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B.Com Sem IV

* Objectives or Goals of financial Management :-

The primary objectives of financial management are -

- ① Wealth maximization - Maximizing shareholder wealth by making decisions that increase the value of the company's shares.
- ② Profit Maximization - Maximizing profits by optimizing the use of resources, reducing costs and increasing revenue.
- ③ Risk minimization - Minimizing financial risks by diversifying investments, hedging against potential losses, and maintaining a stable financial position.
- ④ Liquidity Management - Ensuring that the company has sufficient liquidity to meet its financial obligations, such as paying bills and debt on time.
- ⑤ Financial stability - Maintaining a stable financial position by managing debt, maintaining a healthy cash flow, and avoiding financial distress.