

A COMPREHENSIVE STUDY ON FINANCIAL ANALYSIS REFERRING TO FINANCIAL PLANNING AND STRATEGY IN RUBY BUILDERS & PROMOTERS

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ABSTRACT

This Project dealing with the financial analysis of Ruby Builders with emphasis on financial strategy and planning can't be dealt without focusing on financial structure of the organization. So, the core of the project entirely depending upon financial structure, its statement and other materials; It is to be understood that financial strategy and its planning is analyzed only with the aid of the materials financially important.

This project also shows how the financial importance of an organization is cuddled with. Since the boom of Real Estate industry, its demand peaked to its heights both amongst common citizens and governments across seas. So it became essential here in this project to understand the organizations financial dependency based on which an organization carries out all its operations both internally and externally.

This project "A COMPREHENSIVE STUDY ON FINANCIAL ANALYSIS REFERRING TO FINANCIAL PLANNING AND STRATEGY IN RUBY BUILDERS & PROMOTERS" according to the title's justification gives a clear-layman approach and a complicated-professional approach, understanding & analyzing all capable themes, and also suggests solutions to the problems that arise due to certain variances. Ruby Builders being one amongst the leading realtors in real estate in Chennai and across the states, this project is like researching a small drop of water to understand the ocean's nature.

KEYWORDS: financial strategy, financial analysis and financial planning.

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