



Análisis financiero del Ecuador [

2019

text (article)

Analítica

We must bear in mind that finance plays a very important role in the economy since it wants to transfer the economic and theoretical conceptions into practice, and thus reach the financial field where the branches of economic science are integrated; among them we have the macroeconomy that is responsible for providing the financier with an understanding about the institutional system which displaces the structure of the banking system, the different economic policies, national accounts; while the microeconomics is recognized under the principle at the level of the company as to achieve a financial improvement, there may be different alternatives to maximize profits, the free play of supply and demand, prices. It should be noted that through financial analysis gives us the opportunity to obtain real information as is the economic and financial environment of a company, and this way helps us make the right decisions in the short and long term, for this we are going to based on the statement of accounts, accounting books, balance of losses and gains; once analyzed we will obtain a financial report which will not indicate the company's economic and financial outlook in quantitative and qualitative aspects of the company

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