

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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FINANCIAL FEASIBILITY ANALYSIS OF JD

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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Head of Chair

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 74 pages, 12 figures, 13 tables, 26 sources, 2 appendices

FEASIBILITY OF FINANCIAL ANALYSIS, THE FINANCIAL STATEMENTS, FINANCIAL INDICATORS

The aim of the study: When making business decisions, enterprises need to think about the feasibility of financial analysis. Through the analysis and treatment of the feasibility, various problems and development space can be found in the process of business operation, and decisions on the next development strategy can be made according to the analysis results.

Object of the research: The research object of this paper is Jingdong (JD), a famous e-commerce enterprise in China. In 2003, due to the outbreak of SARS, which severely impacted the development of the traditional retail industry, Liu Qiangdong, the founder of Jingdong Mall, decisively abandoned the plan of expanding chain stores in the country. Starting in 2004, Liu Qiangdong led the company into the e-commerce field and founded Jingdong Duo.

Subject of the research: It mainly studies the possibility of financial analysis, including the analysis of financial statements and the study of various financial indicators.

Research methods: Through the study of financial statements and financial indicators to Jingdong financial feasibility analysis, combined with the company's annual report to understand the company's past business status, and combined with other literature to Jingdong to make a certain investment analysis and judgment.

Realm of the possible practical application: Financial analysis of feasibility can help some investment companies to analyze whether investment in the company can gain profits, the purpose of investment is to make profits, so in real life, the analysis of feasibility has an irreplaceable role. At the same time, it can also help small and medium-sized enterprises to make better financial planning and maximize their interests.

The author of this paper can ensure that the data and charts provided in this paper are reliable. Part of the data comes from the company's annual report and financial report, which objectively reflects the importance of financial analysis feasibility for us to understand the enterprise. The data and methods in this paper can be appropriately used for reference.