

Trend Analysis On Future Lifestyle Fashions Limited In Regard With Revenue And Profits

Mrs Judith Priya .R

Assistant Professor

Department of BComPA

PSGR Krishnammal College For Women, Coimbatore

Mobile No:81900 79990, E-mail: judithpriyar@gmail.com

Ms Pooja Giridharan

Ms Srinidhi S

Ms Soundarya P

Final year BComPA Students

**PSGR Krishnammal College
For Women, Coimbatore**

**Mobile No:96559 87820, 94875
08939, 63746 07011**

E-mail: pooja219911@gmail.com

Abstract

Trend analysis helps to analyse the change in trend of a particular segment. This helps the company to understand its performance whether its planned objectives are achieved. Trend analysis is a technique used in technical analysis that attempts to predict the future stock price movements based on recently observed trend data. Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. This will help the company to focus on its strength and increase the trend in the sectors that it needs to concentrate.

Keywords: *Comparative, Performance, Trends*

I INTRODUCTION

The Trend Analysis module allows you to plot aggregated response data over time. This is especially valuable, if you are conducting a long running survey and would like to measure differences in perception and responses over time. Trend Analysis can be extremely valuable as an early warning indicator of potential problems and issues with product line and service level

Our Heritage

ISSN: 0474-9030
Vol-68-Issue-44-February -2020

changes that impact customers. If you see a dip in the "mean" for a Continuous Variable satisfaction question after a particular "marketing event" you can immediately start investigating the dip and explore causes of the decrease in satisfaction levels. It can also be used to gauge response rates overtime.

Benefits

1. It helps in predicting new business entrants, and allows the business to develop strategies to uphold their industrial position.
2. It facilitates businesses and organization to take strategic decisions to further expand their business.
3. It is extremely useful as an indicator to analyze changes that needs to be brought in with respect to services provided by the business.
4. It helps in identifying the areas in which the business is performing well and duplicate the strategies for business expansion.

II. OBJECTIVE

To analyse the trend of future lifestyle fashion limited in regard with revenue and profits.

III. REVIEW OF LITERATURE

Enyi, Patrick Enyi (2019)^[1], in their study on “relational trend analysis: a simple and effective way to detect financial statement fraud” stated the theories and techniques employed in financial statements analysis and highlighted areas of strengths and weaknesses for each. An attempt to use a new method called relational trend analysis to improve the deficiencies of forerunners shows promising results as the computed trends highlighted problem spots with the required precision. With this easy to apply solution it is now possible to timely detect financial statements frauds without the need for advanced mathematical modeling.

Manish Roy Tirkey and Mustafa Osamah (2013)^[2], in their study on “Ratio analysis used to compare the performance of Tata Steel and Jindal Steel”, has used various ratios and has analyzed the clear position of Tata Steels in a better way of comparison to Jindal Steels. This study has made an attempt to evaluate the performance and showed its level through graph.

IV. RESEARCH METHODOLOGY

This study is based on the secondary data taken from the financial statements of the Future Lifestyle Fashions Limited, the journals and other articles.

V. LIMITATION

This analysis is done for the data of Future Lifestyle Fashions limited and pertains to a period of five years only.

VI. DATA ANALYSIS

Trend analysis of revenue of future lifestyle fashions limited

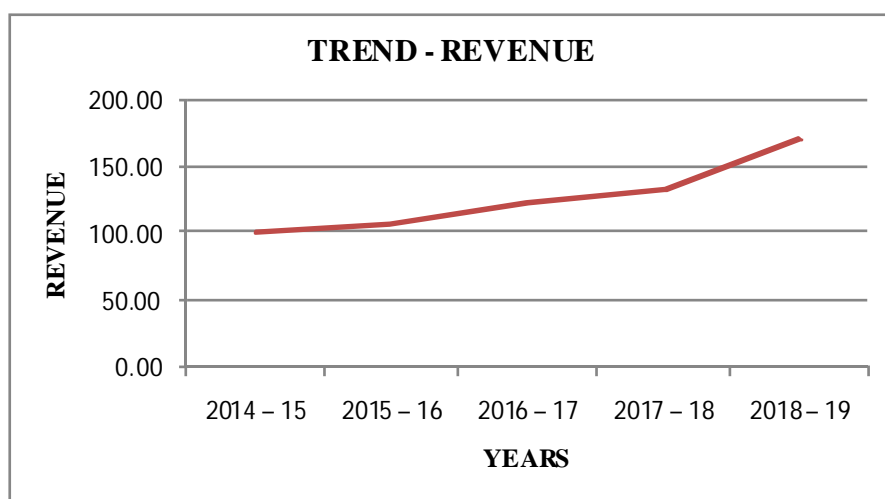
(Rs. In crores)

Table 1: Revenue

YEARS	REVENUE	TREND
2014 – 15	3134.09	100.00
2015 – 16	3300.19	105.30
2016 – 17	3877.07	123.71
2017 – 18	4219.15	134.62
2018 – 19	5377.41	171.58

Source: computed data

Chart 1: Trend On Revenue Of Future Lifestyle Fashions Limited



Interpretation

From the above table and chart we can understand that there is a constant growth in the revenue of the future lifestyle fashions limited. In our period of analysis the year 2018 – 19 has the highest revenue. From the analysis we can forecast that in future there will be increase in the revenue of the company .

Trend analysis on the profits of future lifestyle fashions limited

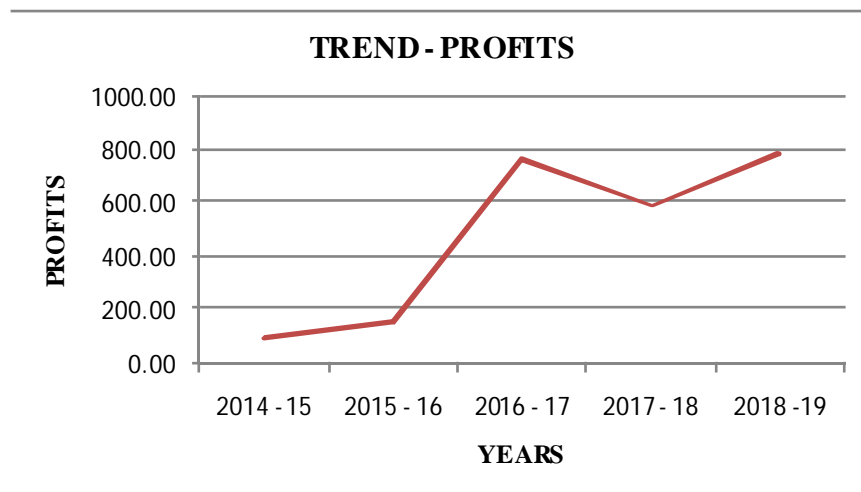
(Rs. In crores)

Table 2: Profits

YEARS	PROFITS	TREND
2014 - 15	18.55	100.00
2015 - 16	29.47	158.86
2016 - 17	142.55	768.46
2017 - 18	110.51	595.74
2018 -19	145.37	783.66

Source: computed data

Chart 2: Trend On Profits Of Future Lifestyle Fashions Limited



Our Heritage

ISSN: 0474-9030
Vol-68-Issue-44-February-2020

Interpretation:

From the above table and chart we can understand the trend of the profits of the future lifestyle fashions limited. We can see that there is tremendous growth in the profits of the company up until 2016 – 17. In 2017 – 18 there is decline in the profits of the company due various reasons. But in 2018 – 19, the company has recovered and there is a growth in the profits of the company. With this data, we can predict that there will be growth in the profits of the company in the future.

VII. CONCLUSION:

The study has enabled us to understand that Future Lifestyle Fashions LTD has a steady increase in the total revenue from the year 2015 to 2019. It is also evident that there has been a gradual increase of net profits in the first two years and from the year 2016 onwards the profits have increased multi-fold, which is depicted in the above bar diagrams.

REFERENCE:

Enyi and Patrick Enyi(2019)^[1], Relational trend analysis: A simple and effective way to direct financial statements fraud, International Journal of Scientific and Research Publications.

Manish Roy Tirkey& Mustafa Osamah (2013)^[2],Ratio analysis used to compare performance of Tata Steel and Jindal Steel, IOSR Journal of Business Management

Webreference:

www.investopedia.com