AN ANALYSIS OF ASSET MANAGEMENT WITH REFERENCE TO LUMINSENSE TECHONOLOGIES PRIVATE LIMITED

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ABSTRACT

These are new investment methods, regulatory and legal developments and the role of technology as a game changer in asset management. The discussion gives the same weight to the theoretical and practical aspects of asset management. The focus is on portfolio constructions, asset pricing on the theoretical side. The applied chapters contain an asset management industry overview, introduce to data analytics, block chain and crypto currency, demographics and technology. An asset management is the organized method of introducing operating improving and disposing of the various asset in the cost effective way the data used for the study is secondary data collected through the journal ,magazines, and websites .the data was evaluate with the financial tool ie .trend analysis ,ratio analysis the analytical research design as been used for the study The study on asset management is to know about the sensitive analysis of the assert that as been carried out to identify the sensitive prioritization of the life cycle of the asset and this study helps to know about the various cost of the asset and to know about the overall asset management of the company and to increase and decrease percentage of the asset An efficient management ensures the continuously improvement in the maintaining of the various asset at various perspective it also helps to about maximization of the asset and to reduction of the cost and efficient management goes way the in along way in successful running and the survival of the business firm .the study is been concluded that the performance on the Lumisense technologies are not efficiently utilizing the asset so there will be an meager in the position of the asset in the company so this study helps to maximization of the asset and in cost effective way.

KEYWORD: *ASSET MANAGEMENT, ANALYTICAL RESEARCH DESIGN.*

1.INTRODUCTION

Asset management is the process of developing, operating, maintaining, and selling assets in a cost-effective manner. Most commonly used in finance, the term is used in reference to individuals or firms that manage assets on behalf of other entities. Every company needs to keep track of its assets. That way, the relevant stakeholders will know just what assets are available and what can be used to provide optimal returns. The assets owned by any business fall into two main categories: fixed and current assets. Fixed or non-current assets refers to assets acquired for long-term use while current assets are those that can be converted into cash within a short amount of time. Asset management is an organized method of introducing, operating, preserving, improving and disposing of various assets in a cost-effective way. Hence, this may refer to the management of tangible assets

such as property, land, and equipment and intangible assets such as securities, bonds, intellectual property or human capital.

1.1 Types of the asset

A company's financial statement will generally classify its assets into distinct categories, including fixed assets and current assets.

- Fixed assets, also known as property, plant, and equipment (PP&E) and as capital assets, are tangible things that a company expects to use for more than one accounting period.

- Current assets, such as cash and inventory, are items that the company expects to use up or sell within a year.

1.2 NEED FOR THE STUDY

Assets play a very important role in management of company's objectives. Every business is comprised of unique assets, however, many businesses do not realize that many of their assets are eligible to be reclassified into shorter "tax lives." A Fixed Asset Study provides the greatest benefit to a profitable business that has, or is expecting, to pay Central and multiple state taxes. A business decides to move forward with the Asset management Study, it is important to carefully analyze as to ensure effective identification and classification of company's assets and in turn help you drive down costs and maximize savings.

1.3 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- To analyze the Asset Management In Lumisense Technologies Private Ltd, Chennai

SECONDARY OBJECTIVES

- To evaluate the asset management efficiency in the company for the financial years 2014-15 to 2018-19
- To identify the growth trend of assets of company
- To offer suggestions based on the findings for better current asset management of the concern.

1.4 SCOPE OF THE STUDY

The main scope to the study is to evaluate analyzes and understand the current asset management and to know the influence of the components of current asset on sales for the financial year 2014-15 to 2018-19. The scope of this research is to find the increase or decrease in the financial performances of the company by comparing the past year data. To analyse the parameters of profitability and financial position of the company. This study aims at providing the insight into financial position by comparing the balance sheet of lumisense technologies at chennai.

1.5 REVIEW OF LITERATURE

Anniac Jugoslav et al. "*Financial aspects of current assets management in Serbian economy.*" Journal of Process Management. New Technologies 5.2 (2017): 36-44.J Aničić, N Simić, V Petrović of Process Management 2017 scindeks.ceon.rs Efficient current assets management should provide optimum level of company's net current assets as interrelation between current assets and short-term liabilities. The companies whose short-term liabilities are not proportionate to cashable current assets face the problem of insolvency and all negative consequences caused by insolvency. Rate of return to total assets measures how good is the management's use of the company property for the purpose of creating operating profit, regardless of the fact how these assets are financed. Serbian economy is burdened by insolvency and significant indebtedness under unfavorable loan terms, so adequate attention has to be dedicated to the matters of the structure of operating property and its financing in order to improve competitiveness and efficiency of business.

Sharma, Vijay Kumar. "*A Comparative Analysis of Nonperforming Assets Management in Nationalised Banks of India (*For the period 2011–12 to 2015–16)." International Journal of Engineering and Management Research

(IJEMR) 7.1 (2017): 176-183.VK Sharma - … Journal of Engineering and Management …, 2017 - indianjournals.com Financial experts have developed two approaches to measure the required return of stock, those are the Capital Asset Pricing Model (CAPM) and Arbitrage Pricing. Theory (APT). CAPM explains that stock return is the sum of the risk free rate plus beta times the excess return. While APT explain that return can be predicted by using a number of macro factors (such as GDP, inflation, and others).The purpose of this study was to determine whether there is an effect of the market excess return on LQ45 companies stock returns (using CAPM) and also whether there is an effect of the variable / factor Arbitrage Pricing Model(APT) as Gross Domestic Product and Interest rate on stock returns in period 2008-2010. By using multiple regression, the results show that CAPM and APT, with the t-test and F-test results are very significant. Based on coefficient of determination, APT is better than CAPM in predicting stock returns.

1.6 RESEARCH METHODOLOGY

Research is common dialect refers to such for knowledge research methodology is a way to systematically solve the research problem. It may be understood as science of systematically. Research consists of various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

Tools to be used

Trend analysis
Ratio analysis

1.7 LIMITATIONS OF THE STUDY

Due to the time constrains the researcher has made use of pertaining to five financial years period from 2015-14-2018-19

The study is limited to Lumisense technologies industries only

Qualitative data cannot be taken.

2. DATA ANALYSIS AND INTERPRETATION

TABLE 1, Table showing Current Ratio for the financial year 2014-15 to 2018-19Current ratio =Current asset/Current liability

Year	Current assets	Current liability	Current ratio
2014-15	39,245.62	1,883.92	20.83
2015-16	41,037.46	2,704.51	15.17
2016-17	53,521.11	3,014.32	17.76
2017-18	6,532.37	3,564.67	1.83
2018-19	6,641.41	3,736.01	1.78

SOURCE: Secondary data

Interpretation

The value of current ratio is increasing and decreasing year by year. This indicates the liquidity position of the company is not good. Current liabilities are decreasing year by year is the reason. The company's current ratio in the year 2014-15 was 20.83, in the year 2015-16 was 15.17, in the year 2016-17 was 17.76, in the year 2017-18 was 1.83, in the year 2018-19 was 1.78.

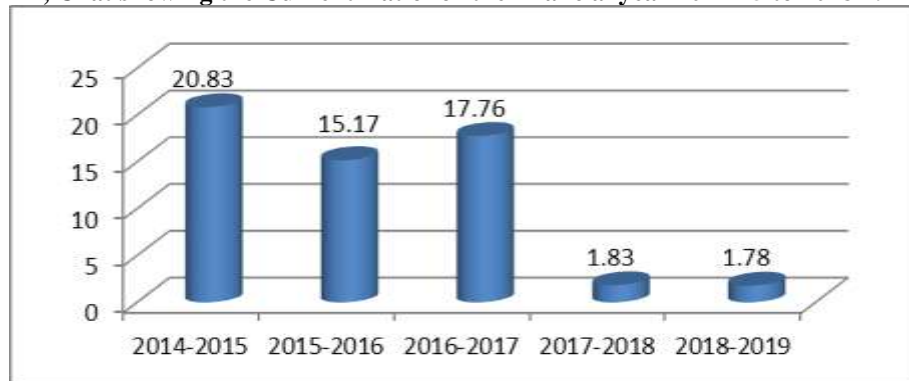**CHAT 1, Chat showing the Current Ratio for the financial year 2014-15 to 2018-19**

Table 2 , showing the proprietory ratio for the financial year 2014-19 Proprietory ratio = Shareholders fund / Total asset

Year	Shareholder's funds	Total assets	Ratio
2014-15	4,056.34	74,120.53	0.054
2015-16	4,733.10	83,429.07	0.057
2016-17	5,464.78	102,239.56	0.053
2017-18	6,527.82	121,720.44	0.053
2018-19	7,576.36	146,733.85	0.051

SOURCE: Secondary data

Interpretation

The company's proprietary ratio in the year 2014-15 was 0.054, in the year 2015-16 was 0.057, in the year 2016-17 was 0.053, in the year 2017-18 was 0.053, in the year 2018-19 was 0.051.In the year 2015-2016 the proprietary ratio was (0.057) higher in the last five year

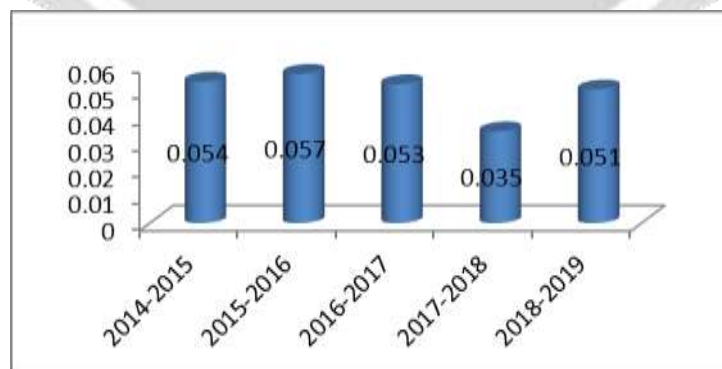**CHAT 2, Chart showing the Proprietory Ratio for the financial year of 2014-15 to 2018-19**

TABLE 3, Showing the Trend Analysis of net fixed assets for the financial year of 2014-15 to 2018-19

Year	Net fixed assets	Trend
2014-15	298.43	100
2015-16	447.25	149.86
2016-17	538.47	180.43
2017-18	581.29	194.78
2018-19	595.22	199.45

SOURCE: Secondary data

Interpretation

The above table shows the trend percentages for net fixed assets. The first year consider as base year 100% for the year 2014-15, 149.86% for the year 2015-16,it was 180.43% for the year 2016-17, 194.78% for the year 2017-18 and it was 199.45% for the year 2018-19.

CHAT 3, Chart showing the trend analysis of Net fixed Asset for the financial year 2014-15 to 2018-19
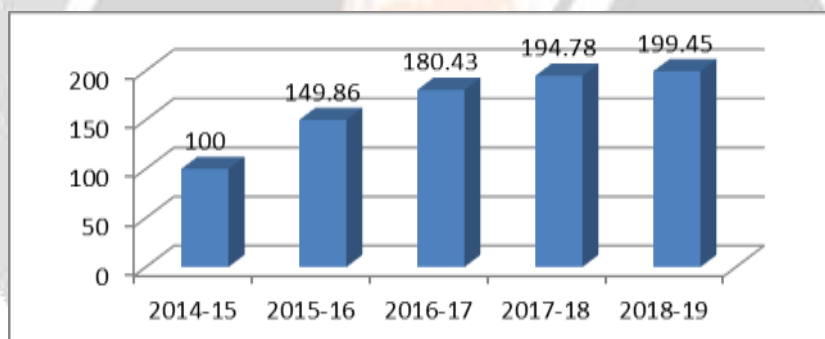
TABLE 4, Showing the Trend Analysis of current assets for the financial year 2014-15 to 2018-19

YEAR	Current assets	Trend
2014-15	39,245.62	100
2015-16	41,037.46	104.56
2016-17	53,521.11	136.37
2017-18	6,532.37	16.64
2018-19	6,641.41	16.92

SOURCE: Secondary data

Interpretation

The above table shows the trend percentages for current assets. The first year consider as base year 100% for the year 2014-15, 104.56% for the year 2015-16,it was 136.37% for the year 2016-17, 16.64% for the year 2017-18 and it was 16.92% for the year 2018-19.

CHAT 4, Chat Showing the trend analysis of Current Asset for the financial year2014-15 to 2018-19
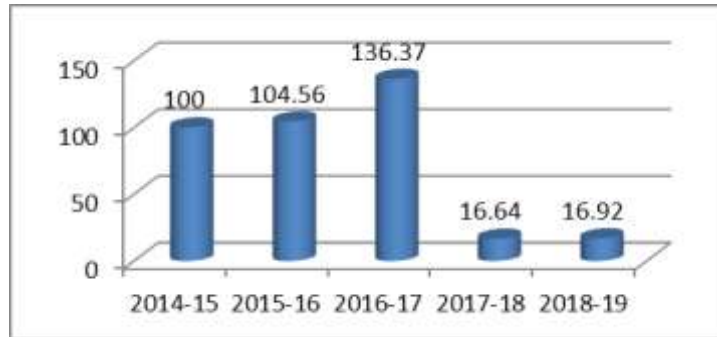
3. FINDINGS AND SUGGESTIONS

- The value of current ratio is increasing and decreasing year by year. This indicates the liquidity position of the company is not good. Current liabilities are decreasing year by year is the reason.
- The proprietary ratio for the period of 2015-16 was increasing for 0.057compared to other year ratios.
- The first year consider as base year 100% for the year 2014-15, 149.86% for the year 2015-16,it was 180.43% for the year 2016-17, 194.78% for the year 2017-18 and it was 199.45% for the year 2018-19.
- The first year consider as base year 100% for the year 2014-15, 104.56% for the year 2015-16,it was 136.37% for the year 2016-17, 16.64% for the year 2017-18 and it was 16.92% for the year 2018-19.

On the basis of the findings, the following measures are suggested for improvements in the financial performance of the company further.

- The further shares are to be issued to increase the share capital and also to hike the leverage position of the company.
- The management of the company may try to decrease the amount of provision for tax so as to keep the amount of wealth of the real owners of the company, i.e., the shareholders.
- The earning capacity of the assets of the company is very meager, which shows that the management of the company has not used the assets effectively in generating the revenue. Hence, it would take necessary steps to improve the operating performance of the company through a productive use of the total assets.
- As the net profits to spread are only a small portion, therefore the company must try to improve its performance in the subsequent years.

4 CONCLUSION

The present day business world is becoming more and more complex thanks to dynamic and diverse activities under these circumstance it is imperative for every management to evolve plans to overcome the business obstacles particularly with the help of an effective financial management. The project work entitle "an analysis of asset management" was undertaken with the objectives of assessing the performance of current asset management i.e. the existing system of inventory, management of the company. The financial data, where analyzed with the help of ratio analysis and suggestion were for the improvement of the management of current asset during the period of study, there were a few up's and down's in current asset. But it did not affect the operation of the company to a great extent. It was observed that the overall financial position of company was good

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