

**WORKING CAPITAL MANAGEMENT AND PERFORMANCE
OF DISRTIBUTION AGENT IN KATTANKUDY
DIVISIONAL SECRETARIAT**

by –

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Abstract

This paper is aimed at analyzing the relationship between Working Capital Management and performance of distribution agent in Kattankudy. The working capital management is measured by using four dimensions. Such as Inventory management, Receivable management, Cash management and Payable management. Profitability is measured by using one dimension as Return on capital Employed.

Moreover managers can create profits for their firms by handling correctly the cash conversion cycle and keeping each different component (Accounts receivables, Accounts payables, Inventory) to an optimum level.

This study consists of sample of 100 firms of Kattankudy. Primary data only collected for this study. Primary data collected from questionnaires. Sample of questionnaires were issued to 100 respondents of firms in Kattankudy. Univariate and SPSS package are used for the data analysis and presentation. Collected data were analyzed and evaluated as low level, moderate level and high level.

According to the results show that there is a low positive relationship between working capital management and performance of the distribution agent in Kattankudy.

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