
Financing Strategies Design for Pars Khazar Company with Emphasis on Improving Financial Performance

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Hierarchies of strategy in organizations include: 1) strategy across the organization, 2) business-level strategy, 3) task-level strategy (including financial strategies, marketing strategies, manufacturing and operations strategies, human resources strategies, research and development strategies, information systems strategies). Financial strategies include investment strategies, funding strategies, strategy for distribution of profits and working capital strategies. In summary, the main sources of financing are: 1) financing inside the organization, 2) financing outside the organization. Internal financing methods are: (Retained) earnings, depreciations, sale (decreases) of assets (fixed and current). External financing methods are: creating debt (loans or bonds), short or long term and publishing common, outstanding, rental stock. Given the importance of financing strategies in this study, appropriate financing strategies for Pars Khazar Company are designed with emphasis on improving financial performance of the company. In terms of goal, this research is an applied research and a descriptive one in terms of nature and method. The statistical population of the current study for testing the hypotheses is the number of 658 companies listed on Tehran Stock Exchange that 87 of them were considered as samples through Systematic Elimination Method of Sampling. Library and field methods were used for information / data collection, EvIEWS 8 and Excel software for data analysis, and Minitab 17 software for data normalization. The research hypotheses were also examined by using multivariate regression models. The results indicate that financing through retained earnings is the best financing method among the various methods of financing. Considering it contributes to the increase of Return on Equity and improvement of company's performance. Also among the financing strategies, through loan financing strategies, financing through the sale of assets, financing via retained earnings and financing through stock distribution, in order of

preference, have been offered to Pars Khazar Company.

Keywords : Financing Strategies, Internal Financing, External Financing, Company's Performance

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