

Financial Management Practices in Successful Small & Medium Enterprise

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Abstract: *The need for financial management in the growth of businesses and economic activities in a nation is crucial. Due to the intimate connection between finance and management, technology, resources, staff, etc., financial management holds a unique position within the management system. Modern financial managers must be adaptable in order to adjust to fluctuating economic situations. The enterprise's and the economy's success determines its ability to locate financing sources and manage financial resources, as well as its ability to achieve success. Therefore, the major objective of financial management is to maximise the value of stocks by making decisions that raise the company's worth.*

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