.6% of the total) that are older than 35.

Table 5.2.2 - Age wise classification of respondents

Age	Respondents	Percentage
Above 18 up to 25	31	44.3%
Above 25 up to 30	22	31.4%
Above 30 up to 35	11	15.7%
Above 35	6	8.6%
Total	70	100%

Graph 5.2.2 - Age wise classification of respondents

**Interpretation:**

There are 70 respondents total in the dataset; The data displays the age distribution of the respondents, with the majority (44.3%) being between the ages of 18 and 25, and the next oldest group (31.4%) being between the ages of 25 and 30. With 15.7% falling between 30 and 35 and 8.6% falling above 35, the percentages gradually decrease with age. This points to a comparatively young demography, with older individuals represented in the surveyed population in a smaller but significant way.

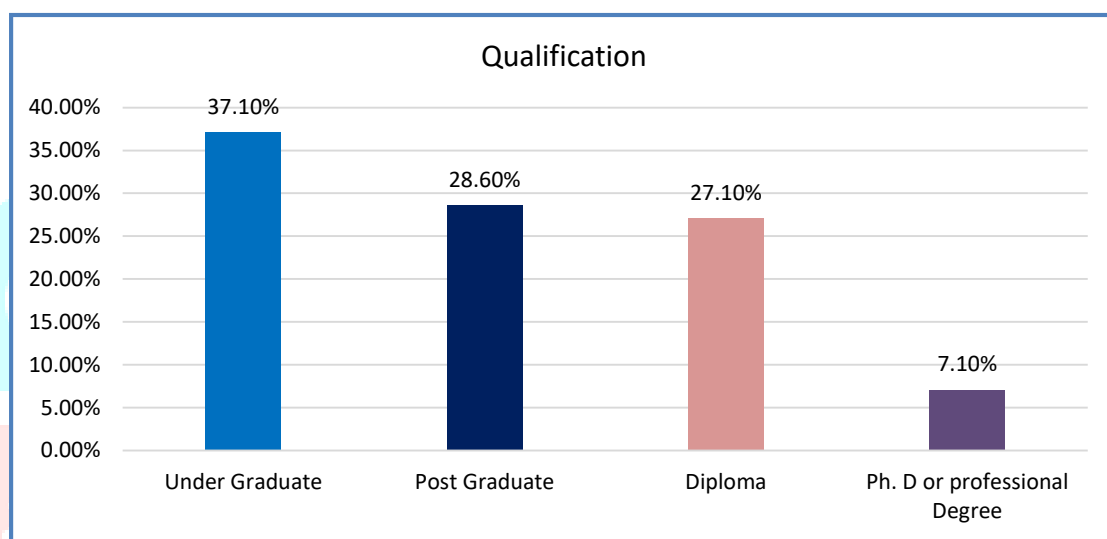
5.2.3 Qualification wise classification of respondents

The table displays information about the respondents' educational backgrounds. There were 70 respondents in the sample as a whole. 26 respondents, or 37.1% of the sample, hold an undergraduate degree. 20 of the respondents—or 28.6%—have a postgraduate degree. Of the responders, 19 people, or 27.1%, possess a diploma and five persons (7.1%) hold a Ph.D. or a professional degree.

Table 5.2.3 - Qualification wise classification of respondents

Qualification	Respondents	Percentage
Under Graduate	26	37.1%
Post Graduate	20	28.6%
Diploma	19	27.1%
Ph. D or professional Degree	5	7.1%
Total	70	100%

Graph 5.2.3 - Qualification wise classification of respondents

**Interpretation:**

The survey data, which includes a total sample size of 70 people, breaks down the educational backgrounds of the respondents. 37.1% of them are undergraduates, making up the greatest percentage of the group. Postgraduates, who make up 28.6% of the responses, follow closely after. Diploma holders follow closely behind, constituting 27.1% of the sample. 7.1% of the total are those with professional or Ph.D. degrees, making up the lowest category. In general, the data presents a wide variety of educational backgrounds among the participants, with a noteworthy inclusion of both undergraduate and postgraduate degrees.

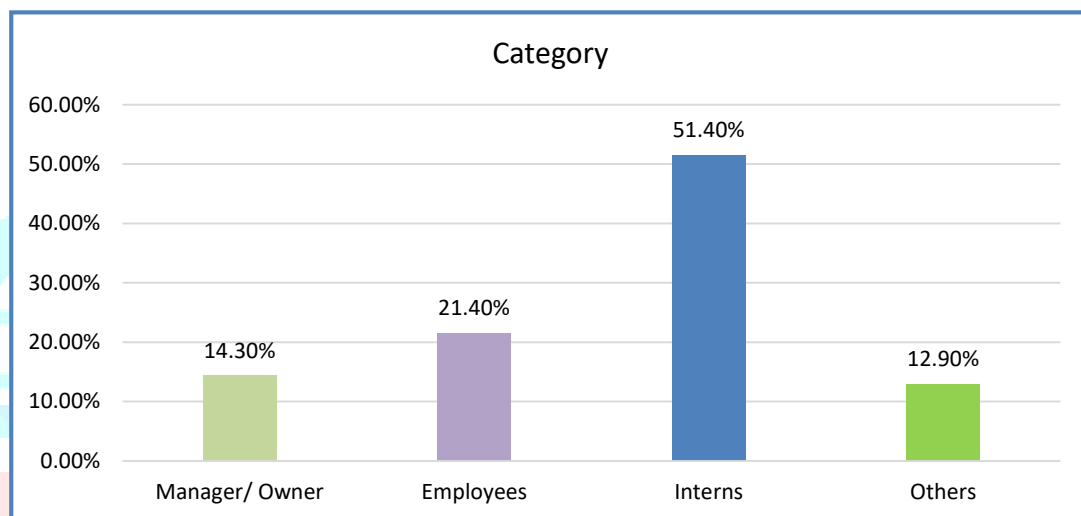
5.2.4 Category wise classification of respondents

The table displays information regarding the respondents' occupational groups, with a total sample size of seventy people. 10 people, or 14.3% of the total, fall into the category of managers/owners. 15 individuals, or 21.4% of the total, are categorised as employees. Out of all the respondents, 51.4% are interns, or 36 people in total. The category of Others has 9 persons, or 12.9% of the total respondents.

Table 5.2.4 - Category wise classification of respondents

Category	Respondents	Percentage
Manager/ Owner	10	14.3%
Employees	15	21.4%
Interns	36	51.4%
Others	9	12.9%
Total	70	100%

Graph 5.2.4 - Category wise classification of respondents

**Interpretation:**

A total of 70 people make up the sample size, and the survey data sheds light on the respondents' occupations. Interns make up 51.4% of the total, which is the largest group among them. Employers make up 21.4% of responders, followed by managers/owners at 14.3%, and interns at 21.4%. 'Others' is another minor group that makes up 12.9% of the sample as a whole. The aforementioned breakdown demonstrates a noteworthy inclusion of interns in the responder pool, indicating a varied spectrum of professional experiences among the participants, including a considerable representation from different employment levels.

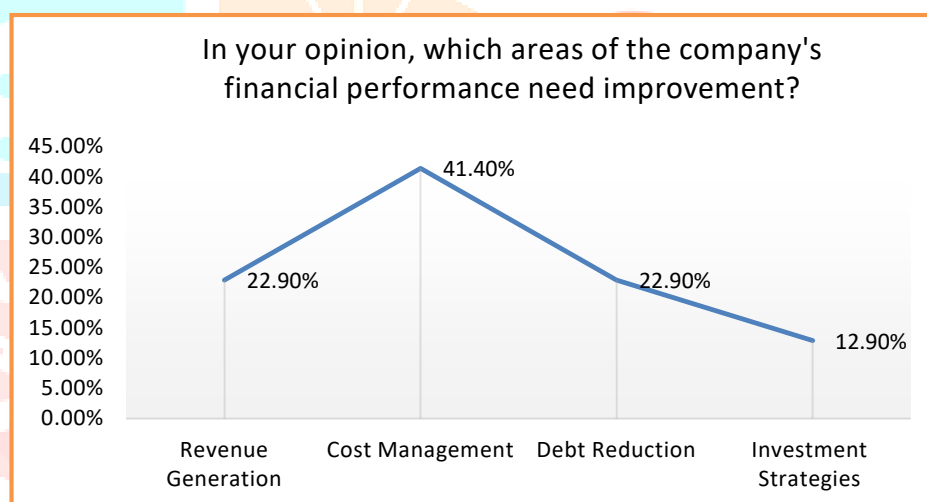
5.2.5 Areas of the company's financial performance need Improvement

There were 70 responders in all, and the table shows the information they had about areas where the company's financial performance could be improved. Out of the 16 respondents, or 22.9% of the sample, revenue generation is an area that needs work. The majority of them (29 out of 41, or 41.4%) believe that cost management needs to be improved. Out of the 16 respondents, another 22.9% believe that debt reduction is an area that requires focus. 9 out of the respondents, or 12.9%, believe that investment strategies still require development.

Table 5.2.5 - Areas of the company's financial performance need Improvement

Category	Respondents	Percentage
Revenue Generation	16	22.9%
Cost Management	29	41.4%
Debt Reduction	16	22.9%
Investment Strategies	9	12.9%
Total	70	100%

Graph 5.2.5 - Areas of the company's financial performance need Improvement

**Interpretation:**

The survey data, which includes a sample size of 70 people overall, describes the respondents' areas of concentration with regard to improving financial performance. Of these, 41.4% of the total respondents are responded to cost management, making up the largest group. The respondents who prioritised debt reduction and revenue development, accounting for 22.9% of the sample, trail closely behind. Finally, just 12.9% of respondents are mostly concerned about investing tactics. This analysis reveals that the respondents placed a high priority on cost control and debt reduction, demonstrating a proactive attitude towards efficiency and stability in their finances.

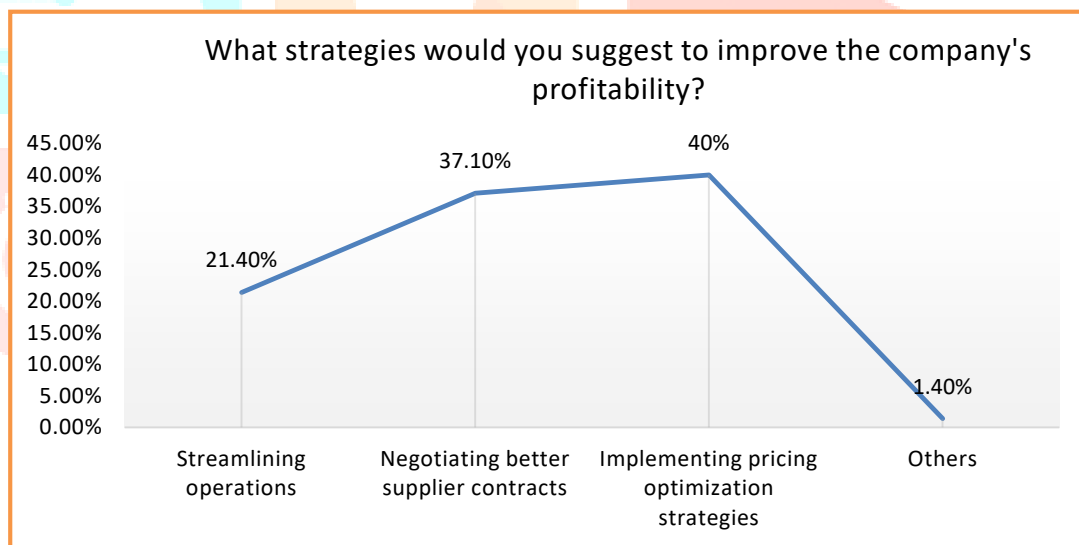
5.2.6 Suggesting the strategies to improve company's profitability

There were 70 respondents in all, and the table shows the information they recommended doing to increase the profitability of the organisation. Streamlining operations is recommended by 21.4% of respondents (15 people) as a tactic to increase profitability. According to 26 responders, or 37.1% of the total, negotiating improved supplier contracts is the most recommended strategy. 38 respondents, or forty percent of the sample, suggest using pricing optimisation techniques to increase profits. Merely 1.4% of the participants, or 1 person, proposed enhancing the business's general operations without outlining a specific approach.

Table 5.2.6 - Suggesting the strategies to improve company's profitability

Category	Respondents	Percentage
Streamlining operations	15	21.4%
Negotiating better supplier contracts	26	37.1%
Implementing pricing optimization strategies	28	40%
Others: • The company improve	1	1.4%
Total	70	100%

Graph 5.2.6 - Suggesting the strategies to improve company's profitability



Interpretation

The survey data, which includes a sample size of 70 people overall, provides insights into the strategies proposed by respondents to increase a company's profitability. When it comes to increasing profitability, the majority of respondents (40 percent) advise using pricing optimisation techniques. Furthermore, 37.1% of respondents cited improved supplier contracts as a crucial strategy. Another major strategy that is supported by 21.4% of respondents is streamlining operations. One respondent (1.4%) offered unspecific suggestions on how the business may do better. In order to increase profitability, these recommendations emphasise the significance of fine-tuning pricing strategies, maximising supplier relationships, and improving operational efficiency.

5.2.7 Biggest financial challenges the company is facing

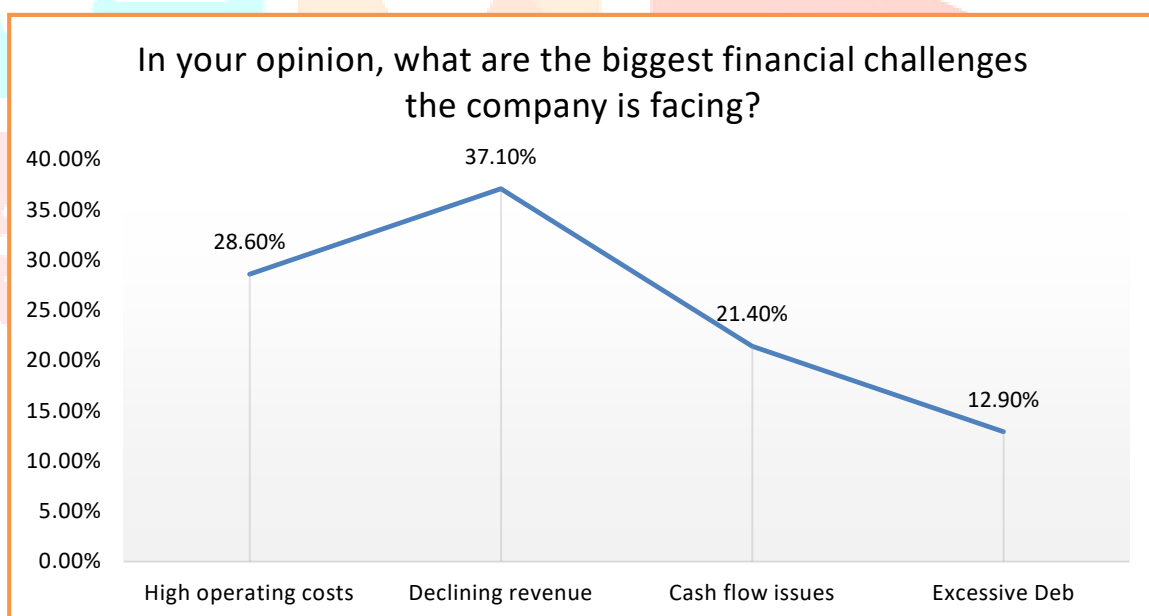
Data from 70 respondents about their perceptions of the company's largest financial obstacles are displayed in the table. One of the largest financial issues, according to twenty respondents, or 28.6% of them, is high operational costs. A major financial difficulty mentioned by the majority of respondents, or 26 people, is

declining revenue (37.1%). Cash flow problems are mentioned by 15, or 21.4% of respondents as a significant challenge. 12.9% of respondents—9 people—identified excessive debt as a major concern.

Table 5.2.7 - Biggest financial challenges the company is facing

Category	Respondents	Percentage
High operating costs	20	28.6%
Declining revenue	26	37.1%
Cash flow issues	15	21.4%
Excessive Deb	9	12.9%
Total	70	100%

Graph 5.2.7 - Biggest financial challenges the company is facing



Interpretation:

Based on the answers provided by 70 respondents, the survey data illuminates the main financial difficulties the organisation is currently facing. Reduced revenue was mentioned as the most frequent challenge by 37.1% of respondents. The second most common response, accounting for 28.6% of the total, is high operational costs. 21.4% of respondents cited cash flow concerns as another major concern. 12.9% of respondents also cited having too much debt as a challenge. The results of this analysis suggest that the organisation faces several financial challenges, such as declining revenue, managing costs, managing cash flow, and managing debt, all of which call for focused approaches to improvement and mitigation.

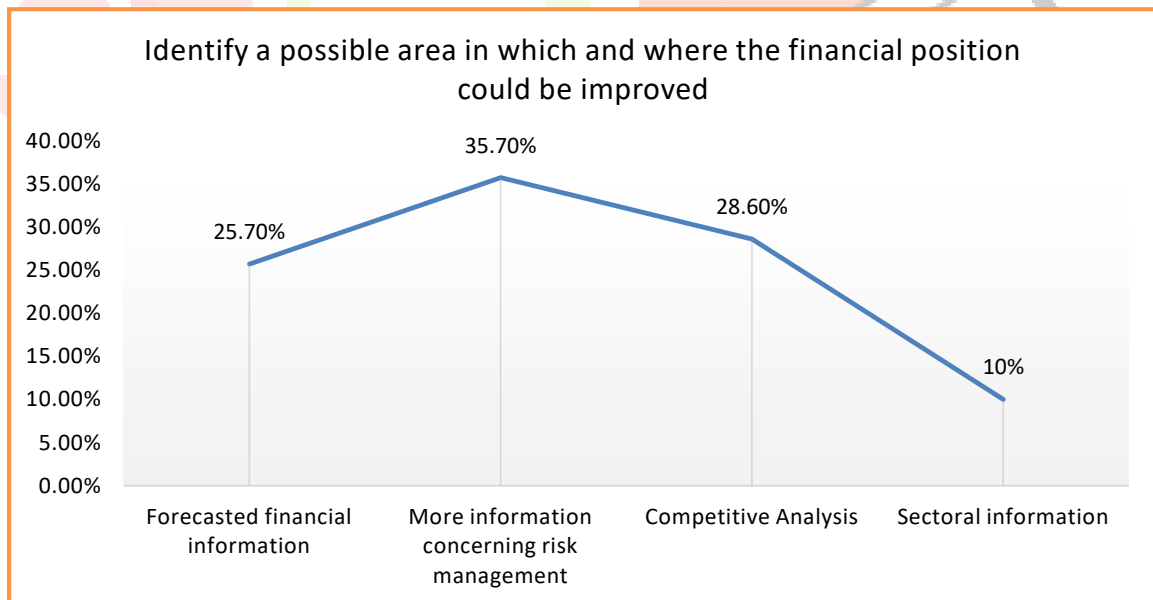
5.2.8 Possible area in which and where the financial position could be improved

There were 70 respondents in total, and the table shows the data on their suggestions for areas where the company's financial position could be improved. Out of the respondents, 18 or 25.7% suggested focusing on forecasted financial information as a potential area for improvement; 25 or 35.7%, suggested highlighting more information regarding risk management; 28.6% of respondents, or 20 people, suggested competitive analysis; and 10% of respondents, or 7 people, suggested highlighting sectoral information.

Table 5.2.8 - Possible area in which and where the financial position could be improved

Category	Respondents	Percentage
Forecasted financial information	18	25.7%
More information concerning risk management	25	35.7%
Competitive Analysis	20	28.6%
Sectoral information	7	10%
Total	70	100%

Graph 5.2.8 - Possible area in which and where the financial position could be improved



Interpretation:

Based on responses from 70 respondents, the survey data offers insights into possible areas where the company's financial status could be improved. The majority of participants, or 35.7%, feel that acquiring further knowledge regarding risk management has the potential to greatly enhance the financial standing. In close succession, 28.6% of participants support competitive analysis as a means of enhancing the firm's financial position. Furthermore, as a way to strengthen the company's financial situation, predicted financial information is important, according to 25.7% of respondents. A lower percentage (10%) recommends that sectoral information be the primary emphasis for improvement. These results imply that improving risk management

procedures, carrying out competitive research, and honing financial information forecasts are crucial areas for supporting the financial standing and general performance of the organisation.

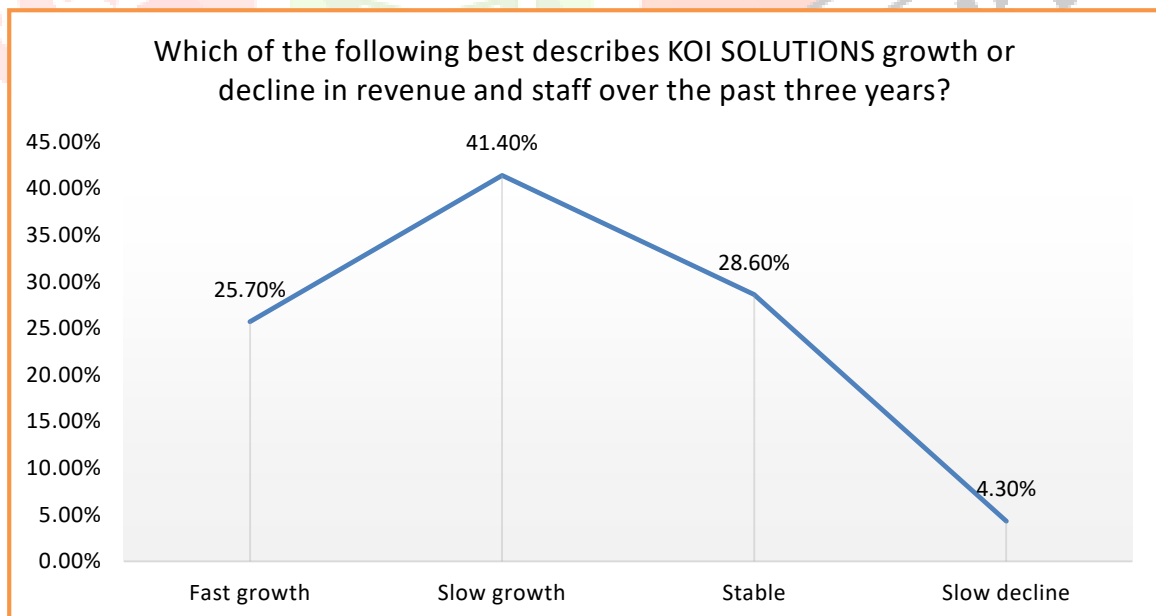
5.2.9 Describing KOI SOLUTIONS LLP growth or decline in revenue and staff over the past three years

A total of 70 respondents provided information about their perceptions of KOI SOLUTIONS's growth or decline in revenue and staff during the last three years. Out of the 18 respondents, or 25.7% of the total, KOI SOLUTIONS has seen rapid expansion in both income and staff over the last three years. The majority (41.4%, or 29 people) think that the company's staffing and sales have grown slowly during the same time period. Over the last three years, the company's revenue and worker levels have stayed stable, according to 28.6% of respondents, or 20 people. Merely 4.3% of participants, or 3 people, believe that KOI SOLUTIONS's income and workforce have decreased gradually throughout the given timeframe.

Table 5.2.9 - Describing KOI SOLUTIONS growth or decline in revenue and staff over the past three years

Category	Respondents	Percentage
Fast growth	18	25.7%
Slow growth	29	41.4%
Stable	20	28.6%
Slow decline	3	4.3%
Total	70	100%

Graph 5.2.9 - Describing KOI SOLUTIONS growth or decline in revenue and staff over the past three years



Interpretation:

Based on the responses that KOI SOLUTIONS has seen different patterns in staffing and revenue during the last three years. 41.4% of respondents, or most of the respondents, say that the company has grown slowly during this time. Furthermore, fast growth has been noted by 25.7% of respondents for KOI SOLUTIONS, indicating a period of significant expansion. Nonetheless, there are signs of stability as well. According to 28.6% of respondents, the company's income and employee count have been mostly the same during the previous three years. Though this is a minority of respondents, a lesser percentage, 4.3%, cite a gradual loss in

both revenue and staff. All things considered, these results point to a mixed pattern of growth and stability for KOI SOLUTIONS, with modest increase being the most commonly reported trend.

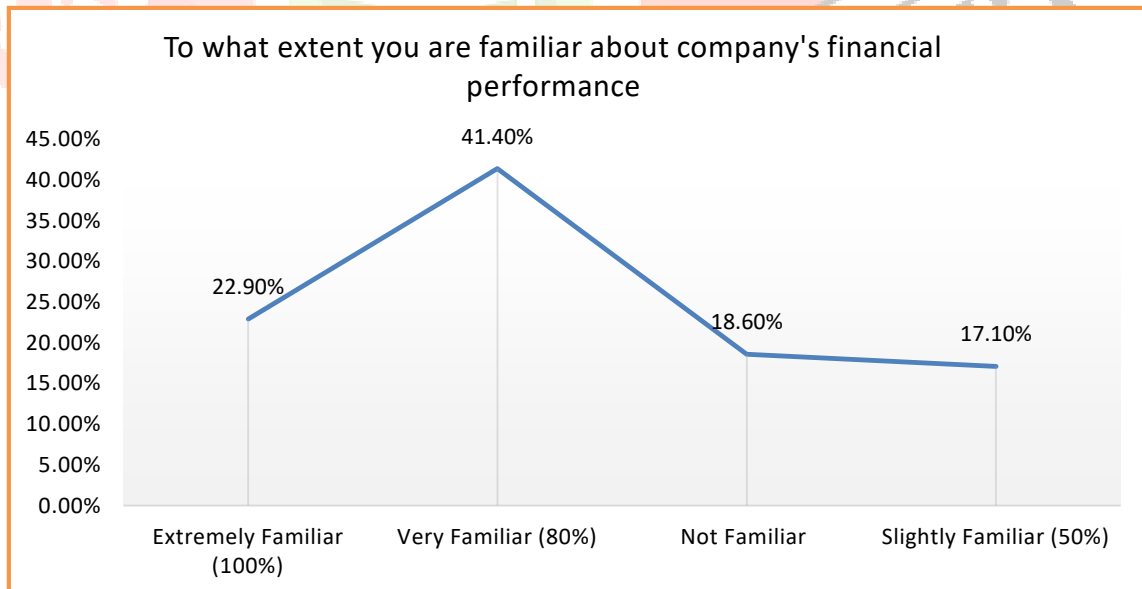
5.2.10 Familiar about company's financial performance

There were 70 respondents in total, and the data shows information on how familiar the respondents were with the company's financial performance. Of the respondents, 16 respondents, or 22.9% of them, say they are 100% familiar (very familiar) with the financial performance of the company. The majority of respondents—41.4%, or 29 individual says they are 80% or more familiar with the financial performance of the organisation. 13 respondents, or 18.6% of the total, said they were unaware of the company's financial status. 12 respondents, or 17.1% of the total, indicate that they are 50% Slightly Familiar with the company's financial performance.

Table 5.2.10 - Familiar about company's financial performance

Category	Respondents	Percentage
Extremely Familiar (100%)	16	22.9%
Very Familiar (80%)	29	41.4%
Not Familiar	13	18.6%
Slightly Familiar (50%)	12	17.1%
Total	70	100%

Graph 5.2.10 - Familiar about company's financial performance



Interpretation:

The survey's results show the familiarity about company's financial performance among individuals within the company. With an 80% degree of awareness, the majority of respondents—41.4%—say they are extremely familiar with the financial performance of the organisation. In close succession, 22.9% of participants say that they are extremely familiar, determining a familiarity level of 100%. Nonetheless, a noteworthy proportion of

participants (18.6%) express their unfamiliarity with the organization's financial results. Furthermore, 17.1% of respondents assign a 50% degree of familiarity to themselves, reporting a modest familiarity. These results imply that although a considerable proportion of participants possess a sound comprehension of KOI SOLUTIONS's financial performance, a noteworthy segment remains unfamiliar with this facet of the business.

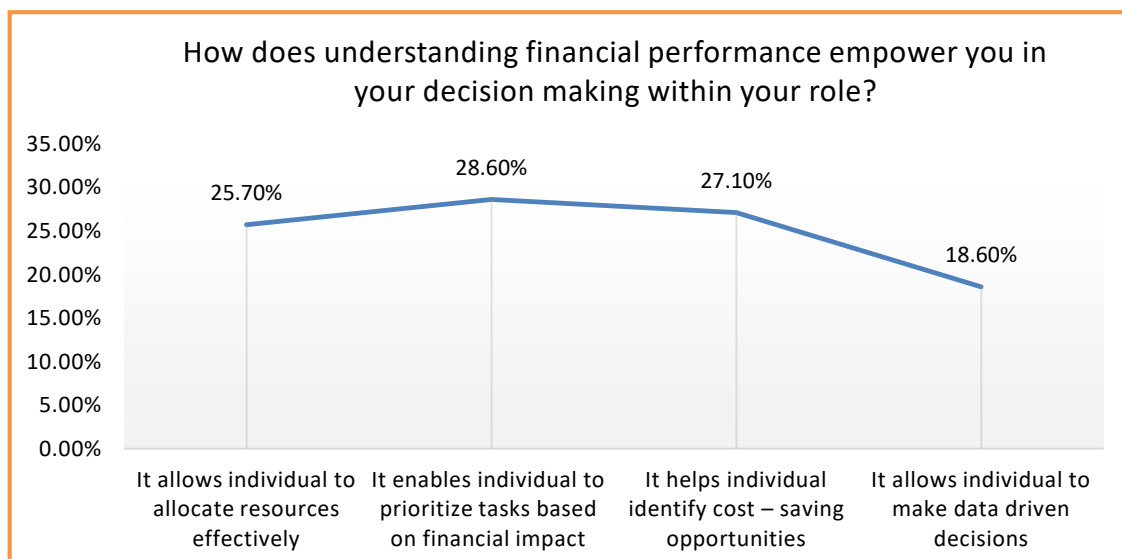
5.2.11 Financial performance empowers individual in their decision making within their role in the company

The table, which includes information from 70 respondents, shows how knowledge of financial performance helps individuals make decisions that are relevant to their employment. Of the responses, 18 respondents or 25.7%, felt that knowing financial performance helps them allocate resources effectively. 28.6% or 20 respondents, say it allows them to prioritise projects based on their financial impact. 19 respondents, or 27.1% of the sample, said that being aware of financial performance enables them to spot areas where they can save costs. 13 individuals, representing 18.6% of the respondents, say that it enables them to make data-driven judgements.

Table 5.2.11 - Financial performance empowers individual in their decision making within their role in the company

Category	Respondents	Percentage
It allows individual to allocate resources effectively	18	25.7%
It enables individual to prioritize tasks based on financial impact	20	28.6%
It helps individual identify cost – saving opportunities	19	27.1%
It allows individual to make data driven decisions	13	18.6%
Total	70	100%

Graph 5.2.11 - Financial performance empowers individual in their decision making within their role in the company



Interpretation:

The survey data illustrates how decision-making inside the organisation is influenced by KOI SOLUTIONS's financial success. Of the participants, 28.6% think that their ability to prioritise tasks according to their financial impact is made possible by their financial performance. In the same way, 27.1% of respondents claim that it assists them in finding ways to save costs, demonstrating a proactive approach to money management. Furthermore, according to 25.7% of respondents, it enables them to deploy resources efficiently, indicating an emphasis on resource utilisation optimisation. Just 18.6% of respondents emphasise how crucial it is to make data-driven decisions that are supported by financial performance. These results highlight how important it is to comprehend financial performance in order to inform decision-making across a range of KOI SOLUTIONS roles and responsibilities.

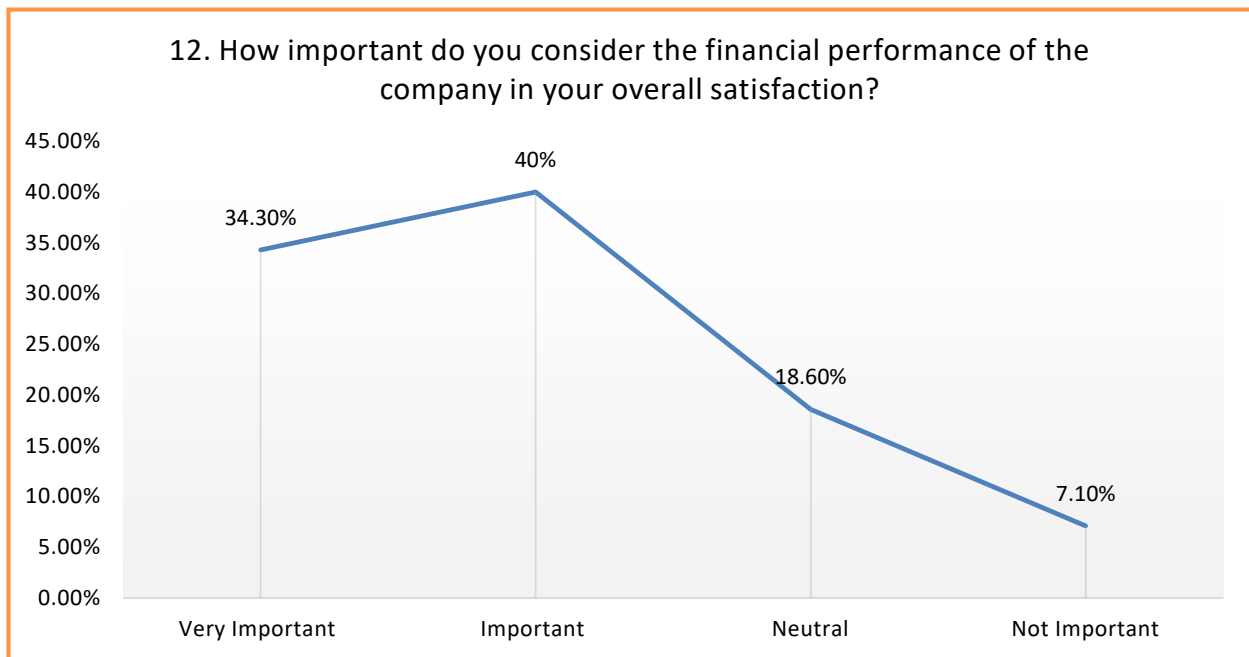
5.2.12 Importance of individual consider the financial performance of the company in their overall satisfaction

The table presents information on the perceptions of 70 respondents regarding the significance of the company's financial performance in terms of their overall contentment. Of the 24 respondents, or 34.3% of the sample, the financial success of the company is deemed to be Very Important in determining their level of satisfaction. The greatest number (28 or 40%) think it's important. 13 participants, or 18.6% of the total, had a neutral opinion about the significance of the financial performance of the company in determining their level of happiness. 5 respondents, or 7.1% of the total, believe their level of satisfaction is unaffected by the company's financial performance.

Table 5.2.12 - Importance of individual consider the financial performance of the company in their overall satisfaction

Category	Respondents	Percentage
Very Important	24	34.3%
Important	28	40%
Neutral	13	18.6%
Not Important	5	7.1%
Total	70	100%

Graph 5.2.12 - Importance of individual consider the financial performance of the company in their overall satisfaction



Interpretation:

The results of the survey show how important respondents believe it is for them to personally evaluate the company's financial performance in terms of their level of satisfaction. When evaluating their overall satisfaction, the majority of respondents, or 74.3%, believe that the company's financial success is either very important (34.3%) or important (40%) to consider. This implies that a considerable segment of the KOI SOLUTIONS workforce regards financial performance as a crucial factor in determining their level of satisfaction inside the company. Nonetheless, some respondents (18.6%) express a neutral opinion, while 7.1% believe it to be not important. However, the majority view emphasises how important financial performance is in determining how satisfied each employee is with the organisation.

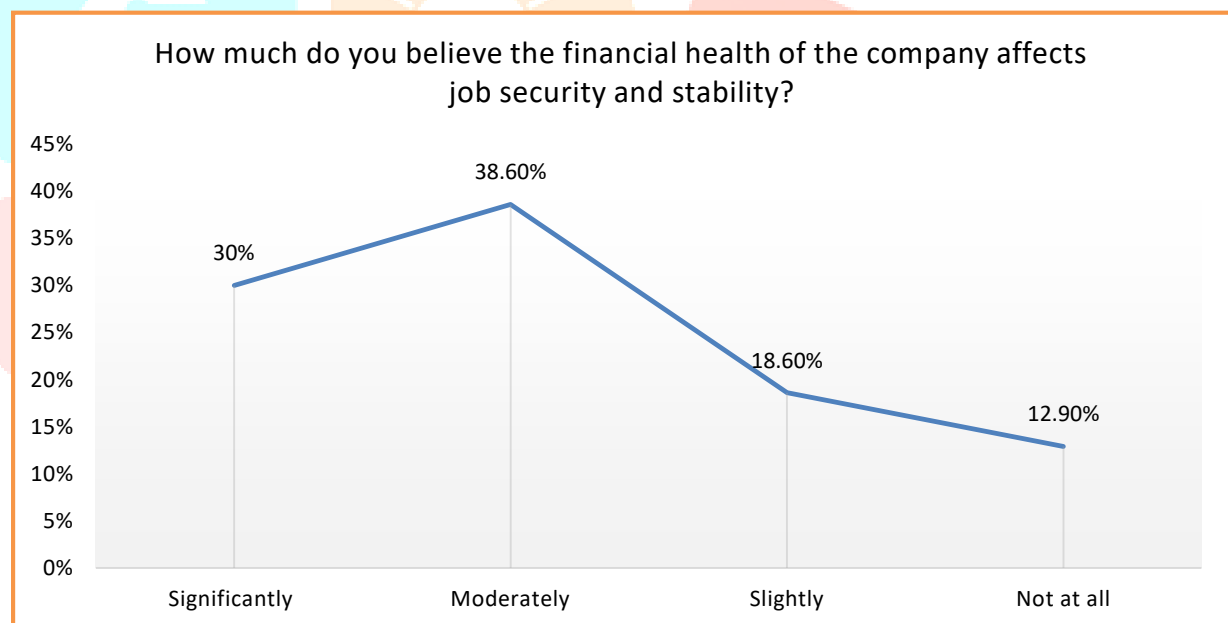
5.2.13 Individuals believe in the financial health of the company affects job security and stability in the company

A total of 70 respondents provided information, which is included in the table, on their opinions about how much the financial health of the business influences job security and stability. According to 21 respondents, or 30 %, job security and stability are highly impacted by the company's financial soundness. 27 respondents or 38.6% of the total, believe that it has a moderate impact on employment security and stability. The financial health of the organisation has a slight impact on employment security and stability, according to 18.6% of respondents, or 13 people. Less respondents—9, or 12.9%—think that job security and stability are not impacted in the slightest by the company's financial situation.

Table 5.2.13 - Individuals believe in the financial health of the company affects job security and stability in the company

Category	Respondents	Percentage
Significantly	21	30%
Moderately	27	38.6%
Slightly	13	18.6%
Not at all	9	12.9%
Total	70	100%

Graph 5.2.13 - Individuals believe in the financial health of the company affects job security and stability in the company



Interpretation

The results of the survey revealed light on individual's perceptions of how stability and job security at KOI SOLUTIONS are impacted by its financial health. The majority of respondents, or 68.6%, think that job security and stability are either significantly (30%) or moderately (38.6%) impacted by the company's financial health. This implies that a significant proportion of the workforce regards one's financial well-being as a critical determinant of one's perception of job security and stability. On the other hand, some respondents (18.6%) believe the influence to be slight or negligible (12.9%). However, the general consensus highlights the idea that employee views of job security and stability are greatly influenced by the financial health of the business.

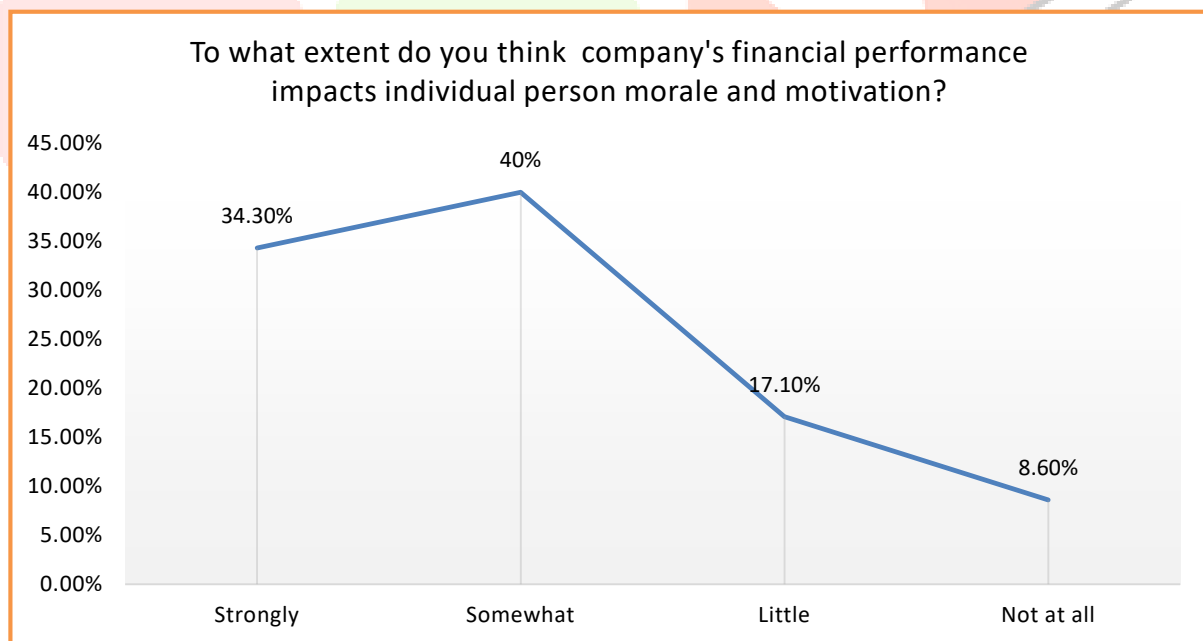
5.2.14 Company's financial performance impacts individual person morale and motivation

There were 70 responses in all, and the table shows the data on respondents' perceptions of how much they think the company's financial performance affects employee morale and engagement. Of the 24 respondents, 34.3% strongly believe employee morale and motivation are impacted by the financial performance of the organisation. Individual motivation and morale are somewhat impacted, according to the majority of responders (28, or 40%). A total of 12 respondents, or 17.1% of the sample, believe that the company's financial performance has little bearing on employee motivation and morale. 6 respondents, or 8.6% of the total, feel that individual motivation and morale are not affected in the slightest by the financial performance of their organisation.

Table 5.2.14 - Company's financial performance impacts individual person morale and motivation

Category	Respondents	Percentage
Strongly	24	34.3%
Somewhat	28	40%
Little	12	17.1%
Not at all	6	8.6%
Total	70	100%

Graph 5.2.14 - Company's financial performance impacts individual person morale and motivation



Interpretation

The results of the survey show how KOI SOLUTIONS's financial performance affects each employee's motivation and morale of satisfaction in their work. A large proportion of respondents (74.3%) believe that their motivation and morale are impacted by the company's financial performance, with 34.3% saying it affects them strongly and 40% saying it impacts them somewhat. This implies that a significant amount of individuals' motivation and morale are impacted by the company's financial performance. On the other hand, some respondents (17.1%) believe the influence to be not significant (8.6%). However, the general consensus emphasises how important financial performance is in determining staff engagement and morale at KOI SOLUTIONS.

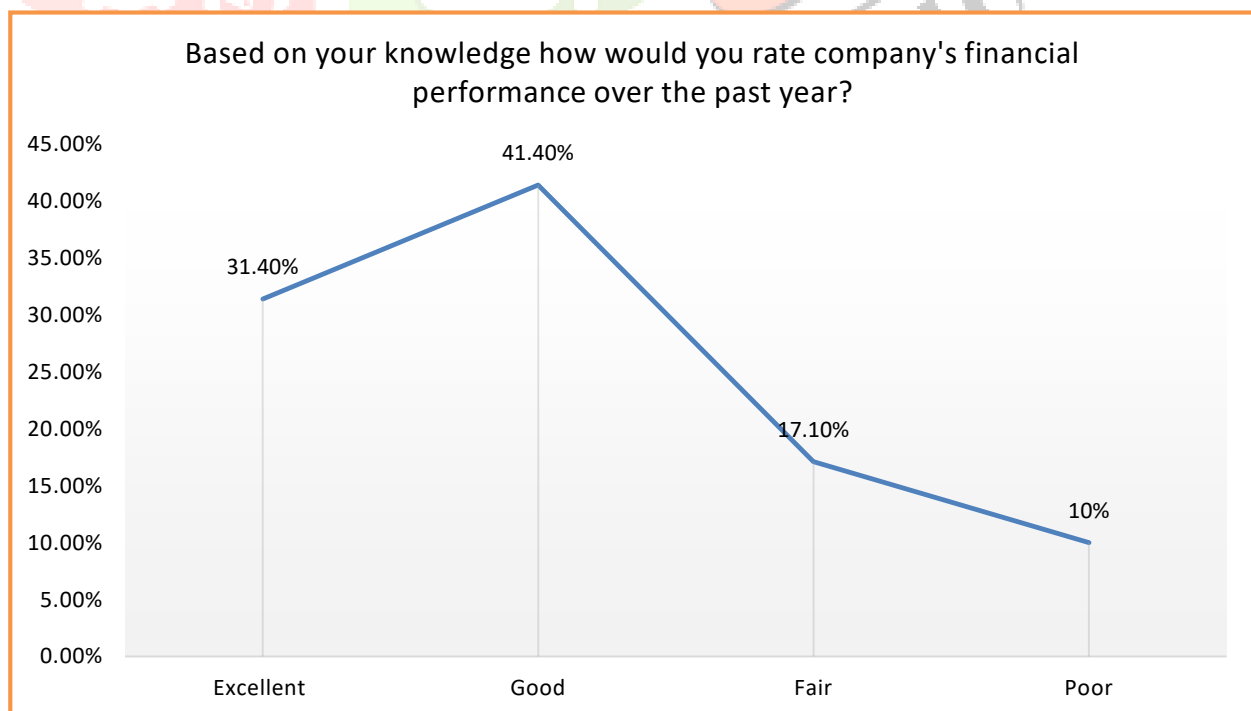
5.2.15 Individuals Knowledge rate of financial performance over the past year

There were 70 responses in all, and the table shows the information they rated the company's financial performance over the previous year. Of the 22 responders, or 31.4%, the company's financial performance is rated as Excellent. 41.4% or 29 respondents, or the biggest percentage, evaluate it as good. 12 people, or 17.1% of respondents, thought the company's financial performance was fair. 7 respondents, or 10% of the total, assess the company's financial performance as poor.

Table 5.2.15 - Individuals Knowledge rate of financial performance over the past year

Category	Respondents	Percentage
Excellent	22	31.4%
Good	29	41.4%
Fair	12	17.1%
Poor	7	10%
Total	70	100%

Graph 5.2.15 - Individuals Knowledge rate of financial performance over the past year



Interpretation:

The survey data provides light on individual's awareness of KOI SOLUTIONS's financial performance during the year prior. A substantial percentage of participants, totalling 72.8%, evaluate their level of knowledge as either outstanding (31.4%) or good (41.4%). This suggests that most employees of the organisation have a good understanding of the financial performance of the organisation within the given time frame. Nonetheless, a small percentage of respondents (10%) and fair (17.1%) believe they have a poor knowledge level. However, the majority of respondents appear to be quite knowledgeable with KOI SOLUTIONS's financial performance throughout the previous year.

5.3 Chi-square Test

A statistical technique called the chi-square test is employed to ascertain whether two categorical variables significantly correlate with one another. It is used in cases where the variables under investigation are categorical as opposed to numerical. The test determines whether there is a difference between the observed frequency pattern in the data and the pattern that would be predicted if the variables had no relationship to one another. Put more simply, it aids in determining whether there is a connection or dependence between the categories of the variables under investigation.

A contingency table, which arranges the data into rows and columns according to the categories of the variables, is usually the first step in doing a chi-square test. In the table, each cell denotes the frequency of a certain set of categories. Using the observed frequencies in the contingency table, the test computes a statistic known as the chi-square (χ^2) and compares it with a critical value derived from the chi-square distribution. There is a significant correlation between the variables if the computed chi-square value is greater than the critical value at the selected significance level (usually 0.05).

The significance of the relationship determines how the chi-square test findings should be interpreted. A statistically significant outcome implies that there is probably a relationship between the variables and that they are not independent. A non-significant result, on the other hand, indicates that there is not enough data to draw the conclusion that the variables are related. It's crucial to remember that the chi-square test evaluates correlation rather than causation. This means that even if a strong correlation is discovered, it does not always follow that the variables are causally related.

Benefits of chi-square test

In statistical analysis, the chi-square test has various advantages, especially when dealing with categorical data. Here are a few of its main benefits:

- **Acceptability for Categorical Data:** The chi-square test can be used in cases where variables are qualitative rather than quantitative because it is specifically made to analyse categorical data. It makes it possible to compare expected and observed frequencies within various categories.
- **Independence Tests:** Determining if two category variables are significantly correlated or independent is one of the main applications of the chi-square test. It is therefore useful for examining interdependence and relationships within datasets.
- **Non-parametric Test:** The chi-square test does not depend on presumptions regarding the data's underlying distribution because it is non-parametric. Because of this, it is resilient and useful in a variety of circumstances, such as non-normally distributed data or small sample sizes.
- **Flexibility:** There are several varieties of chi-square tests, including the chi-square tests for homogeneity, independence, and goodness-of-fit. Because of its adaptability, researchers can select the test that best suits their research question and the properties of their data.
- **Interpretation Ease:** A chi-square test's findings are generally simple to understand. There may be a substantial correlation between the variables under investigation if the computed chi-square statistic is greater than the crucial value at a particular significance level. There is no meaningful correlation if the computed chi-square statistic is less than or equal to the crucial value.
- **Strong Tools for Hypothesis Testing:** Chi-square tests are an effective way for researchers to evaluate the importance of correlations or differences between groups. Because of this, it is useful for deriving inferences from empirical facts and formulating wise decisions.

The chi-square test is a useful tool in statistical analysis in many different disciplines of study and application since it provides a reliable and flexible method for analysing categorical data. Individuals inside the organisation can have their awareness of the company's financial success measured with the Chi-Square test. The Chi-Square test is used to assess if there are statistically significant variations in awareness levels between various groups or demographic segments within the organisation. It does this by comparing the observed and expected frequencies of responses about awareness. Researchers can examine how elements like job security and employee morale or motivation relate to the company's financial health by using the Chi-Square test. Researchers can determine any significant correlations between these factors and get insight into how financial performance affects employee attitudes and perceptions by looking at contingency tables and using Chi-Square statistics. For identifying correlations between categorical data, the Chi-Square test is especially helpful. Within the framework of this research, it is possible to analyse categorical variables—like awareness levels, perceptions of job security, and satisfaction ratings—to see if there are any meaningful correlations with the financial performance of the organisation. This aids in comprehending the interaction between monetary variables and worker opinions or results. The statistical significance of observed connections or differences can be ascertained by researchers by computing Chi-Square statistics and the associated p-values. This aids in separating the data's important patterns from its random changes. Remarkable Chi-Square findings demonstrate a correlation between variables, offering factual backing for conjectures or claims about how financial performance affects organisational dynamics.

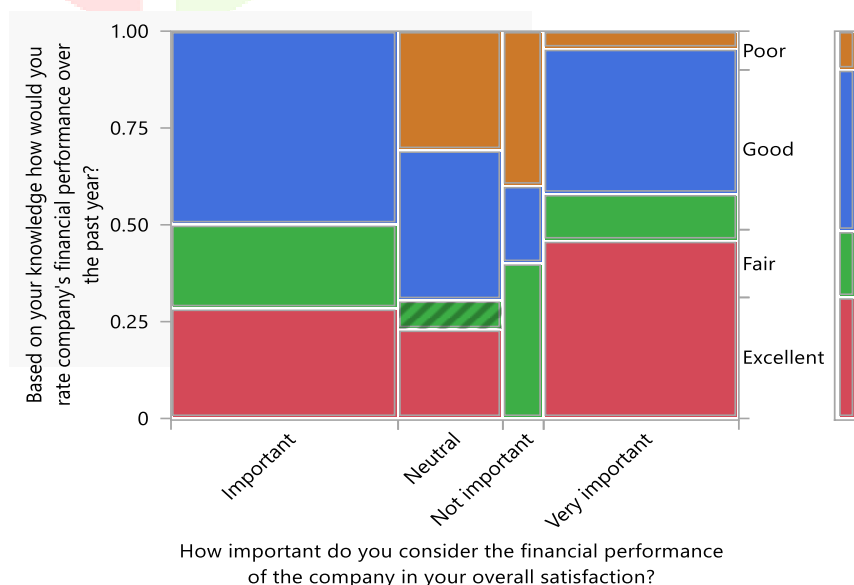
Correlation analysis looks at correlations between continuous variables, whereas the Chi-Square test looks at associations between categorical variables. This study's thorough investigation of the connection between financial performance and other facets of organisational behaviour, satisfaction, and performance is made possible by the application of both correlation analysis and the Chi-Square test. In the empirical study of financial performance at KOI Solutions LLP, the Chi-Square test is essential because it makes it easier to evaluate awareness levels, identify factors that affect job security and morale, find relationships between variables, determine statistical significance, and complementarity with correlation analysis for a comprehensive understanding of organisational dynamics.

Based on my Study,

1. Importance of individual consider the financial performance of the company in their overall satisfaction and Individuals knowledge rate of financial performance over the past year

Contingency Analysis of Based on your knowledge how would you rate company's financial performance over the past year? By How important do you consider the financial performance of the company in your overall satisfaction?

Mosaic Plot



Graph 5.3.1

Contingency Table

How important do you consider the financial performance of the company in your overall satisfaction? By Based on your knowledge how would you rate company's financial performance over the past year?

Count Total % Col % Row %	Excellen t	Fair	Good	Poor	Total
Important	8 11.43 36.36 28.57	6 8.57 50.00 21.43	14 20.00 48.28 50.00	0 0.00 0.00 0.00	28 40.00
Neutral	3 4.29 13.64 23.08	1 1.43 8.33 7.69	5 7.14 17.24 38.46	4 5.71 57.14 30.77	13 18.57
Not important	0 0.00 0.00 0.00	2 2.86 16.67 40.00	1 1.43 3.45 20.00	2 2.86 28.57 40.00	5 7.14
Very important	11 15.71 50.00 45.83	3 4.29 25.00 12.50	9 12.86 31.03 37.50	1 1.43 14.29 4.17	24 34.29
Total	22 31.43	12 17.14	29 41.43	7 10.00	70

Table 5.3.1 (a)

Tests

N	DF	-LogLike	RSquare (U)
70	9	10.774744	0.1220

Table 5.3.2 (b)

Test	Chi-square	Prob>ChiSq

Table 5.3.2 (c)

Interpretation:

The chi-square test compares the observed frequencies in a contingency table to the frequencies that would be predicted if the variables were independent in order to evaluate the relationship between two categorical variables. In your instance, the relationship between respondents' actual ratings of the company's financial performance over the previous year and how much they value the financial performance of the company in terms of overall satisfaction is depicted in the contingency table.

Determining whether these two variables have a significant relationship is part of interpreting the findings of the chi-square test. A chi-square statistic and related p-value are produced by the test. The following outcomes of the chi-square test are obtained:

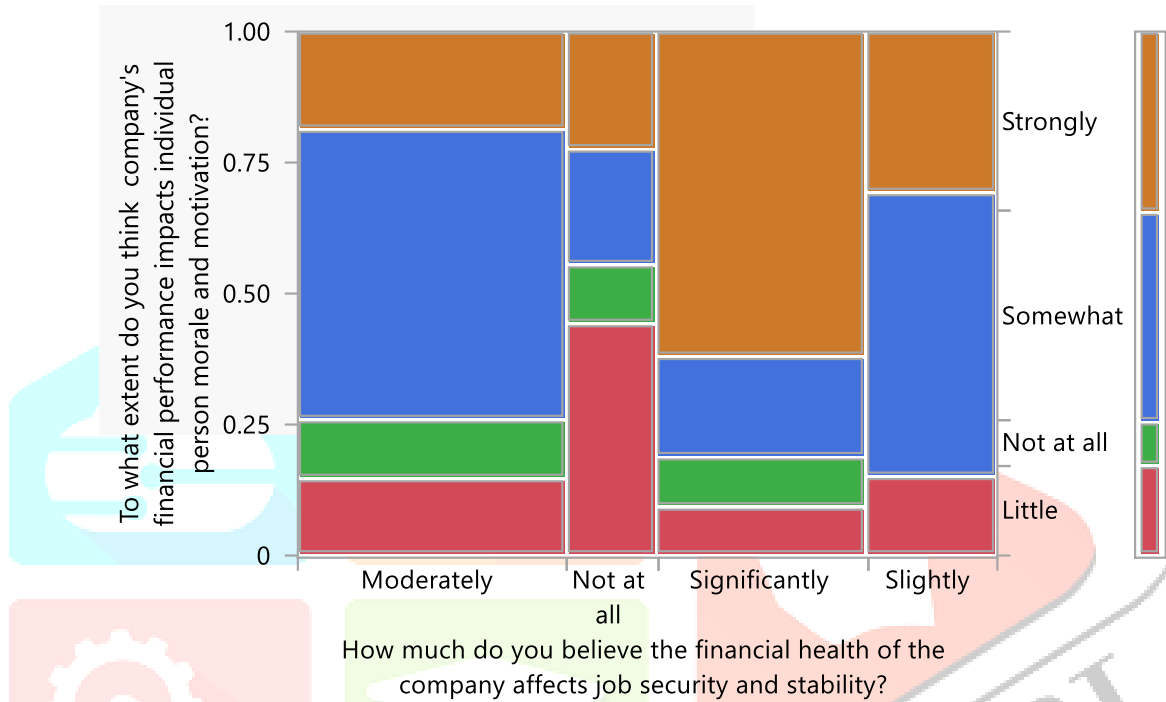
- **Likelihood Ratio Test: Chi-square = 21.549, p = 0.0104**
- **Pearson Test: Chi-square = 21.212, p = 0.0117**

These findings suggest that there is a significant correlation between people's perceptions of the importance of the company's financial performance and their actual assessments of the company's financial performance over the previous year. The likelihood ratio test and the Pearson test are both statistically significant at the alpha level of 0.05.

2. Individuals believe in the financial health of the company affects job security and stability in the company and Company’s financial performance impacts individual person morale and motivation

Contingency Analysis of to what extent do you think company’s financial performance impacts individual person morale and motivation? By How much do you believe the financial health of the company affects job security and stability?

Mosaic Plot



Graph 5.3.2

Contingency Table

How much do you believe the financial health of the company affects job security and stability? By To what extent do you think company’s financial performance impacts individual person morale and motivation?

Count Total % Col % Row %	Little	Not at all	Somewhat	Strongly	Total
Moderately	4 5.71 33.33 14.81	3 4.29 50.00 11.11	15 21.43 53.57 55.56	5 7.14 20.83 18.52	27 38.57
Not at all	4 5.71 33.33 44.44	1 1.43 16.67 11.11	2 2.86 7.14 22.22	2 2.86 8.33 22.22	9 12.86
Significantly	2 2.86 16.67	2 2.86 33.33	4 5.71 14.29	13 18.57 54.17	21 30.00

	9.52	9.52	19.05	61.90	
Slightly	2	0	7	4	13
	2.86	0.00	10.00	5.71	18.57
	16.67	0.00	25.00	16.67	
	15.38	0.00	53.85	30.77	
Total	12	6	28	24	70
	17.14	8.57	40.00	34.29	

Table 5.3.3 (a)

Tests

N	DF	-LogLike	RSquare (U)

Table 5.3.4 (b)

Test	Chi-square	Prob>ChiSq

Table 5.3.4 (c)

Interpretation:

The link between two categorical variables—"How much do you believe the financial health of the company affects job security and stability?"—is investigated in this contingency analysis, as well as "To what extent do you think the company's financial performance impacts individual morale and motivation?"

The following are the findings of the chi-square test for this analysis:

- **Likelihood Ratio Test: Chi-square** = 18.500, $p = 0.0298$
- **Pearson Test: Chi-square** = 18.472, $p = 0.0301$

There is a substantial correlation between respondents' opinions of the financial health's impact on job security/stability and its impact on individual morale/motivation, as both tests show statistical significance at the alpha level of 0.05.

Based on the interpretation of these findings, it appears that people's perceptions of how financial health affects job security and stability are correlated with their perceptions of how it affects morale and motivation. This may suggest that people who believe there is a greater influence on morale and motivation also tend to believe there is a higher influence on job security and stability, and vice versa. These results may have consequences for communication plans and organisational management. Knowing these correlations may make it easier to customise financial health communications to address issues with morale and motivation in the workplace as well as job security and stability. This could result in employee engagement and satisfaction programmes that are more successful.

5.4 Correlation

A statistical metric known as correlation is used to characterise the direction and degree of a link between two variables. A correlation exists between two variables when there is a connection between the changes in one and the other. Correlation does not imply causation, which means that changes in one variable do not always result in changes in the other, even in the case of two variables that are correlated.

A correlation coefficient, which is a number between -1 and +1, is commonly used to express correlation:

- A perfect positive correlation, or one in which both variables grow linearly as one increases, is indicated by a correlation coefficient of +1.
- A correlation value of -1 denotes a perfect negative correlation, which means that the two variables decline linearly as one increases.

- There is no linear association between the variables when the correlation coefficient is 0. It's crucial to remember that nonlinear links or other kinds of correlations that are not represented by the correlation coefficient may still exist between the variables.

In order to comprehend relationships between variables, spot patterns, and make predictions, correlation analysis is widely utilised in a variety of domains, including psychology, sociology, economics, and finance. In order to guide decision-making and encourage additional research, it assists analysts and researchers in determining the direction and intensity of relationships between various aspects.

Benefits of Correlation

In the empirical analysis of financial performance inside KOI Solutions LLP, correlation analysis provides the following advantages:

- **Quantification of links:** Researchers can evaluate the extent to which changes in one variable correlate to changes in another by using correlation analysis to quantify the strength and direction of links between variables. For instance, researchers can look into the relationship between employee satisfaction levels and financial performance criteria like profitability or liquidity.
- **Finding Patterns:** Researchers can find trends and patterns in the data by looking at correlation coefficients. While negative correlations point to an adverse link, positive correlations imply that variables move in the same direction. Determining possible causal links or areas of concern inside the organisation is made easier by comprehending these patterns.
- **Forecasting and Prediction:** Based on observable relationships between variables, correlation analysis allows researchers to foresee and make predictions. Researchers might predict that future increases in financial success may result in higher employee happiness, for example, if there is a significant positive correlation between financial performance indicators and employee contentment.
- **Data reduction:** By reducing several variables into a single correlation matrix, correlation analysis aids in the summarization of complicated datasets. Because of this simplification, researchers are better able to choose topics for more research or intervention and concentrate on the links that are most pertinent.
- **Validity Checking:** By determining whether observed associations follow predicted patterns, correlation analysis can be used to verify theories or hypotheses.
- **Support for Decisions:** Information from correlation analysis is useful for organisational decision-making processes. Making more educated decisions about resource allocation, strategy planning, and performance management can be achieved by decision-makers by comprehending the connections between financial performance measures, employee attitudes, and other pertinent elements.
- **Communication of Findings:** Managers, executives, and investors can more easily understand and be presented with findings thanks to correlation coefficients, which offer a clear and understandable description of the correlations between variables. Visual aids like correlation matrices and scatter plots can improve comprehension and encourage debate of important findings.

The study of financial performance at KOI Solutions LLP can benefit greatly from correlation analysis in a number of ways, including the quantification of relationships, pattern recognition, forecasting and prediction, data reduction, validity checking, decision support, and clear communication of findings. Researchers can learn a great deal about how financial issues, employee attitudes, and organisational outcomes interact by using correlation analysis. Researchers can evaluate the direction and degree of links between financial performance indicators and other pertinent variables, like morale, job security, and employee satisfaction, by using correlation analysis. Researchers can better understand organisational dynamics by gaining insight into how changes in one variable correlate with changes in another by quantifying the degree of correlation. Using correlation analysis, one can find trends and patterns in the data. For instance, researchers can ascertain whether employee satisfaction and financial performance criteria (such as profitability and liquidity) are positively correlated, meaning that an improvement in one indicates a tendency for employee contentment to rise. On the other hand, a negative association might imply that declining levels of satisfaction are linked to declining financial performance.

Future results can be predicted using correlation analysis. Through the analysis of past data, scholars can discern associations between fiscal success and significant organisational results, allowing them to predict possible consequences on staff morale, job stability, and general contentment. This data can assist management in anticipating and reducing possible obstacles as well as informing strategic decision-making. Researchers

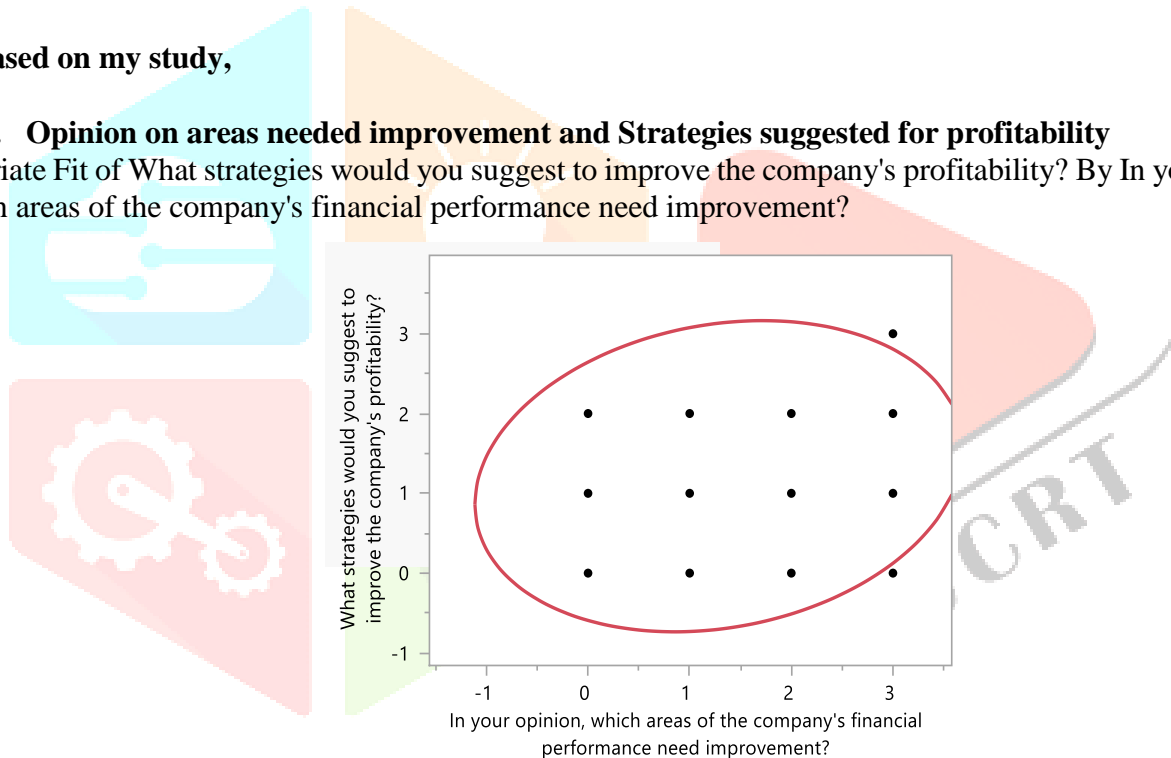
can test theories about the links between variables by using correlation analysis. For instance, scientists might postulate that employee satisfaction and financial success are positively correlated. They can provide empirical evidence to back up their claims by statistically validating or disproving these hypotheses using correlation analysis. An organization's decision-making processes can benefit greatly from the information provided by correlation analysis. For example, if financial performance and employee satisfaction show a strong positive correlation, management should prioritise initiatives aimed at improving financial health in order to improve overall employee morale and job security. Similarly, if correlations point to areas of concern, management should act early to address underlying issues and improve organisational outcomes.

Correlation analysis offers useful data for organisational decision-making processes. For example, management may give priority to projects aimed at increasing financial health in order to boost general employee morale and job security if a strong positive association is established between financial performance and employee satisfaction. In a similar vein, management can move proactively to address underlying problems and enhance organisational outcomes if correlations point to areas of concern. Correlation analysis is crucial to the investigation of KOI Solutions LLP's financial performance because it supports decision-making processes by revealing relationships, seeing patterns, offering predicting insights, and validating ideas. Researchers can discover a great deal about the intricate interactions that exist between different facets of organisational behaviour and performance and financial performance by looking at correlations between financial indicators and organisational factors.

Based on my study,

1. Opinion on areas needed improvement and Strategies suggested for profitability

Bivariate Fit of What strategies would you suggest to improve the company's profitability? By In your opinion, which areas of the company's financial performance need improvement?



Graph 5.4.1

Summary Statistics

	Value	Lower 95%	Upper 95%	Signif. Prob

Table 5.4.1 (a)

Variable	Mean	Std Dev
In your opinion, which areas of the company's financial performance need improvement?	1.285 714	0.980 134
What strategies would you suggest to improve the company's profitability?	1.214 286	0.796 603

Table 5.4.1 (b)

Interpretation:

The bivariate fit between two variables—"In your opinion, which areas of the company's financial performance need improvement?"—is presented in the analysis offered. In "What strategies would you suggest to improve the company's profitability?" The following is how the results are interpreted:

1. Correlation

- Correlation Coefficient: 0.180316
- 95% Confidence Interval: (-0.05708, 0.39841)
- Significance Probability (p-value): 0.1352

The two variables show a positive link, but one that is not very strong, according to the correlation coefficient of 0.180316. According to the 95% confidence interval, the true correlation coefficient may lie between -0.05708 and 0.39841. The connection is not statistically significant at the 0.05 level since the significance probability (p-value) is 0.1352, which is higher than the usual significance level of 0.05. As a result, we are unable to draw the conclusion that the two variables have a meaningful linear relationship.

2. Covariance

- Covariance: 0.140787

The covariance of 0.140787 suggests a positive tendency for the variables to move together, but the scale of the variables affects how much of this tendency there is.

3. Mean and standard Deviation

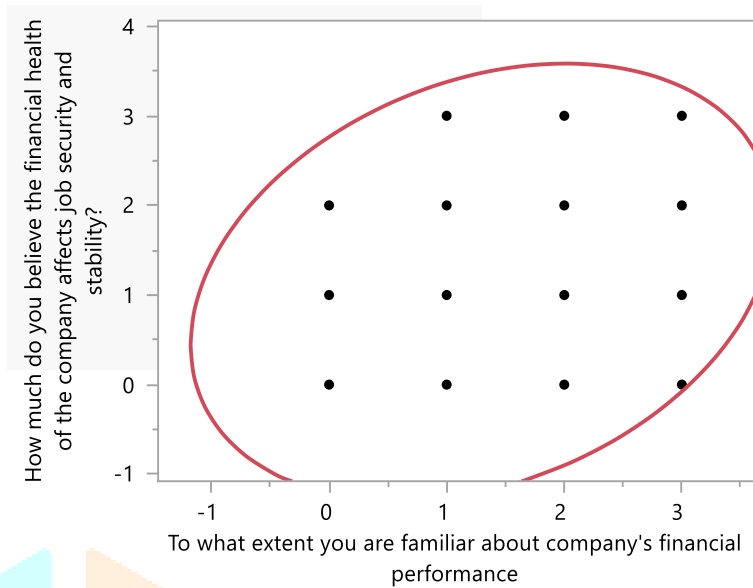
- "In your opinion, which areas of the company's financial performance need improvement?": Mean = 1.285714, Standard Deviation = 0.980134
- "What strategies would you suggest to improve the company's profitability?": Mean = 1.214286, Standard Deviation = 0.796603

In comparison to their evaluations of recommended profitability improvement strategies (Mean = 1.214286), respondents on average evaluated the need for improvement in the company's financial performance significantly higher (Mean = 1.285714). The standard deviations of each variable, however, show that respondents' ratings vary somewhat for both.

According to the data, there is a slight and non-significant association between the suggestions made by respondents who believe that some aspects of their financial performance require improvement and techniques for increasing profitability. This implies that suggestions for increasing profitability made by respondents may be influenced by variables other than their perceptions. To fully comprehend how these two facets of business success relate to one another, more investigation or research of different variables could be required.

2. Familiarity with financial performance and Belief in how it affects job security

Bivariate Fit of How much do you believe the financial health of the company affects job security and stability?
 By To what extent, you are familiar about company's financial performance



Graph 5.4.2

Summary Statistics

	Value	Lower 95%	Upper 95%	Signif. Prob

Table 5.4.2 (a)

Variable	Mean	Std Dev
To what extent you are familiar about company's financial performance	1.3	1.012 244
How much do you believe the financial health of the company affects job security and stability?	1.142 857	0.996 89

Table 5.4.2 (b)

Interpretation:

The bivariate fit between the two variables, "To what extent are you familiar with the company's financial performance?" is presented in this study. as well as "How much do you believe the financial health of the company affects job security and stability?" Let's analyse the outcomes:

1. Correlation

- Correlation Coefficient: 0.287242
- 95% Confidence Interval: (0.056052, 0.489198)
- Significance Probability (p-value): 0.0159*

There is a positive link between the two variables, as indicated by the correlation coefficient of 0.287242. The true correlation coefficient is most likely to lie between 0.056052 and 0.489198, according to the 95% confidence interval. The association is statistically significant at the 0.05 level since the significance probability

(p-value), denoted by *, is smaller than 0.05. Consequently, we may draw the conclusion that respondents' perceptions of the influence of financial health on job security and stability and their knowledge with the company's financial performance are significantly positively correlated.

2. Covariance

- Covariance: 0.289855

The variables have a positive tendency to move together, as indicated by the covariance of 0.289855; however, the scale of the variables affects how much this tendency is.

3. Mean and standard Deviation

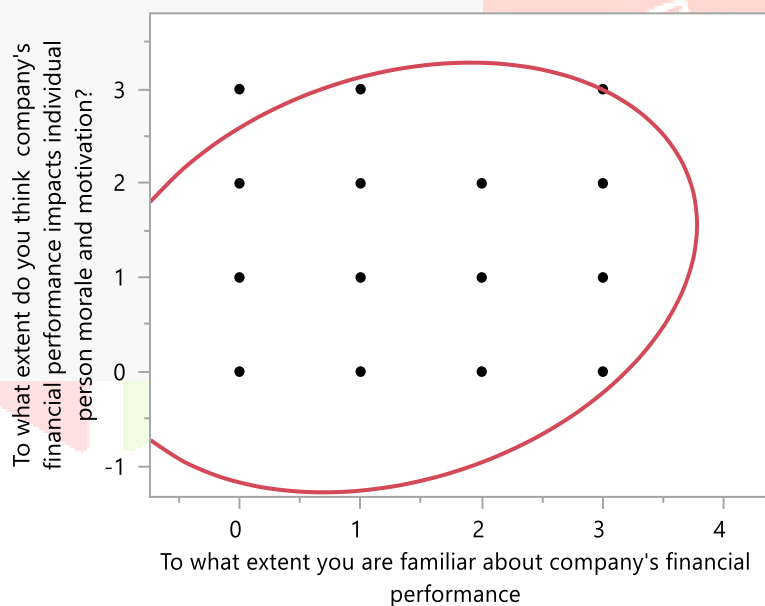
- "To what extent are you familiar with the company's financial performance?": Mean = 1.3, Standard Deviation = 1.012244
- "How much do you believe the financial health of the company affects job security and stability?": Mean = 1.142857, Standard Deviation = 0.99689

The average level of familiarity with the company's financial performance was greater among respondents (Mean = 1.3) than the mean (Mean = 1.142857) with regard to the impact of financial health on job security and stability. The standard deviations of each variable show that respondents' ratings vary somewhat for both of them.

According to the respondents, respondents' perceptions of the influence of financial stability and security on job security are positively correlated with their acquaintance with the company's financial success. It would appear from this that those who are more aware of the financial success of the organisation are more likely to think that financial stability and security have a bigger influence on workplace security.

3. Familiarity with financial performance and Belief in how it affects morale and motivation of individuals

Bivariate Fit of to what extent do you think company's financial performance impacts individual person morale and motivation? By To what extent, you are familiar about company's financial performance



Graph 5.4.3

Summary Statistics

	Value	Lower 95%	Upper 95%	Signif. Prob

Table 5.4.3 (a)

Variable	Mean	Std Dev
To what extent you are familiar about company's financial performance	1.3	1.012244
To what extent do you think company's financial performance impacts individual person morale and motivation?	1	0.932505

Table 5.4.3 (b)

Interpretation:

The bivariate fit between two variables—"To what extent are you familiar with the company's financial performance?" and—is examined in this analysis. as well as "To what extent do you think the company's financial performance impacts individual morale and motivation?" Let's analyse the results:

1. Correlation

- Correlation Coefficient: 0.24566
- 95% Confidence Interval: (0.011341, 0.454404)
- Significance Probability (p-value): 0.0404*

The two variables have a positive link, as indicated by the correlation coefficient of 0.24566. It is likely that the true correlation coefficient lies between 0.011341 and 0.454404, according to the 95% confidence interval. At the 0.05 level, the association is statistically significant since the significance probability (p-value), denoted by *, is smaller than 0.05. Thus, we can draw the conclusion that respondents' perceptions of the influence of financial performance on personal motivation and morale are significantly positively correlated with their acquaintance with the company's financial performance.

2. Covariance

- Covariance: 0.231884

The variables have a propensity to move together positively, as indicated by the covariance of 0.231884, although the scale of the variables affects how much this tendency is.

3. Mean and standard Deviation

- "To what extent are you familiar with the company's financial performance?": Mean = 1.3, Standard Deviation = 1.012244
- "To what extent do you think the company's financial performance impacts individual morale and motivation?": Mean = 1, Standard Deviation = 0.932505

In comparison to their perception that financial performance has an impact on individual morale and motivation, respondents on average reported being more familiar with the company's financial performance (Mean = 1.3). Based on their individual standard deviations, both variables show some variation in the ratings provided by respondents. Overall, respondents' perceptions of the influence of financial performance on personal motivation and morale are positively correlated with their acquaintance with the company's financial performance in a statistically meaningful way. This shows that people consider the impact of financial performance on individual morale and motivation to be stronger when they are more familiar with the company's financial performance.

6. FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 Findings

- There are 51.1% female and 42.9% male survey respondents.
- The age group of 18 to 25 years old (44.3%) makes up the majority of responders, followed by 25 to 30 years old (31.4%).
- As far as qualifications go, the majority of respondents (37.1%) have undergraduate degrees, followed by postgraduates (28.6%).
- Based on their positions inside the organisation, interns (51.4%) make up the largest category of responders.
- The most important area for improvement in the company's financial performance is cost management (41.4%).
- Enhancing supplier contracts (37.1%) is the most recommended approach to raise the profitability of the business.
- Declining revenue is the biggest financial concern that respondents mentioned (37.1%).

- Further details about risk management (35.7%) are indicated as a potential area where the financial position could be strengthened.
- The majority of respondents believe that throughout the previous three years, the company's growth has been either modest (41.4%) or stable (28.6%).
- The company's financial performance is something that a sizable majority of respondents (41.4%) are well familiar with.
- Understanding financial performance empowers individual decision-making inside the organisation, particularly when it comes to job prioritisation based on financial impact (28.6%).
- The company's financial success is deemed significant by 40% of respondents in terms of their overall level of satisfaction.
- Much of the sample (38.6%) thinks that job security and stability are somewhat impacted by the company's financial situation.
- The majority of respondents think that employee motivation and morale are somewhat (40%) or severely (34.3%) impacted by the company's financial performance.
- The company's financial performance is rated as good (41.4%) or exceptional (31.4%) by the majority of respondents.
- The financial success of the organisation, employee opinions, and potential areas for development are all illuminated by these data.
- Developing solutions to address issues and improve overall performance and happiness within the organisation can be made easier with an understanding of these perspectives.

6.2 Suggestions

- Diversifying the sources of income can help business become less reliant on any one source. In every given market or product line, this can assist reduce the risks related to volatility.
- To optimise costs and boost overall efficiency, use strict cost control measures across departments. Finding areas of wasteful spending and optimising procedures are two possible ways to do this.
- To strengthen the company's finances and save interest costs, give priority to debt reduction programmes. This could be looking into debt consolidation possibilities, quickening loan repayment conditions, or renegotiating loan terms.
- To boost output, simplify processes, and save overhead, invest in automation and technological solutions. Long-term productivity increases and competitive benefits might result from embracing digital transformation.
- To improve employee efficiency and skill sets, make continuous investments in training and development initiatives. Employees that are trained and motivated are more likely to have a beneficial impact on the financial performance of the business.
- Investigate strategic alliances and partnerships with other companies to get access to new markets, pool resources, and capitalise on complimentary skills. Synergies and revenue growth can be achieved through collaborative activities.
- To improve client happiness, loyalty, and retention, fortify your customer relationship management procedures. Customer satisfaction increases the likelihood of referrals and repeat business, both of which boost revenue.
- To create new goods, services, or solutions, support research and development (R&D) projects and cultivate an innovative culture. Differentiation, attracting new clients and revenue potential are all made possible by innovation.
- Analyse prospects for expanding the market, both locally and globally, in order to reach new clientele and generate income. Diversification of the market helps lessen the risks brought on by market saturation or economic downturns.
- To consistently measure important financial KPIs, establish reliable performance monitoring systems. Proactively make decisions and make necessary course adjustments by analysing performance data to find trends, opportunities, and areas for improvement.
- By putting these recommendations into practice, the business may improve its bottom line, deal with current issues, and set itself up for long-term growth and commercial success.

These suggestions seek to promote sustainable growth and profitability by addressing a number of operational aspects of the business, such as risk reduction, financial management, employee engagement, and strategic planning.

The following sentence highlights the significance of utilising strengths and matching tactics with the insights obtained from respondents, while integrating recommendations specifically designed to solve the major areas found in the data.

6.3 Conclusion

The purpose of the empirical study on KOI SOLUTIONS LLP's financial performance was to determine how much knowledge employees inside the company had about the company's financial standing. Valuable information was obtained about people's acquaintance with financial problems and their perceptions of the company's financial health through a thorough survey that included a wide range of demographics and perspectives, including gender, age, qualification, and role within the organisation. The results show that there is a wide variety of viewpoints within the company. A considerable proportion of participants said that they were aware of the financial performance of the company; nevertheless, there were differences in the level of familiarity; some described being extremely or very knowledgeable, while others reported being less familiar. The aforementioned variation highlights the significance of customised communication and educational programmes to guarantee a uniform comprehension of financial issues throughout the establishment.

Moreover, the research findings indicate that people believe the financial performance of the company to be highly influential on several facets of their positions and the organisation in its entirety. Respondents acknowledged the importance of financial performance in influencing their experiences within the organisation, from decision-making empowerment to its impact on job security, stability, morale, and motivation. The responses also offered insightful information about how they saw the company's financial difficulties, possibilities for development, and tactics for raising profitability. Various recommendations exist that can assist in making strategic decisions and bringing about constructive changes in the company, ranging from revenue growth and cost control to operational optimisation and improved supplier contracts. The empirical study, in summary, clarifies the complex nature of people's awareness and perceptions of KOI SOLUTIONS LLP's financial performance. Through comprehension of these viewpoints and resolution of the recognised obstacles and possibilities, the organisation can endeavour to cultivate a culture of financial literacy, openness, and strategic coherence, thereby ultimately bolstering its enduring prosperity and durability.

APPENDIX

Dear respondents,
I am Deepika R
From PES UNIVERSITY

I am doing my internship project in KOI SOLUTIONS LLP so i am conducting survey on the basis of company's financial performance. In this survey I have prepared a list of questionnaires relating to companies. I kindly request you to spare a few minutes from your precious time and fill this form. This information will be kept confidential and will be used only for academic purposes.

Regards,
Deepika R

Questionnaires

1. Gender

- Male
- Female

2. Age

- Above 18 up to 25
- Above 25 up to 30
- Above 30 up to 35
- Above 35

3. Qualification

- Under Graduate
- Post Graduate
- Diploma
- Ph. D or Professional Degree

4. Category

- Manager/ Owner
- Employee
- Interns
- Others

5. In your opinion, which areas of the company's financial performance need improvement?

- Revenue Generation
- Cost Management
- Debt Reduction
- Investment Strategies

6. What strategies would you suggest to improve the company's profitability?

- Streamlining operations
- Negotiating better supplier contracts
- Implementing pricing optimization strategies
- Other:

7. In your opinion, what are the biggest financial challenges the company is facing?

- High operating costs
- Declining revenue
- Cash flow issues
- Excessive Debt

8. Identify a possible area in which and where the financial position could be improved

- Forecasted financial information
- More information concerning risk management
- Competitive Analysis
- Sectoral information

9. Which of the following best describes KOI SOLUTIONS growth or decline in revenue and staff over the past three years?

- Fast growth
- Slow growth
- Stable
- Slow decline

10. To what extent you are familiar about company's financial performance

- Extremely Familiar (100%)
- Very Familiar (80%)
- Not Familiar
- Slightly Familiar (50%)

11. How does understanding financial performance empower you in your decision making within your role?

- It allows individual to allocate resources effectively
- It enables individual to prioritize tasks based on financial impact
- It helps individual identify cost - saving opportunities
- It allows individual to make data driven decisions

12. How important do you consider the financial performance of the company in your overall satisfaction?

- Very important
- Important
- Neutral
- Not important

13. How much do you believe the financial health of the company affects job security and stability?

- Significantly
- Moderately
- Slightly
- Not at all

14. To what extent do you think company's financial performance impacts individual person morale and motivation?

- Strongly
- Somewhat
- Little
- Not at all

15. Based on your knowledge how would you rate company's financial performance over the past year?

- Excellent
- Good
- Fair
- Poor

BIBLIOGRAPHY

- ⊙ Bukvic, R., & Pavlovic, R. (2023). The Cash Flow Concept in Modern Financial Analysis of Internal Sources of Companies' Investment Financing. *Munich Personal RePEc Archive*, 7, 111-132.
- ⊙ Afes, W., & Jarboui, A. (2023). The impact of corporate governance on financial performance: A cross-sector study. *International Journal of Disclosure and Governance*, 20, 374-394.
- ⊙ Decamps, J.-P., & Villeneuve, S. (2022). Learning about profitability and dynamic cash management. *Journal of Economic Theory*, 205, 1-58.
- ⊙ Venkataraman, P., & Subramania, K. (2022). An Empirical Analysis of Financial Performance of Selected Oil Exploration and Production Companies in India. *International Journal of Engineering and Management Research*, 12(3), 113-118.
- ⊙ Sihombing, R., Maffet, M. G., & Ilham, R. N. (2022). Financial Ratio Analysis and Common Size to Assess Financial Performance at PT Astra Agro Lestari Tbk and Its Subsidiaries. *Journal of Accounting Research, Utility Finance and Digital Assets*, 1(2), 139-147.
- ⊙ Lanemey, B. P., Sumanti, E. R., & Aseng, A. C. (2022). An Empirical Study of Quick Ratio and Profitability on Manufacturing Firms in Indonesia. *Society*, 10(2), 426-434.
- ⊙ Sukenti, S., (2022). Liquidity And Profitability Analysis. *Dinasti International Journal of Digital Business Management*, 3(6), 993-1002.
- ⊙ Gu, J. (2022). An empirical study on the relationship between corporate internal control and financial performance of listed companies. *SHS Web of Conferences*, 4, 16.
- ⊙ Yakob, S., & Ahmad Rusli, R. Z. (2021). Financial Literacy and Financial Performance of Small and Medium-sized Enterprises. *The South East Asian Journal of Management*, 15, 72-96.
- ⊙ Aigbedo, H. (2021). An empirical analysis of the effect of financial performance on environmental performance of companies in global supply chains. *Journal of Cleaner Production*, 278, 121-741.
- ⊙ Ahmed, N., Senan, M., Ahmad, A., Anagreh, S., Tabash, M. I., & Al-Homaidi, E. A. (2021). An empirical analysis of financial leverage and financial performance: Empirical evidence from Indian listed firms. *Investment Management and Financial Innovations*, 18(2), 322-334.
- ⊙ Faque, M. (2021). Cash management strategies and firm financial performance: A comprehensive literature review. *Bussecon Review of Finance & Banking*, 3(4), 23-30.
- ⊙ Hymavathi, C., & Nikhila, K. N. (2021). Cash Flow Statement Analysis. *Dogo Rangsang Research Journal*, 8(14), 300-306.
- ⊙ Hameed, R. A., & Tsoho, G. (2020). Effects of financial performance and firm size on firms' value: Empirical study of insurance companies in Nigeria. *International Journal of Management and Social Science*, 03, 15-31.
- ⊙ Keerthi, K., & Eswari, S. (2020). A Study on Financial Performance Using Ratio Analysis of Kumbakonam Central Co-Operative Bank. *ICTACT Journal on Management Studies*, 6(3), 1273-1275.
- ⊙ Iwamoto, H., Suzuka, A., Al-Homaidi, H. (2019). An empirical study on the relationship of corporate financial performance and human capital concerning corporate social responsibility: Applying SEM and Bayesian SEM. *Accounting Corporate Governance & Business Ethics*, 6, 1-21.
- ⊙ Basu, T. (2019). Financial Performance of NBFC – An Empirical Study on Selected Assets Finance Companies. *Journal of Emerging Technologies and Innovative Research (JETIR)*, 6(1), 677-684.
- ⊙ Vyas, K. (2018). An Empirical Study of Financial Performance of Selected Power Generation Companies of India. *Vidhyayana - An International Multidisciplinary Peer-Reviewed E-Journal*, 4, 1-11.

- ⊙ De, A., & Banerjee, A. (2017). Prediction of corporate financial performance: An empirical study on listed companies in India. *Proceedings Journal of Education, Psychology and Social Science Research*, 4(1), 96-105.
- ⊙ Jajale, A. A., & Ali, P. A. I. (2017). Effect of Cash Management on The Financial Performance of Commercial Banks in Mogadishu, Somalia. *IJRDO-Journal of Business Management*, 3(8), 52-76.
- ⊙ Gowsalya, R. S., & Mohammed Hasan, M. (2017). Financial performance analysis. *International Journal for Research Trends and Innovation*, 2(6), 93-98.
- ⊙ Noman, S., Fatima, S. S., & Shahlal, R. (2016). An Empirical Analysis of Financial Performance of Conventional Banking Sector in Islamic Republic of Pakistan. *Global Journal of Management and Business Research: C Finance*, 16(2), 45-56.
- ⊙ Al Smirat, B. Y. (2016). Cash Management Practices and Financial Performance of Small and Medium Enterprises (SMEs) in Jordan. *Research Journal of Finance and Accounting*, 2(7), 98-107.
- ⊙ Arimany, N., & Viladecans, C. (2015). Analysis of the Cash Flow Statement's Usefulness: An Empirical Study. *European Accounting and Management Review*, 2(1), 75-100.
- ⊙ Oral, C., & Akkaya, G. C. (2015). Cash Flow at Risk: A Tool for Financial Planning. *Procedia Economics and Finance*, 23, 262-266.
- ⊙ Kroes, J. R., & Manikas, A. S. (2014). Cash flow management and manufacturing firm financial performance: A longitudinal perspective. *International Journal of Production Economics*, 148, 37-50.
- ⊙ Mohammadi, M., & Malek, A. (2012). An empirical study of financial performance evaluation of a Malaysian manufacturing company. *Academica Science Journal Economica Series*, 1(1), 95-102.
- ⊙ Dufera, A. (2010). Financial performance evaluation (Vol. 01, pp. 1-95). Mekelle University.
- ⊙ Reddya, K., & Gordon, L. W. (2010). The Effect of Sustainability Reporting on Financial Performance: An Empirical Study Using Listed Companies. *Journal of Asia Entrepreneurship and Sustainability*, 6(2), 19-42.
- ⊙ Sanoval, E. (2001). Financial Performance Measures and Shareholders Value Creation: An Empirical Study for Chilean Companies. *The Journal of Applied Business Research*, 17, 109-122

REFERENCE

- ✓ https://mpa.ub.uni-muenchen.de/116053/1/MPRA_paper_116053.pdf
- ✓ <https://link.springer.com/article/10.1057/s41310-023-00182-8>
- ✓ <https://www.sciencedirect.com/science/article/abs/pii/S0022053122001120>
- ✓ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4136624
- ✓ https://www.researchgate.net/publication/371427924_FINANCIAL_RATIO_ANALYSIS_AND_COMMON_SIZE_TO_ASSESS_FINANCIAL_PERFORMANCE_AT_PT_ASTRA_AGRO_LESTARI_TBK_AND_ITS_SUBSIDIARIES
- ✓ <https://scholar.archive.org/work/o7pwgz225radxnd7jqg4vp2rya/access/wayback/https://society.fisip.uib.ac.id/index.php/society/article/download/470/376>
- ✓ <https://dinastipub.org/DIJDBM/article/download/1514/1043/4612>
- ✓ https://www.shs-conferences.org/articles/shsconf/pdf/2022/21/shsconf_emsd2022_01036.pdf
- ✓ <https://scholarhub.ui.ac.id/cgi/viewcontent.cgi?article=1068&context=seam>
- ✓ <https://www.sciencedirect.com/science/article/abs/pii/S0959652620317881>
- ✓ https://www.researchgate.net/publication/352734498_An_empirical_analysis_of_financial_leverage_and_financial_performance_Empirical_evidence_from_Indian_listed_firms
- ✓ <https://www.bussecon.com/ojs/index.php/brss/article/view/295/143>
- ✓ https://www.journaldogorangsang.in/no_2_Book_21/42.pdf
- ✓ <https://www.gijmss.com.ng/index.php/gijmss/article/download/10/9>
- ✓ https://ictactjournals.in/paper/IJMS_V6_I3_Paper_5_1273_1275.pdf
- ✓ <https://www.tandfonline.com/doi/full/10.1080/23311975.2019.1656443>
- ✓ <https://www.jetir.org/papers/JETIR1901790.pdf>
- ✓ <https://www.vidhyayanaejournal.org/journal/article/view/106>
- ✓ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3169806
- ✓ <https://www.ijrdo.org/index.php/bm/article/download/1416/1340/>
- ✓ <https://www.ijrti.org/papers/IJRTI1706020.pdf>
- ✓ https://globaljournals.org/GJMBR_Volume16/4-An-Empirical-Analysis-of-Financial.pdf
- ✓ <https://core.ac.uk/download/pdf/234631241.pdf>

- ✓ https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2737292
- ✓ <https://www.sciencedirect.com/science/article/pii/S2212567115003585>
- ✓ <https://www.sciencedirect.com/science/article/abs/pii/S0925527313004672>
- ✓ https://www.researchgate.net/publication/234035626_An_Empirical_Study_of_Financial_Performance_Evaluation_of_a_Malaysian_Manufacturing_Companyx
- ✓ <https://core.ac.uk/reader/29136090>
- ✓ <https://researchcommons.waikato.ac.nz/items/6630c46c-43e1-4876-8f37-5f443c6061d9>
- ✓ <https://clutejournals.com/index.php/JABR/article/view/2239/2275>

