

Appendix 4 – Abstract

ABSTRACT OF THESIS

Thesis title: The Study on Financial Performance of Gree Electric

Author name: Chen Wenqing

Course, level of education: Management and Leadership, MSc.

Host Department/Institute: Institute of Agricultural and Food Economics, Finance and Accounting, Department of Agricultural Management and Leadership Sciences.

Primary thesis advisor: Dr. Bringye Bernadett, Associate professor, Institute for Rural Development and Sustainable Economy, Department of Investment, Finance and Accounting.

Key Words: Financial Performance Evaluation, Financial Ratios, Household Appliance Industry, Gree Electric Appliances, Factor Analysis

Abstract:

Chinese household appliance industry has become the world's largest, but faced a downward trend due to policy tightening and COVID-19. Companies must maintain their competitive advantages and improve their financial performance. Gree Electric Appliances is a leading company in the industry with significant practical significance for financial performance analysis and evaluation.

This study aims to evaluate the financial performance of Gree Electric Appliances and identify existing financial problems within the company to make recommendations. Using factor analysis, the study evaluates the financial performance of 30 listed companies in the industry from 2017 to 2021. Horizontal comparison shows that Gree Electric Appliances' overall financial performance is at the industry median level, while vertical comparison reveals a declining trend. Based on these results, several recommendations have been proposed to optimize its financial performance in conjunction with Gree Electric's situation.