
EVALUATION OF ACTUAL STATE IN PROFESSIONAL SPORT ORGANISATION BASED ON CHOSEN FINANCIAL INDICATORS (hypothetic example)

Summary

We formed a hypothetic example for the purpose of this article, in which a top- manager has just arrived to the club (sport organization) and found a certain state. He got a financial report only (from the financial expert) and based on that founded information he must decided about future ways of business. That obligation demand knowing a more parameters and conditions of causing that state, of course, but in situation like that we have to start with something. The founding information aloud us starting a systematic and serious planning. For example, liquidity ratios, indebted ratios, profitability ratios, activity ratio, economy ratios and more others helps us concluding about possibilities of dealing with short-terms obligations or about source of financial segments, or about quality of business process and so on. The highest goal is profit, a maximal sport results and throwing maximal sport results as a quality sport product through a market.

Key word: *finance, ratio, sport organization*
