

LEVEL 7 ASSESSMENT SPECIFICATION

Student name:	Ericson Hon Yin LAM	Student ID number:	2119644
Programme:	MBA		
Module:	Finance for Business Managers		
Module code:	HKBM7008	Contribution to Overall Module Assessment (%):	100%
Lecturer:	Dr Katherine Mo	Internal Verifier:	Dr Arion Wong
Assignment Title:	Assignment 1	Word count (or equivalent):	5,000 words ± 10%
Submission deadline:	5 September 2022	Return date of provisional marks & written feedback:	Within 10 days after submission
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 50%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

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Introduction

A car manufacturer, Geely Automobile Holdings Limited (the “Company” and its subsidiaries, collectively the “Group”) focuses on the design, production, and marketing of passenger automobiles. The majority of the items that the company offers are sold in China, but in recent years, it has significantly increased its export sales to other nations. The main shareholder of the company is Zhejiang Geely Holding Group Company Limited, a private company incorporated in the People’s Republic of China (the “PRC”), which is owned entirely by Mr. Li Shu Fu, the company’s significant shareholder and chairman of its Board of directors, and his associate (Geely, 2021). The company’s shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (“SEHK”). The Group also unveiled its “Smart Geely 2025” plan in October 2021, which will maintain it at the front line of the global automotive industry. The company launched two “Blue Geely Initiatives” in early 2021, focusing on developing intelligent hybrid cars and pure electric vehicles. The Group has created GEEA 2.0, a superior electronic and electrical architecture that serves as cars’ brains. Future versions of GEEA 2.0 will become GEEA3.0, ushering in a period in which intelligent automobiles would not only have access to centralized cloud computing capabilities but also be free from the constraints of domain management (Geely, 2021). The Group aspires to increase the Group’s annual sales amount objective of 3.65 million units of vehicle by 2025 with a total workforce of 44,000 employees committed to strengthening the Group’s key strengths in powertrain technology, product quality, customer contentment, and supply networks. As of 25 May 2022, the market capitalization was around US\$19 billion. This report will compare the overall performances of three companies and make relevant conclusions and recommendations of the automobile industry finance managers.

Financial Analysis

Following the HKFRSs issued by the HKICPA and the disclosure requirements of the Hong Kong Companies Ordinance, the directors are responsible for preparing consolidated financial statements that present an accurate and fair view. They are also accountable for establishing whatever internal controls they believe it is necessary to ensure the financial statements are free from material misstatement because of fraud or error (Geely, 2019). The directors are in charge of deciding whether the Group can continue as a going concern, leaking out related going concern information, and using the going concern basis of accounting when the consolidated financial statements preparation, only if they intend to liquidate the Group, cease operations, or have no other realistic option. The Audit Committee works with the directors to help monitor the Group's financial reporting procedures.

The auditor's goals are to achieve reasonable certainty regarding whether or not there are any significant misstatements in the consolidated financial statements as a whole, whether as a result of fraud or error and to publish an auditor's report that contains their view. The directors are the only Group to which the auditors submit their opinion report (Geely, 2020). For the contents of this report, the auditors disclaim all obligation to and responsibility to third parties. Although it is a high degree of assurance, reasonable assurance does not ensure that a significant misstatement will always be found in an audit carried out following HKSA's. Statements that, individually or together, may reasonably be anticipated to impact how users make economic decisions based on these consolidated financial statements are referred to as significant misstatements. Material misstatements can result from fraud or error.

Operational Review

Geely Automobile Holdings

Geely Automobile Holdings Ltd. (Geely Automobiles), a Chinese automaker, is involved in developing, manufacturing, marketing, and maintaining automobile products. The company produces five brands: Geely, Maple, Gleagle, Emgrand, and Englon. Additionally, it produces and launches self-developed engines, automatic and manual gearboxes, six-speed drive-by-wire automatic transmissions, and Euro 5 compatible engines on engine platforms with a range of 1 to 1.8 liters (Geely, 2021). A network of over 50 dealers in international markets supports it. The business is run by its two legal organizations, Geely Automobile Holdings and Zhejiang Geely Holding Group (Geely Holding Group) (Geely Automobile Holdings). The company operates in 36 nations. The headquarters of Geely Automobiles is in Wan Chai, Hong Kong.

Dongfeng Motor Group Company Limited

In 2021, the Group kept excellent growth in its overall operations throughout the year in the face of complex and changeable external aspects. Through measures like seizing the market, wiretapping internal potentials, eagerly cutting costs and increasing efficiency, and strengthening resource synergy, the Group also accomplished a double growth in income and profit and a double decrease in gearing ratio and interest-bearing responsibilities. For the period, the Group sold about 2,775,100 units, generated about RMB113,008 million in sales revenue, and made about RMB11,387 million in profit attributable to shareholders (Dongfeng, 2020). The company's passenger vehicles' sales volume was around 2,252,500 units, reflecting a decline of about 2.6 percent yearly due to the worldwide chip supply constraint. Among these, the joint ventures' sales of passenger vehicles were around 1,875,100 units, a decline of about 8.8 percent from the previous year.

Guangzhou Automobile Group Company Limited

Due to the growing negative strain on the economy in 2019, both output and sales in the domestic car sector witnessed continual negative growth. The Group has taken the lead in high-quality development in a challenging environment by implementing several beneficial and successful strategies, adhering to positive research and development, autonomous innovation, hastening the introduction of new products, and consistently enhancing product power. The worldwide research and development system reached a new level in 2019 (Guangzhou, 2021). The launch of the second MPV model Trumpchi GM6, the new generation GA6, the second

generation of the traditional model GS4, and the launch of the self-developed new energy vehicles Aion S and Aion LX have all been done to vigorously promote the integration of research, production, and sales of self-developed brands and to enhance their star product portfolios further. Among them, sales of independently designed new energy cars grew despite the poor trend and now reach 40,000 units annually, a rise of twofold over the same time in 2018.

Along with modifications in production and sales volume of self-developed brands and joint ventures, ancillary companies in the upstream and downstream of the industrial chain, such as financial services, parts, components, and commercial services, were somewhat impacted. The growth of primary enterprises was facilitated by the continuing synergistic impact among company sectors (Guangzhou, 2021). Among them, the Group started a pilot market operation in Guangzhou to further ameliorate the outbound service section of the GAC Group, promoted the strengthen and upgrading of the industry chain, and promoted the high-quality development of the Group to a new phase. The Group officially released the mobile mobility platform “On Time” in June 2019. To meet the Group’s primary business development needs, GAC Finance achieved significant success in new companies while continuing to strengthen its financial services capabilities.

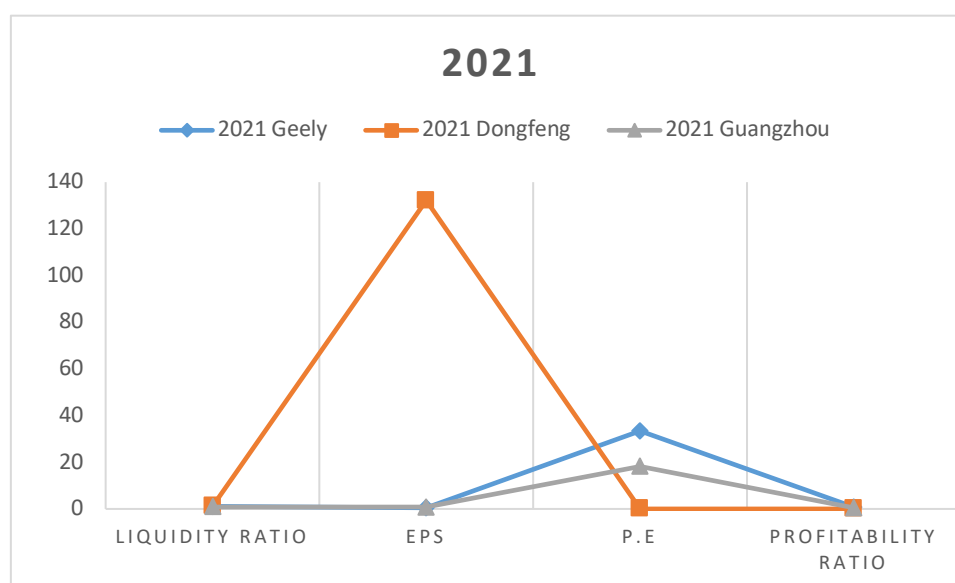
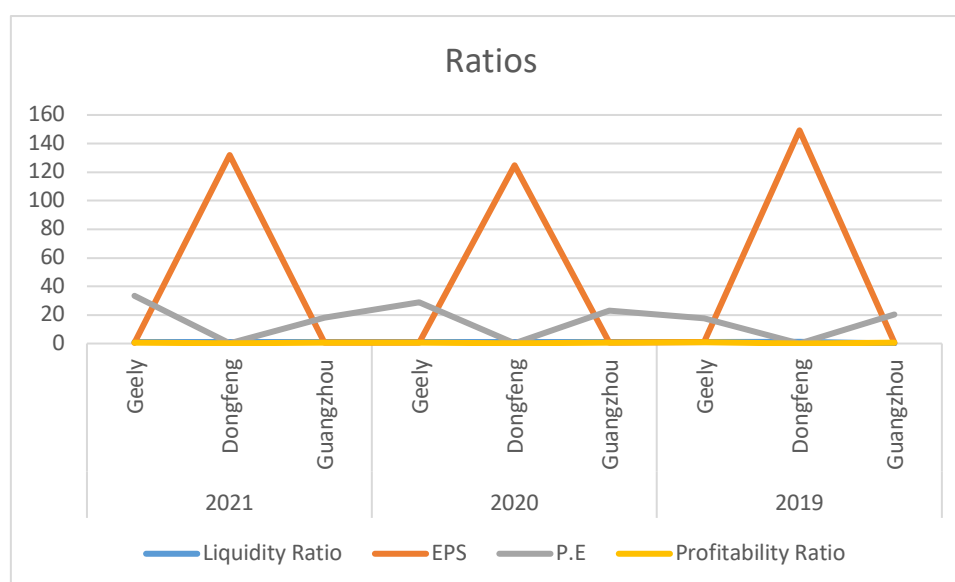
Challenges Ahead

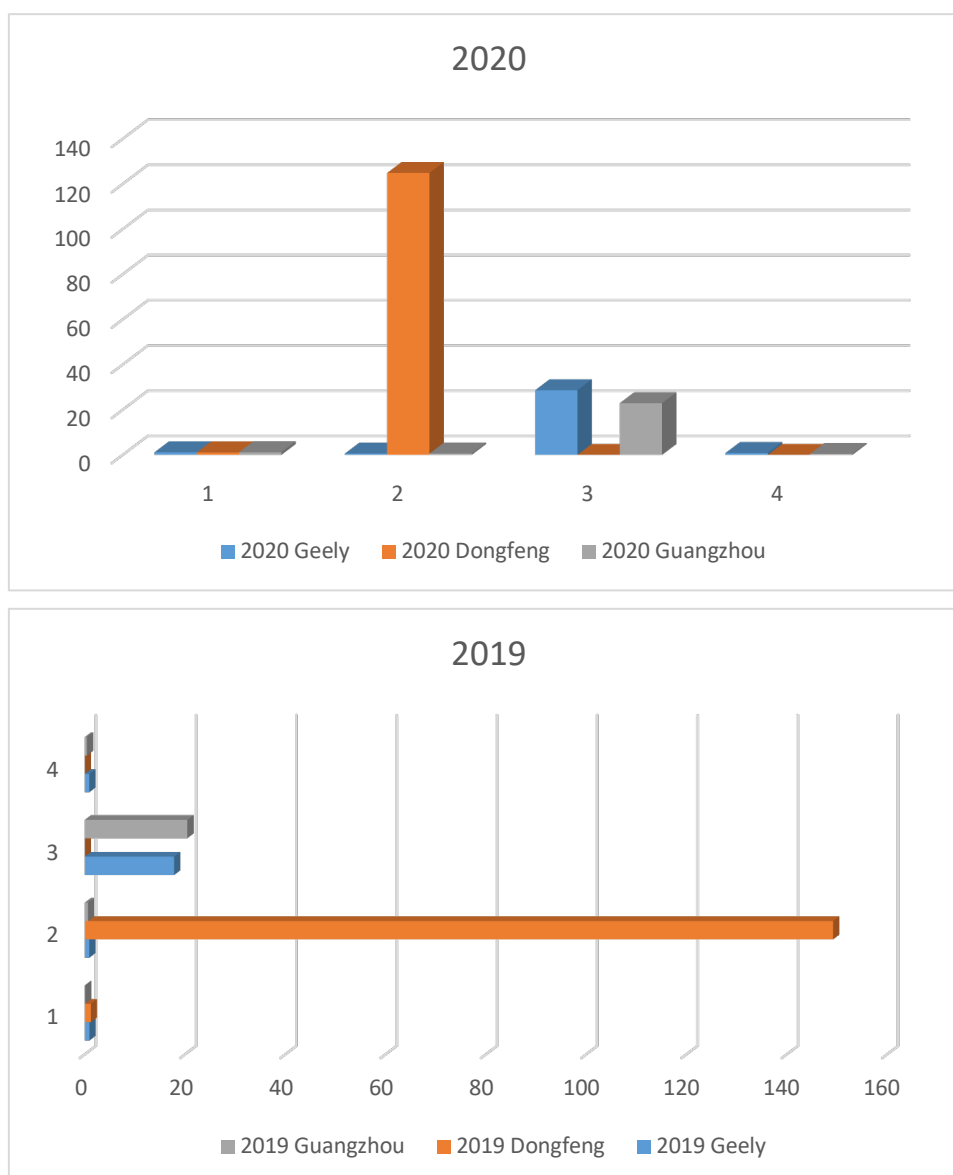
Vice President of Geely Holdings Li Donghui claimed that after acquiring Volvo in 2010, Geely had started on the path to success in foreign markets. Geely intended to continue expanding its global footprint by establishing 15 production facilities all over the world. Additionally, it aimed to treble the worldwide sales of its recently purchased Volvo brand and sell two-thirds of its vehicles outside China. The corporation expanded organically through partnerships, acquisitions, and existing automobile brands (Geely, 2021). By 2015, Geely intended to release several new automobile models, all of which would meet international emissions standards and be appropriate for export. These new models would serve both internal and foreign markets. Geely Automobile Holdings sought a 9 percent rise in sales to 460,000 units in 2012. They wanted to raise annual sales to 2 million vehicles by 2015, according to Liu Jinliang, the Group's Vice President for Sales and Marketing. The firm has grown thanks to improved people and technology globally.

“The track record of mergers and acquisitions in the automotive industry is appalling. The worst illustration of a failed marriage is Daimler Chrysler, which stands towering. Saab and Hummer were a complete mess because General Motors' partnerships with Isuzu, Suzuki, and Subaru didn't produce much either. Ford is sending Volvo off in a boat to China after Tata battled with Jaguar and Land Rover. Geely has to overcome significant obstacles to accomplish its lofty goals (Geely, 2021). Although the initial effort seemed successful, more work was required to integrate the Volvo. The moment was not suitable for the organization to savour its successes. Had Geely taken sufficient steps to raise Volvo's long-term prospects? What further plans might it have made to assure Volvo's existence and, in the event it didn't, strengthen its standing and reputation worldwide?

Interpretation of Relevant Ratios

Ratios	Year								
	2021			2020			2019		
	Geely	Dongfeng	Guangzhou	Geely	Dongfeng	Guangzhou	Geely	Dongfeng	Guangzhou
Liquidity Ratio	0.99	1.17	0.85	1.13	1.12	1.18	0.93	1.22	0.046
EPS	0.48	132.16	0.73	0.56	124.86	0.58	0.90	149.23	0.65
P.E	33.41	0.0026	18.2	28.64	0.0028	22.91	17.82	0.0023	20.45
Profitability Ratio	0.76	0.016	0.49	0.83	0.015	0.44	0.9	0.007	0.43





The capacity of a business to earn money (profit) concerning sales, balance sheet assets, operating costs, and shareholders' equity during a specific period is gauged and assessed by analysts and investors using profitability ratios. They illustrate how well a business uses its resources to produce profit and shareholder value (Dong and ZHANG, 2022). Most businesses often target a larger ratio or value since doing this can generally indicate the company is operating profitably and yielding cash flow. The ratios are helpful when compared to other firms in an alike industry or earlier periods.

The gearing ratio of the Group, which was calculated on the Group's total loans (excluding trade and other payables and lease liabilities), to total shareholders' property, was about 6.1 percent (as of 31 December 2019: 7.6 percent) as of 31 December 2020. The Group's current ratio (current assets/current liabilities) was approximately 1.22 (31 December 2019:

1.03). (excluding non-controlling interests) (Geely, 2021). At the end of 2020, working capital (inventory plus trade and other receivables minus trade and other payables) had risen by around RMB7,548 million, leaving a deficit of RMB9,391 million. Working capital would have dropped by RMB7.7 billion in 2020 had the impact on working capital from the disposal of subsidiaries been excluded.

To lessen the effects of the production disruption, the Group also resolved more trade payables to its suppliers, which resulted in significantly lower net cash inflows from operating operations for the year ended 31 December 2020 (Geely, 2021). The Group's overall cash level (bank balances, cash, plus pledged bank deposits), which was finished in early June 2020, was maintained at around the same level at RMB19 billion by the end of the year. The total amount borrowed by the Group (which comprised bank borrowings and bonds due but not permanent capital instruments) fell by 6% to RMB3.9 billion. As a result, the current ratio was somewhat higher by the end of 2020 than the previous year.

Corporate Governance

Geely Automobile Holdings Limited (the “Company”) and its subsidiaries (together, the “Group”) work to uphold a high standard of corporate governance to maintain the company’s potent and balanced Board of directors (the “Board”) and a clear and open line of communication with the company’s shareholders (the “Shareholders”). The company’s directors (the “Directors”) have a wealth of expertise in the financial markets, commercial management, and the car industry. With its broad membership, the Board can offer managerial perspectives and recommendations for making wise decisions. The Directors know their obligations to carry out tasks with appropriate expertise, care, and dedication (Geely, 2021). The Board is also aware that in cases of potential conflicts of interest, non-executive directors, including independent non-executive directors, will take the lead in discussing any relevant transactions that are under consideration when a director or any of his accomplice has a material interest in those transactions and will give up from voting.

Supply and access to information

The company ensures that the Directors promptly access sufficient information to act responsibly and make informed choices (Alizadeh and Amiri, 2022). The company guarantees that each director will have independent access to top management whenever necessary and that any questions they may have will be answered thoroughly and promptly.

Relationship with the external auditor

The Audit Committee meets with the company’s external auditor twice a year to approve temporary and annual results. Still, it also meets with the external auditor on an as-needed basis when the company’s management team, including executive Directors, is not present to discuss any issues about the audit (such as the nature and ambit of the audit, critical audit matters, reporting requirements, audit fee, nature and extent of non-audit services offered, and other related topics).

Risk Management and Internal Control

Based on confirmation from management and input from the Audit Committee, the Board undertook an annual examination of the effectiveness of the Group’s risk management and internal control systems for the year ended 31 December 2020. The Board evaluated the efficacy and suitability of the Group’s risk management and internal control systems for the year, as well as the resources, personnel qualifications and experience, training programs, and budget for the Group’s accounting, internal audit, and financial reporting responsibilities

(Nguyen. H, 2022). The Board oversees the Group's risk management and internal control systems and conducts continuous effectiveness reviews. It is accepted that risk management and internal control systems can only offer a reasonable level of assurance against materially unfavourable change or harm and are not intended to remove the risk of failure to meet corporate objectives completely.

Policy on Payment of Dividends

The company may between times in general meetings, declare dividends in any currency to be paid to the company's members whose names arise on the register of members of the company on a predetermined date at the Board's cautious as the record date for determining the entitlement to receive payment of any dividend, subject to Cayman Companies Law (Zaman. R, 2022). However, no dividend shall be declared more than the amount suggested by the Board.

In addition, the Board may sometimes declare interim dividends without calling a general meeting if it believes that doing so is justified by the company's profits. In particular, but without limiting those mentioned above, if the company's share capital is divided into different classes, the Board may pay interim dividends for those shares in the company's capital that give their holders deferred compensation. If the Board determines that the earnings available for distribution warrant the payment, it may additionally pay dividends at intervals other than annually or intervals that it determines (Zaman. R, 2022). These dividends may be payable at a predetermined rate. Further, the Board may declare and pay special dividends on any class of shares in the amounts, and at times they deem appropriate.

No earnings or reserves of the firm, including share premium that is legitimately available for distribution, may be declared or paid out as dividends. There must be no interest charged to the corporation on any dividend. Before recommending any dividend, the Board may set aside funds from the company's profits as reserves that, in the Board's sole discretion, may be used to cover liabilities or claims against the company, to cover unforeseen expenses, to pay off loan capital, to equalize dividends, or for any other purpose to which the company's profits may be applied appropriately (Zaman. R, 2022). It is not necessary to keep any reserves separate or distinct from any other investments of the company while the application is pending because they may, at the same discretion, be either employed in the company's business or invested in such investments as the Board may from time to time think fit. The Board may also carry forward any earnings it decides not to distribute as dividends without putting them in reserve.

Investment Appraisal Exercise

The rate of return on investment in an assumption where the company invests a one-off investment of 5% of the annual sales revenue amounts to 5,080,552.80, whereby when you calculate the rate of return using the annualized ROI over a five-year cashflow you get an ROI of 0.98%. The assumptions and justifications of this ROI will be discussed below.

Capital, usually called the money may use to invest in a firm as either stock or debt, is a limited resource. To ensure that cash is used properly to add value to the company, managers must be careful when deciding where to spend. Capital budgeting is the method of making these chooses (Nuhu. N, Baird, K. and Su. S, 2022). This is a very effective financial tool that may use to inspect investments in capital assets, new projects, new businesses, or even the purchase of current companies and to recognize and provide to key stakeholders the foundation (or cost justification) for the investment. In essence, capital budgeting enables comparing a project's cost or investment and the cash flows produced by the same business. The project should be further studied to extract value if the projected cash flow value is more than the cost or investment. In this case, value creation potential exists.

Business managers frequently rely on their gut instinct or intuition to decide which capital investments to make. Managers have stated, "I just feel like expanding operations by constructing a larger and better plant is the greatest move." Or maybe they scribble down some ideas and create a financial analysis on the fly (Nuhu. N, Baird, K. and Su. S, 2022). The Payback Period, the amount of time investors believe it will take to recoup their investment, has been used by investors to make investment decisions (with everything after profit). All of these approaches by themselves are a prescription for failure. A detailed and in-depth examination of the expenses (financial and opportunity) and results should be conducted before making investment decisions.

The Capital Budgeting Process and the Time Value of Money

The present value or discounted cash flow analysis is used in capital budgeting to assessing the investment potential. This method is based on the time value of money, which is also known as prospect value or present value. Money is essentially considered to have temporal value since it may earn interest when invested over time. For example, if \$1.00 is invested at 5.00 percent now, it will be worth \$1.05 in a year. As a result, the future value is \$1.05. The present value is \$1.00. Contrarily, a cash flow with a future value of \$1.05 will be received in a year. However, if we again assume an interest rate of 5.00 percent, what it is worth today would be its Present Value, which would be \$1.00. It's an apple to orange contrast when

comparing money today to money in the future. Both comparisons must be made simultaneously (Nuhu. N, Baird, K. and Su. S, 2022). Determining which is more valuable, the capital to be invested now or the value of the future cash flows that an investment will generate, is also challenging when it comes to investing capital. We can compare values if we consider them in terms of their current value.

Net Present Value

Net present value is the name of the specific time value of the money formula used in capital budgeting (NPV). NPV is calculated as the weighted average cost of the invested capital multiplied by the present value (PV) of all predicted cash flows, including the investment (WACC). If the project's net present value is positive, the PV of the projected future cash flows is beyond the PV of the investment. In this situation, value is produced, and the initiative merits more research (Nuhu. N, Baird, K. and Su. S, 2022). However, if the NPV is negative, the investment is forecasted to lose value and should not be pursued for sound financial reasons.

ROI Assumptions in Reporting

Assumptions and guesses are frequently used while calculating ROI. For instance, we can guesstimate the expenditures for a portion of the overall program investment or make assumptions regarding missing data. These uncertainties often do not raise any red flags. This report has several suggestions for utilizing estimations in ROI analysis. These suggestions all share one thing in common: conservatism.

Some evaluation stakeholders may question one or more of the cautious assumptions utilized to compute ROI. A decision maker could, for instance, disagree with assumption three above because they feel it is overly limiting. These concerns may be valid because the shareholder must select between competing investments (Dong and ZHANG, 2022). Business outcomes suffer if someone invests in less-effective solutions to the business challenge and undervalues the program's value. The two sorts of mistakes we strive to reduce in assessment and research, the false positive (calculating an inflated ROI) and the false negative, are always a negotiation point in our pursuit of accuracy (underestimating ROI).

One of the benefits of the ROI process is that it can be adjusted quite easily. This allows for a clear picture of the results under different scenarios, a method frequently known as sensitivity analysis. The goal of these investigations for ROI evaluation should always be simplicity (Dong and ZHANG, 2022). Use graphical presentations, only include pertinent information, and condense all the data into a single "eye span." Only the component that serves as the scenario's foundation (the one that generates the various circumstances) should be changed in this presentation; all other elements should remain unchanged.

Investment types

What constitutes or does not constitute an acceptable rate of return assumption depends significantly on the sort of investment a corporation makes. For instance, a bank account or certificate of deposit could have a rate of return of less than 1% (Dong and ZHANG, 2022). However, if a small business sees significant development, an investment in its shares might yield a rate of return of 100% or more. The rate of return on government savings bonds that double in value over 20 years is exactly 100 percent.

Past Performance

Analyzing historical performance is one method organizations use to formulate fair rate of return assumptions. This assumes that investments will continue to provide rates of return comparable to those in the past. For instance, the whole stock market or a particular stock index

may have a rate of return that is generally stable, providing business investors with a benchmark for what to anticipate going forward (Dong and ZHANG, 2022). Unless there are exceptional conditions, such as a bubble in the specific investment market, assuming significantly higher returns than historical returns is typically not acceptable.

Other Factors

Businesses can base their rate of return estimates on various metrics and prior performance. Businesses must project revenue growth while making internal investments to calculate rates of return. For instance, putting money into a new factory can enable the company to create more things (Dong and ZHANG, 2022). However, how many of those products it can sell will determine the rate of return. As a result, whether to construct the factory depends on sales projections for new items, which may be influenced by consumer surveys, market trends, and the strategies of rival companies.

Financing (Fund-raising) management and working capital management

Crowdfunding

Use the power of the internet to generate the money you require if you are passionate about a cause. In recent years, crowdfunding websites like GoFundMe have grown in popularity among businesses, innovators, and the general public. They are simple to set up, and if you can express your enthusiasm in the description of your fundraiser, you might be able to win the support of individuals all around the world (Vashishtha. S, 2022). Additionally, you may directly borrow money from friends and family or ask them to donate to your crowdfunding campaign. The best and safest way to raise money is through people you know. They will likely be more receptive to your suggestion because they have witnessed your hard work and commitment.

Advantages

Investing in crowdfunding projects may be quite profitable for investors. Crowdfunding provides investors with a low-risk investment, which is something they value. Investors don't have to worry about their investment being impacted by the economy or stock market because it isn't a part of the financial market. Investing in a crowdfunding campaign is simple (Vashishtha. S, 2022). Through a direct online method, investors can invest in a project or business. Investors may diversify their portfolios and increase their financial potential by sponsoring numerous campaigns through equity crowdfunding.

Disadvantages

Many people believe crowdfunding is a simple or cost-free method of generating money. However, building a project that supporters view as a helpful service takes a lot of work. Because there is no assurance of success and because crowdfunding is becoming more and more popular, funders are picking more intelligently. This kind of broad support might be challenging to come by. It requires a top-notch product, effective marketing, and reliable founders (Vashishtha. S, 2022). The first drawback is finding and implementing a cost-effective marketing plan before, during, and after the campaign. The correct message in the campaign description, on the other hand, will increase interest in the item or service. The product and its advantages are finally explained in an engaging and educational campaign video.

Angel Investors

Unlike venture capitalists, who deal with the pooled funds from many other investors and arrange them in a carefully managed fund, angel investors often use their own money. Although angel investors frequently operate as individuals, the natural source of the cash may, among many other types of entities, be a limited liability corporation (LLC), a firm, a trust, or an investment fund. Angel investors often qualify as “accredited investors”; however, this is not a requirement. A person is considered an “accredited investor” by the Securities and Exchange Commission (SEC) if they have a net worth of \$1 million or more (excluding personal dwellings), \$200k in annual income, or \$300k for married couples (Sohl. J, 2022). On the other hand, being a qualified investor is not the same as being an angel investor. Essentially, these people are motivated and have the resources to invest in businesses. Cash-strapped firms are happy about this since they find angel investors far more enticing than other predatory types of investment.

Advantages

An angel investor could be a better source of start-up money for many small companies than a venture capital organization. Angel investors often invest between \$200,000 to \$2 million, which may cover most of a company’s start-up costs (Sohl. J, 2022). Venture capital businesses will enable entrepreneurs seeking considerable seed investment to raise more money.

Angel investors typically contribute a wealth of business expertise to any endeavour since they have experience in the sector. Angel investors may play a sizable part in decision-making as a few investors in a start-up (Sohl. J, 2022). However, angel investors do demand that entrepreneurs run their businesses daily.

Angel investor investment is a significantly more affordable source of start-up money than loans and other credit financings. Apart from the part of firm revenues allotted to the investor, angel investment does not need regular payments on capital or interest (Sohl. J, 2022). An angel investor’s ownership stake typically begins at around 10% and rises in proportion to the amount of money invested in the company’s endeavour.

Disadvantages

Angel investors are significantly more challenging to find and get in touch with than venture capital companies. While venture capital companies must register with the U.S. Securities and Exchange Commission, angel investors are usually private people who do not make enough initial investments to subject the company to SEC requirements (Sohl. J, 2022).

Per venture capital, firms must file formal disclosures concerning specific offers with the SEC as part of their duties. However, venture capital companies were exempted from the disclosure requirements imposed by the 2010 Dodd-Frank Wall Street Reform and Consumer Protection Act by SEC regulations announced on 22 June 2011.

Even if some angel investors could provide the mentoring which entrepreneurs need, others might place undue expectations on firm control (Sohl. J, 2022). Even when things start well, an entrepreneur's sentiments for his angel investor may change over many months. When an angel investor lacks sector experience, the drawbacks of excessive engagement are magnified.

Drafting a Schedule

Managers of today are aware of how measurements affect performance. However, they seldom consider measuring crucial to their overall plan. To achieve breakthrough performance, executives might, for instance, introduce novel strategies and cutting-edge operational procedures. However, they might still rely on the same short-term financial indicators, such as return on investment, sales growth, and operating income, that they have used for decades (ISHIGURO. T, 2022). These managers fail to examine if their current measurements are still applicable to the new efforts and fail to implement new measures to track new goals and procedures.

Financial Measures

The company can employ a balanced scorecard to counter the industry's changing trends in the first quarter. This would improve their ROI and cover the 3% deficit on their 5% one-off investment that relies solely on their annual sales revenue. Three significant metrics to the shareholder were included in the financial viewpoint. While forecast dependability indicated the corporate parent's wish to lessen the historical uncertainty brought on by random variances in performance, return-on-capital-employed and cash flow represented preferences for short-term outcomes. The company's management added two new financial indicators (Bandini et al., 2022). Project profitability helped focus attention on the project as the fundamental unit for planning and controlling, and the sales backlog assisted in lowering performance uncertainty.

Innovation

In the second and third quarters, the goals of innovation and learning are to enhance the efficiency of internal, external, and financial processes. At Geely, these advancements resulted from ongoing process improvement inside the company and product and service innovation that would furnish new income streams and market growth. The second target was determined by a constant improvement index, which represents the pace of progress of various critical operational metrics, including safety and reworks (Zhang. F, 2022). The first objective was determined by the percentage of income from new services. But it was believed that a supportive ambience with authorised, motivated people was required to generate product/service innovation and operational improvements. A staff manner survey and a statistic for the number of employee suggestions were used to decide whether or not such an atmosphere

was being established. The results of training programs and employee dedication were assessed by revenue per employee.

Core Competencies

Executives at the company desired that staff members be intensely focused on a small number of critical capabilities, such as user-friendly interfaces, robust software structures, and efficient distribution methods. Senior executives understood that evaluating performance along these skill characteristics could be challenging (Zeidan. R., 2022). As a result, the business will test out getting quantitative measurements of these formidable abilities in the fourth quarter.

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