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FINANCIAL RISK MANAGEMENT AND ELIMINATION METHODS: ANALYSIS OF FINANCIAL INDICATORS ON THE EXAMPLE "ANJOY" LLC

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Abstract. The overall development of the frozen food industry in foreign countries is relatively mature, while China's frozen food industry started relatively late globally. Driven by the entry of capital and technology into the Chinese market, the market economy of China's frozen food industry has developed rapidly. As a result, the frozen food industry in China has gradually emerged, catering to the current market demand and consumption concepts. As an established enterprise in China's frozen food industry, Joy Food Co., Ltd. adopts product diversification, technology and product innovation, and combines its own advantages to transform the consumption structure, occupying a part of China's consumption space and market position. Also expanding into different industry sectors.

In the context of this deepening, the pre packaged food industry has emerged, with fierce competition in new markets, lower product innovation barriers, more severe homogenization of products, endless emergence of large and small brands, and high substitutability and replicability. How Anjoy Food Group Co., Ltd. can continue to expand its market share and maintain a certain market position in the fierce competition, gradually increasing profits is a difficult problem. Small businesses and brands localized in small towns are gradually emerging locally, providing enormous pressure in the market. In addition, with the continuous increase in product costs, the contraction of environmental policies, and the upgrading of machinery and equipment, some consumers have nutritional biases and believe that frozen food has low nutritional value, which makes the profit margin for enterprises very small.

Anjoy Food aims to seize the window of consumer upgrading and technological change to achieve high-quality development. Financial analysis is an important part of enterprise management, and a reasonable and scientific analysis of the company's financial capabilities is crucial.

Only by clearly understanding the specific financial indicators of the company can it gain a competitive advantage in future development and ensure that the enterprise becomes a leader in the industry. in recent years.

Affected by market and economic downturn factors, various financial indicators are not ideal, and the development status of the enterprise is not optimistic. This article takes Anjoy Food Group Co., Ltd. as a typical representative and uses literature research, comparative analysis, ratio analysis, and case study methods to fully study the company's financial indicators and financial situation for specific analysis, reflecting how Anjoy Food can formulate plans, improve strategies, and take the path of sustainable development in the future development direction. It also brings deeper thinking to the transformation of the industry. Assist enterprises and industries in achieving stable development in the future economic market.

Keywords: financial indicators; financial analysis; joy company; frozen food industry; three major financial abilities.

1.Financial analysis

1.1. Profitability Analysis

Significant slowdown in income growth rate: The revenue of 15.127 billion CNY (+7.7 %) in 2024 is half of the growth rate of 15.29 % in 2023, mainly due to a 3.14 % decrease in revenue from traditional frozen rice products and a 80.44 % contraction in the leisure food business. The core increment comes from frozen prepared food (+11.41 %), dish products (+10.76%), and overseas markets (+30.76 %).

Weak profit growth: Net profit increased slightly by 0.46 % year-on-year (1.485 billion CNY), and the net profit margin decreased from 10.68 % in 2023 to 9.82 %. The fluctuation of raw material prices coupled with increased promotional efforts has hindered the repair of gross profit margin.

Rigid increase in costs: The surge in management expenses by 31.11 % and sales expenses by 6.53 % offset some of the revenue growth dividends.

1.2. Operational Capability Analysis

Inventory management optimization: The utilization rate of production capacity has increased to 97.15 %, and the inventory turnover days have improved, mainly due to the production of new bases in Guangdong, Shandong and other places, which have promoted the improvement of supply chain efficiency.

Channel payment pressure is evident: The year-on-year decline in accounts receivable turnover reflects the pressure on the dealer's capital chain, and the increase in the proportion of special direct sales and new retail channels (2024 new retail revenue +32.97 %) exacerbates the complexity of account period management

Asset efficiency differentiation: Total asset profit margin drops to 8.71 %.

1.3. Debt paying ability analysis

Short term debt pressure is controllable: The asset liability ratio will rise to 44.72 % in 2024, compared to 40.28 % in 2023, but the debt structure is mainly composed of operating liabilities, with a net cash flow from operating activities of 2.104 billion CNY (+7.58 %) in 2024 providing a buffer.

Balance dividends and capital investment: Dividend of 1.04 billion CNY in 2024 (accounting for 70.05 % of net profit), balancing shareholder returns and merger and acquisition funding needs

Long term investment overdraft cash flow: Net cash outflow from investment activities increased by 1 574.08 % year-on-year, mainly used for mergers and acquisitions (such as the acquisition of Jiangsu Dingweitai) and capacity expansion.

2. Core issue: It lies in cost pressure and the decline of industry dividends.

The price fluctuations of core raw materials such as freshwater fish and meat continue to squeeze profit margins, and profit improvement relies on economies of scale;

The year-on-year decline in accounts receivable turnover reflects the transmission of financial pressure from downstream distributors to the company; The demand for traditional frozen rice products is gradually decreasing.

3. Enterprise Strategy: Strategic Transformation

Upgrade channels: Consolidate the foundation of supermarket channels and expand high growth scenarios such as community group buying and catering special services.

Product high-end: Increase R&D investment in high value-added categories such as shrimp slides and pre made dishes, and increase R&D expenses to 97.21 million CNY (+2.90 %) in 2024, promoting the restoration of gross profit margin.

Supply chain integration: Controlling upstream resources of freshwater fish mince through mergers and acquisitions may increase cash flow pressure in the short term, but it is beneficial for cost control in the long run.

Conclusion: Anjing Food is currently in a critical period of transitioning from "scale expansion" to "quality growth", and its short-term performance is not ideal or will continue. However, the strategic direction of omnichannel layout and vertical integration of supply chain is in line with the long-term trend of the industry, and it is necessary to focus on the market acceptance of its high-end products and the effectiveness of mergers and acquisitions integration.

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MATLAB-BASED FINGERPRINTRE COGNITION SYSTEM BELARUSIAN STATE UNIVERSITYOF INFORMATICS AND RADIOELECTRO

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Abstract. This article systematically introduces the development of fingerprint identification technology and the current status of research