FINANCIAL PLANNING AND LONG TERM ASSET-MIX DECISION: AN ANALYSIS OF FACTORS DETERMINING INVESTMENT DECISION

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ABSTRACT
Financial Planning is an important function to be performed by every organization. The study is a survey of 30 industries to analyze the capital expenditure requirements and their management. The study emphasize upon categorization of companies on various basis and identifying their risk and investment capabilities. It analyzes various factors determining the long term capital requirements of different companies in India.

KEY WORDS: Financial Planning, Long term Asset-Mix decision.