



Research Article

Performance analysis of sugar industry – DuPont analysis

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SUMMARY : Financial performance is fundamental to the success and sustainability of any business. Despite several measures of success that business organizations strive for such as status, market share etc., the bottom line for any business is to be financially successful; otherwise the business becomes unsustainable in the long run. The key financial performance measures that are mainly used by most businesses are DuPont analysis. It used to dissect the firm's financial statements and assess its financial condition. The DuPont analysis of financial performance results showed that the level of performance the sugar sector companies was fair and it should be improved by the sample sugar companies by improving the total asset turnover ratio.

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