



PERFORMANCE MEASUREMENT USING PERFORMANCE INDICATORS WITHIN THE COMPANY

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The study shall include the general framework for measuring and evaluating performance using the performance indicators needed to achieve the objectives. Financial management programmes, treated as a single measure, represent the return on investment. The article also includes the assessment of financial performance using financial statements, namely: balance sheet, income situation, active and passive.


Part two of the article shall include a study on the situation of cash flows, both at company level using operational activities both with the direct method and indirect method. Cash flow situations can be studied through investment activities, financing activities, as well as by presenting formulas by representing indicators and calculating methods.




- The performance improvement method used is Balanced Scorecard;
 - Jan Kopia informs us that performance measurement can be achieved using management system standards, which are widely adopted by organisations around the world.
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Structure

To measure the performance of a company we need to know its true image with the help of:

- performance indicators;
 - company status;
 - strategic objectives of the company
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Values needed to measure performance:

- customer service in general,
 - customer service measured on each side
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Cash flow situation

The cash flow situation is a main transaction of financial transactions that generate and consume cash. The cash flow at the company level provides impertinent information about operating, investment and transfers is a primary financial statement. A company's cash flows can be reported on state flows one of two ways: the direct method and indirect method.

Cash flow from investment activities

Investment activities include cash making charges related to the acquisition and sale of fixed (immediate or intangible) assets of a company.

Cash flows from financing activities

When companies lose or earn from creditors or shareholders (liabilities and/or contributed) or pay cash dividends to shareholders, they engage in financing activities.

Conclusions

Until now, there has been discussion about the need to develop values that would have a passive impact on profitability, to which employees may be linked in certain specific jobs. Given that we have now defined the attributes of a performance measurement system and recognize that different businesses can identify things to measure, we can provide a use that is not some kind of performance measurement menu.

The objective of measuring performance should be processes, not results. In organisations that manage the results of final behaviors that fall within the symptoms of problems by adding more value-added activities, distortion and results to the detriment of other areas. In most cases, the management of results is not carried out correctly, leading to erroneous results.