FINANCIAL MANAGEMENT: a study of a small company in the state of Espírito Santo

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Abstract: This study has the following general objective: To describe the importance of financial management for a small business and the impact it has on its survival in the market. The study is justified by showing the importance of financial management, and according to Dos Santos Siqueira and Barbosa (2017) it serves mainly to help the entrepreneur to visualize the financial health of the company, assisting him in making decisions and mainly keeping the company financially stable, thus preventing it from going bankrupt easily, since many companies are opened and managed by people without the training to do so. Financial management is a set of tools that, when used correctly, generate many benefits for the entrepreneur who uses them. In other words, financial management is not only used by companies, it is also used in everyone's daily life. Understanding financial management tools, from the most basic, such as cash flow, to the most complex, such as an income statement or balance sheet, helps entrepreneurs to better understand and visualize their financial resources. This study will therefore analyze the nuances of financial management in a small IT company located in the municipality of Cariacica, in the state of Espírito Santo.

Keywords: Financial management. Planning. Control. Administration.

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Abstract: The present study has the following general objective: To describe the importance of financial management for a small enterprise and the impact that its survival has on the market. The study is justified by showing the importance of financial management, and according to Dos Santos Siqueira and Barbosa (2017), It serves mainly to help the entrepreneur to visualize the financial health of the company, assisting him in decision-making and mainly keeping the company financially stable, thus preventing it from going bankrupt easily, since many companies are opened and managed by people without training to do so. Financial management is a set of tools that, when used correctly, generate many benefits for the entrepreneur who uses it. In addition, financial management is not something for the exclusive use of companies, but is also used in the daily lives of all people. Understanding the tools of financial management, from the most basic, such as how to carry out a cash flow, to the most complex, such as making a P&L or Balance Sheet, helps the entrepreneur to better understand and visualize their financial resources. Therefore, the present study will analyze the nuances of the financial management of a small computer company, located in the municipality of Cariacica, state of Espírito Santo.

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1 INTRODUCTION

Financial management, whether in a small or large business, family-run or not, is an important activity not only for achieving success, but also for ensuring good financial organization of the company's expenses, earnings and investments. According to a survey carried out by SEBRAE (2023), around 30.2% of commercial companies go bankrupt within 5 years of opening and, among small businesses, around 17% of companies that go bankrupt in Brazil are Small Businesses (EPP).

factors that help a company go bankrupt are a lack of financial knowledge and training.

Therefore, we have seen that good financial management and knowledge about it is a factor that helps companies, whether they are an Individual Microentrepreneur (MEI), a micro-enterprise or an EPP, to achieve financial stability, but which generates constant doubts in novice entrepreneurs, because the very concept of what financial management is is something that according to Wernke (2010) does not have just one fixed concept and that in various places, such as in literature or studies, the concept is never immune to being complemented or even challenged depending on the specific situation or context in which it is found. However, he also briefly defines financial management as the methods and techniques carried out by a company so that it achieves the maximum return on its invested capital.

It is therefore understood that good financial management seeks a return on its investments and spending. In this way, poor financial management can harm the company, because without control of its dividends and earnings, it runs the risk of not meeting the expectations of those who make or are affected by its decisions, and investments in tools and resources that contribute to the financial stage so that it can stabilize and grow are also of great importance (Souza, Jesus and Souza, 2022).

That said, according to Santos and Batista (2019) in their analysis they were able to identify that although entrepreneurs superficially knew what financial management was and some of its tools, they did not have knowledge of the main ones and also lacked knowledge about their real importance in decision-making and in the help that good management and knowledge of the company's financial resources bring to its survival in the market, so the following research aims to demonstrate and assist in understanding what it is and what is the importance of good quality financial management in a Small Capixaba Company.

The study is justified by showing the importance of financial management in EPPs, and according to Dos Santos Siqueira and Barbosa (2017) it is serves mainly to help the entrepreneur visualize the company's financial health, assisting him in making decisions and, above all, keeping the company financially stable, thus preventing it from going bankrupt easily, given that many companies are opened and run by people with no training to do so. In this sense, according to SEBRAE (2023). The owners of 58% of the companies that were closed in 2020 were not trained, demonstrating that training impacts on the process of acquiring financial stability and that studying how to manage the company's finances contributes to the entrepreneur's business.

That said, both entrepreneurs and families who benefit from it are negatively impacted by poor financial management or a lack of knowledge. According to Contani, Abreu and Reis (2022), one of the main causes of debt is unbridled consumption due to a lack of financial planning and a lack of economic knowledge and how to manage it efficiently, which ultimately results in an accumulation not only of unnecessary goods for the individual, but also an accumulation of financial debt. In this way, financial management is a set of tools that, when used correctly, generate many benefits for the entrepreneur who uses them. To expand on this, financial management is not something that is used exclusively by companies, but is also used in everyone's daily life.

Understanding the tools of financial management, from the most basic, such as cash flow, to the most complex, such as an income statement or balance sheet, helps entrepreneurs to better understand and visualize their financial resources. This allows them to analyze how much is going out and how much is coming in, helping them to make decisions, such as whether they need to save or invest their resources for a return in the medium and long term. In addition, analyzing resources and making plans to reduce unnecessary spending in the company, which when using financial management tools becomes more evident, also facilitates the creation of strategies to reduce spending and avoid debt.

The aim of this study is, by analyzing financial management, to understand the state of financial health of the company studied and to contribute directly to the decision-making process of the owner of the company studied to have a broader and more analytical view of which plans to follow to control your main costs and expenses.

Therefore, this study will analyze the nuances of the financial management of a small IT company located in the municipality of Cariacica, state of Espírito Santo. The study will analyze documents and reports from the fiscal year 2023 and thus vivify a case, because according to Pereira et al. (2018) scientific knowledge has some important characteristics where one of them is that information or ideas must be verified and proven scientifically. Therefore, the study will be carried out by superimposing theory on the knowledge of the entrepreneur studied.

Thus, the study will be guided by an initial problem, a "spark" that will guide the course of the research, because according to Lakatos (2021) every paragraph of a text needs an idea or keyword that will guide the reader and facilitate understanding of the subject to be dealt with, as will the research, which must be stimulated by this question. Therefore, the problem of the work is inspired by a question adapted from Souza, Jesus and Souza (2022), namely: What is the importance of financial management for a small business and what impact does it have on its survival in the market? Therefore, based on the question presented here, the aim is to present financial management, as well as its impact on the health of the company studied. The proposed objective was broken down into three points: a) Presenting the research locus; b) Identifying the tools used by the company studied and; c) analyzing the statements of the company studied.

2 THEORETICAL FRAMEWORK

The theoretical framework that will underpin this study is made up of three sub-chapters, the first of which will deal with the various functions that a financial manager performs. The second will point out the most common techniques and tools for financial management and will conclude with the analyses for financial management.

2.1 THE MANY ROLES OF A FINANCIAL MANAGER

In a company there are many sectors that influence its finances, some directly and others indirectly. According to Wernke (2010), the financial administrator has a very broad area of work, because all types of businesses, be they *shopping malls,* wholesale or retail businesses, among others, all need a financial manager/administrator, as mentioned above, all sectors have a direct impact on the company's finances and there is always a constant flow of money that requires a person in charge who will make decisions and analyze the possibilities and feasibility so that all the resources that will be spent on a company can bring the highest possible return on their investments.

However, in order for the administrator or financial manager to be able to know and have a mentality and a sense of how the company's financial health is so that he can make the best decisions, he doesn't just take part in decision-making, which is the final stage. Often the manager is responsible for many tasks at once, such as managing cash flow, being in charge of collections, deciding on costs and prices, among others. Thus, according to Wernke (2010) it can be seen that the administrator or financial manager is mainly responsible for two main types of decision-making in the company, namely how to acquire resources or the best way to raise financial resources and the second which is the best way to invest these resources obtained in order to obtain the highest possible return on them.

Therefore, it is understood that the administrator deals with the company's finances, both in terms of the inflow and outflow of resources, where according to Chiavenato (2022) money is the company's main tool, because without it you can do almost nothing in the company, you can't pay your employees, you wouldn't be able to buy raw materials or pay the company's energy or water bills. Therefore, money becomes essential to the functioning of the company and it is essential to be able to invest and expand it.

Thus, it is understood that the financial management carried out by a financial manager is carried out with certain objectives in mind, according to Chiavenato (2022) these objectives can vary between 3 objectives, but the

the main objective that differs from the three but is linked to them is the focus of every financial manager on maximizing the profit and wealth of the company's resources, while the other 3 objectives include maintaining an awareness of the company's liquidity situation, if the company wants to make an investment for expansion or invest more resources in its operations, the manager must have the objective of planning and creating strategies for creating methods, The third objective is for the manager to have constant knowledge of the possibility of expansion and, more importantly, whether these plans are possible with the company's current resources.

In this way, the financial manager has the specific objectives of various activities in the company. According to Chiavenato (2022), the role of the financial manager in an organization is to objectively manage the financial health of the company, using resources for operations in the various sectors and areas of activity, such as the acquisition of materials and real estate. In addition, it applies financial resources as investments for the company's growth.

That said, the financial administrator is responsible for creating methods and analyzing and making the best decisions when it comes to obtaining financial resources, using the resources and when it comes to applying them, i.e. when making investments. According to Hoji (2018), the manager has to make constant decisions about what types of investments have to be made and what their costs are, decide whether the funds that will be used in the investments will come out of the company's cash or from third parties or even investors, make decisions that help the company's financial health, making decisions regarding the company's sales, such as which forms of payment will be used, how much will be sold and to whom it will be sold, and finally decisions that will help with financial planning, where the financial manager will be able to determine whether the finances of certain periods are in line with the goals and objectives of the other sectors of the company.

Then:

> "There are fundamental points to success, but the most important is financial planning and well-organized financial management. Through financial organization, the entrepreneur is able to know the personal and company financial health, knowing the decisions that should be taken to increase the company's net profit and maintain its healthy financial situation." (DOS SANTOS SIQUEIRA and BARBOSA, 2017, p. 3).

2.2 FINANCIAL MANAGEMENT TECHNIQUES AND TOOLS

That said, the activity of financial management is something that encompasses the entire company and all sectors, there are often several sectors that deal with the finance part of a company, for example the Accounts Payable sector that takes care of the direct movement of the company's economy, controlling what the company's debts are, what it has to pay and when and allocating the amount of resources necessary to keep the company without long debts and according to Lopes et al. (2019), keeping bills paid on time and the company free of unpaid debts helps its image and reputation. This reputation helps maintain links with suppliers and investors who are more confident about doing business with a company that makes its payments on time than taking an unnecessary risk of doing business with indebted companies.

Thus, another sector and tool that the company has for managing the company's finances is one of the most important in any company, the Accounts Receivable sector, which is responsible for receiving financial resources in the company, This is responsible for receiving financial resources into the company, always aiming to maintain the lowest possible amount of long-term inflows and the highest amount of short and medium-term payments that directly impact on another financial management tool used, which is Working Capital, where the greater the financial resources the company has, the more easily it will be able to invest this amount back into the company to keep it running smoothly and encourage a financial return, where according to Lopes et al. (2019), the return on the resources that the company receives from investing them in the company must be proportional to the amount spent, but as mentioned above, financial management always aims to increase the amounts received, i.e. that the return is greater than the amount spent and that it generates a profit for the company.

One of the most widely used tools in a company's financial management is Cash Flow, which is used jointly by the Accounts Payable and Accounts Receivable sectors, where the tool is nothing more than a control usually done in the form of spreadsheets or programs that help visualize the process that shows all the amounts spent and received by the company related to its operating and production process and its sales and/or services performed where there is a main objective.

According to Hoji (2018), efficient cash management aims to guarantee the liquidity necessary for the continuity of business operations. This process involves monitoring, interpreting and constantly reviewing cash flow, maintaining minimum balances to meet emergency needs.

Thus, another tool of great importance in financial management is the Income Statement (DRE), the DRE is an indication of how the financial health of the company is in the month or year that is being analyzed, it is not advisable to perform the DRE of the month in which the company is during the analysis process, that is, if the company is in the month of November 2023 and it wants to perform an analysis of DRE of the month of November the calculations will come out with several inconsistencies or incomplete, According to Hoji (2018), the result of the calculation is the most important factor, because the calculation is carried out in order to find out if the company is generating profit or loss, where if the result is positive it is profit and if it is negative it is loss.

Figure 1 - Example of a DRE table.

	Ano 2
Receita bruta	
Venda de mercadorias	50.000
(–) Tributos sobre vendas	10.000
(=) Receita líquida	**40.000**
(–) Custo de mercadorias vendidas	15.000
(=) Lucro bruto	**25.000**
(–) Despesas operacionais	
Despesas comerciais	10.000
Despesas administrativas	2.000
Despesas de depreciações	200
(=) Lucro operacional	**12.800**
(–) Despesas de juros	500
(=) Lucro antes do IR e CSLL	**12.300**
(–) IR e CSLL	4.182
(=) Lucro (prejuízo) líquido	**8.118**

Source: HOJI (2018)

2.3 ANALYSIS FOR FINANCIAL MANAGEMENT

That said, using the DRE it is possible to carry out two types of financial analysis that help to better visualize the results: Vertical Analysis and Horizontal Analysis. The Vertical Analysis has the function of analyzing the company in a specific month or year and aims to analyze the percentage or amount that each value in this month represents in the total value of the same, i.e. using Table 1 as an example and analyzing how much the Operating Profit (LO) value represents in percentage in Gross Revenue, i.e. Gross Revenue would be 100% of the value, as it is the full value, while the LO if for example Gross Revenue was R$ 100,000.00 would be 12.8% of the total revenue value. However, the Horizontal Analysis aims to carry out a line-by-line analysis and compare two or more months or years of a company by making a percentage analysis of how much each value has risen or fallen, where:

> "It is interesting to compare the percentage results obtained in the horizontal analysis with some indicator that serves as a reference [...] With this, you can assess whether the variation of the item was greater or less than the variation of the indicator taken as a reference [...]" (CHIAVENATO, 2022, p. 74).

The other three tools used are the Operating Leverage Ratio (OLA), Financial Leverage Ratio (FLA) and Total Leverage Ratio (TLA). Thus, GAO is a measure that indicates the impact of variations in a company's sales on its operating profit, i.e. changes in sales that alter the company's profitability, GAF is a measure that assesses the impact of variations in debt on the company's financial performance and GAT is a measure that assesses the company's effectiveness in transforming its material or service resources into financial resources, i.e. its efficiency in transforming its product into a sale.

However, according to Padoveze (2016), the most important tool in financial management is the balance sheet, which controls the company's assets, i.e. its assets and liabilities. The company's assets are the inflow of resources or positive resources into the company, such as the company's cash, financial investments in banks and investments, accounts receivable from customers, vehicles, machinery, among others, its main characteristic is that it generates future financial resources. Financial liabilities, on the other hand, are the company's negative balance, or money that is not moved and will not generate profit or future resources, such as shareholders' equity, accounts payable, salaries, suppliers, bank loans, among others.

However, it was observed that the company's administrator or financial manager/manager has to have a great deal of knowledge not only about administration but also about the accounting area, as accounting is something that is widely used in companies, the tools for both analysis and collection and control of the companies' financial data mentioned above are largely used by calculators in the accounting areas, where according to Bonho, Martins and Alves (2019) one tool used in the accounting area is the chart of accounts, which is made up of a wide variety of formulas, calculations and standards and guidelines that guide and help managers to have a better understanding of their records and the company's financial resources in general, bringing together all the information in a way that facilitates understanding of the company's financial situation and assisting in decision-making and control of corporate finances..

Thus, understanding that accounting plays a large part in the management of a company and that it is very effective and very important for the manager to be able to carry out a good analysis of corporate finances, according to Rodrigues (2018) other important analysis tools are the calculation of indexes, three different indexes being: liquidity indexes, indebtedness indexes and profitability indexes. The three ratios are responsible for demonstrating the financial situation of the company as a whole, showing its capacity to carry out its functions and obligations, how many debts it has and also how much income it makes during the month, i.e. how much it profits during the month.

However, according to Rodrigues (2018) each index has some variations, such as the liquidity index, which has three types: Current Liquidity checks whether the company has the ability to carry out its functions and pay what it owes in a short-term period; Immediate Liquidity, like Current Liquidity, measures the company's ability to make its payments immediately; Dry Liquidity is similar to Current Liquidity, being responsible for making payments in a short term, but only using the company's current assets and finally General Liquidity, which is responsible for measuring the ability to make payments in the short and long term.

Thus, according to Rasoto et al. (2012), the indebtedness ratio contains two variations: the Share of Third-Party Capital, which determines the amount of debt that the company has by taking financial resources from other companies, where the lower this ratio the better for the company, as it means that it has generated less debt and has needed to take a lot of capital from third parties and the Debt Composition, which is very similar to the previous one, as the only difference is that it is an analysis of the amount of financial resources taken from third parties in a short period or term.

That said, the profitability index contains three variations, which according to Rasoto et al. (2012) are: Net Margin, which checks how much net profit the company produces from its sales; Return on Assets, which says how much profitability is generated from net profit from investments in the company's assets and finally Return on Equity, which measures how much net profit was generated by the company from investments.

using the company's shareholders' equity, where in the three types of profitability ratios the higher the result the better, as it indicates that the company is making a profit and is therefore in good financial health.

3 METHODOLOGY

The following chapter aims to present the methodologies used to obtain data and formulate the answer to the research problem carried out on April 2, 2024. An interview was conducted with Delson Luiz Bisi, owner of the company with the trade name Estilo Informática LTDA, where information was collected in the form of a video recorded with him from an interview.

That said, the research will be basic in nature, as it aims to demonstrate and assist in the understanding and show results that help in more detailed knowledge about financial management and how it is present within an EPP, because according to Guerra (2023, p. 150) cites that "Research is an intellectual dive in search of discoveries.", and the discoveries and data collected helped Administrators and Entrepreneurs to understand what is the importance of Financial Management in companies.

According to Gil (2021), qualitative research is not classified as a type of research that produces technical and statistical results, but it is a type of interpretative research that provides tangible information for the study. In this sense, this study is qualitative because it aims to analyze the company studied in order to understand its financial management.

That said, the research aims to be descriptive, as it will collect and analyze data from an EPP and data from studies, books and research that will demonstrate and present the importance of financial management.

Therefore, the data present in this work will be developed using WORD, with data collection and organization of the information presented by the entrepreneur.

In addition, the content analysis will be presented by means of a video, which shows the main real challenges faced by the entrepreneur, this video will have an interview format, telling the story and the day-to-day running of the company.

According to Gil (2022), a case study is an in-depth study that allows for broad and detailed knowledge of the study. In order to carry out the study, data will be collected from the company directly from the owner and his accountants, and to add to and diversify the amount of data, analysis and research will also be carried out online and in books on the importance of financial management and its impact on companies. The data will be collected and analyzed in order to reach a conclusion about the viability and importance of good quality financial management and whether it really makes a noticeable difference to the survival of companies in the market.

4 DISCUSSION AND ANALYSIS OF RESULTS

4.1 THE COMPANY STUDIED

The company was founded by Delson Luiz Bisi together with a partner on October 8, 1993, after 12 years working in the IT area, which at the time was something innovative and recent and very few entrepreneurs had knowledge of the IT market and even the operation of the devices, According to Diaz and Diaz (2010), the Brazilian IT market was experiencing economic growth between 1995 and 2002, where the main spending in IT segments was mainly on *software* and the creation and development of *hardware,* and according to the company's owner, right after it was founded, the main activities carried out by the partners was *software* programming.

However, a few months after it was founded, the company began to expand its market, starting to sell computer parts and equipment as well as *software. It* was at this time that personal computers appeared and it was at this time that companies began to look for Estilo Informática to buy computers.

With the arrival of this new partner and the increase in sales and opportunities generated in the IT area, a room on the 3rd floor was rented in a building in Campo Grande - ES to serve as an office, where products were sold and services provided, such as IT courses. A few months later, a store area was rented in the lower part of the same building, where there was a commercial area and an area for teaching courses. After a few months, the partner who founded the company together with Delson left the company because he was a civil servant in order to focus fully on his profession, leaving only two partners in the company. According to Diaz and Diaz (2010), IT companies whose main focus was *software* began to see a significant drop in the country's domestic market, This influenced the partners' future decision to buy a store with a larger area in 2000 and start carrying out maintenance and focusing more on the area of trading products and *software* from third-party companies and carrying out maintenance on electronic equipment, such as monitors, CPUs, *nobreaks, notebooks*, etc.

The new headquarters that was bought was also located in Campo Grande - ES, near Avenida Expedito Garcia, a busy commercial area, where there were commercial areas on the ground floor of the store right at the entrance, upstairs there was the kitchen, the computer lab and the offices, IT courses were also held and in addition to selling computer products and servicing equipment, technical visits were made with the two cars that were also bought to carry out maintenance at customers' homes and deliver the requested products. After that, in 2008, there was an economic financial crisis in the USA, which had a negative impact on the company, making it necessary to lay off employees and consequently the crisis reduced the amount of sales, being a period of financial crisis in the company and in the world, where according to Lima and Deus (2013) the economic crisis arrived in Brazil when Brazil was at a financial peak and many companies were making investments and taking out loans from banks to help them, so as it was an unexpected arrival many companies were negatively impacted and closed their doors, but the company Estilo Informática kept the doors open, but to do so they had to reduce the workforce and cut certain company costs.

Before the crisis of 2008, the company managed to have its peak number of employees, with around 20 employees in total and working in the area of marketing third-party *software,* computer equipment and accessories, maintenance and teaching courses, but along with the crisis another factor that influenced the company's finances was the worldwide arrival of e-commerce, such as Mercado Livre. Another important factor was the saturation of people working in the IT area, as many computer stores began to open and many technicians worked on a one-off basis, going to their customers' homes, which made it difficult and increased the amount of local competition for the store, resulting in the two partners separating in 2011 and the company becoming an EPP, Delson and his partner sold the company's headquarters and began building another location to serve as the company's headquarters, which would be next to Delson's family home on the second floor of the building, which was completed in 2013 and moved to another location.

According to Barbosa (2017), Brazil had an economic crisis that lasted from 2014 to 2017, which caused Brazil's GDP to shrink substantially and the government's public debt to increase significantly, helping Delson make the decision to fire the remaining employees in 2014 and remain a family business, with only members of his family, especially his children, as employees and assistants, and then with the partner's daughter joining the company as a partner, the company also became an LTDA and currently only carries out CPU, *notebook and no-break* maintenance in the store and mainly sells computer equipment and accessories, working alongside some outsourced companies that help with the maintenance of other equipment, such as printers, monitors, motherboard repairs, etc.

4.2 TOOLS USED BY THE COMPANY STUDIED FOR FINANCIAL MANAGEMENT.

In order to remain in business, the company Estilo Informática LTDA needed quality financial management.

Delson uses certain tools and carries out certain management activities, such as having an accounting office to carry out his financial calculations, where he sends them to SINTEGRA (Sistema Integrado de Informações sobre Operações Interaduais com Mercadorias e Serviços - Integrated Information System on Interstate Transactions with Goods and Services), which is a system widely used in Brazil to integrate information between states, especially in relation to interstate transactions with goods and services. So, for the accountants, it is used to make the financial calculations for the company's income statement and balance sheet, as well as the calculations for payment of Simples Nacional, which is the collection of taxes and contributions owed by micro-enterprises and small businesses, for the payment of the company's liabilities and assets. The owner and the accountants also control the store's stock by checking invoices in and out and using the SINTEGRA generated by the buying and selling system used in the store, it is also possible to control the company's expenses and costs, as well as the company's cash flow, According to Bilibio (2010), cash flow is of great importance to the company's financial manager so that he is aware of the financial resources present in the company, such as financial inflows and outflows, but he also says that it is an activity that must be carried out jointly by all sectors of the company. However, in the company Estilo Informática, currently in 2024, the company has only one employee who is responsible for all sectors of the company, from sales to logistics and finance, so although the help of all sectors of a company is necessary to achieve a good cash flow, as the partner is responsible for all sectors of the company, his knowledge of financial inflows and outflows is very extensive and appropriate to the company's current situation.

The accountant is also responsible for calculating personal and corporate income tax. With all the information that the accountants pass on to the Partner, such as Cash Flow, Expenses, Costs, Expenses and the Balance Sheet, it is possible for the business owner to carry out a financial calculation to set monthly sales targets, based on calculating a certain amount of profit and revenue generated in the year.

the previous year and after comparing this with the amount of expenses and losses, averaging out the total amount and dividing it up over the 12 months of the year. Every year, the company's stock inventory is also sent to the accountant, which is all the items currently in the company's stock with their cost prices and their current sales prices in the stock. The owner of the company works alone in the company and all the sectors together, he also acts in the area of accounts receivable and accounts payable, company logistics, all these financial expenses or receipts are stored in the system used in the company and sent to the accountant for future analysis and tax calculations, where according to Bilibio (2010) good financial management is very beneficial for the company, it is something that helps the entrepreneur a lot is to have knowledge about the financial health of the company and its economic resources that help it to make better decisions so that the company can make a profit and have good results.

4.3 FINANCIAL ANALYSIS OF THE COMPANY STUDIED.

Therefore, after learning about the company's history and knowing that it has been in operation for 30 years and knowing what management tools and activities the partner and his accountants carry out, it is necessary to know and discuss how the company is doing financially, after contacting the accountants, 3 documents that summarize the company's financial situation for the year 2023 will be analyzed, these documents are: the Analytical Trial Balance, the Balance Sheet and the Income Statement.

The Trial Balance serves as well as the Balance Sheet to get a simpler view of the assets and liabilities of the company in question, but this is the only similarity, because despite being able to visualize such a characteristic, the Trial Balance shows in extreme detail all the assets and liabilities of the company and their respective values and at the end it shows in summary form the result, but although it shows the assets and liabilities, it also analyzes all the company's costs, expenses and mainly its total gross revenue, where according to Silva and Rodrigues (2018, p. 107) "The objective of drawing up a balance sheet is to show all the company's assets and liabilities and their respective values. 107) "The purpose of drawing up a trial balance is to check the equality

This means that if there is any difference between the values of assets and liabilities at the end, it means that there has been a problem and that some record of income or expenditure has been lost, but the trial balance at the company Estilo Informática LTDA is one of quality and demonstrates that all financial records are being made accurately and efficiently.

According to Silva and Rodrigues (2018, p. 13), a company's income statement "aims to inform whether the entity made a profit or loss during a given period." Thus, in the company analyzed, a positive result can be identified in the year 2023, where after deducting from the total gross revenue all the company's expenses and costs, the net profit figure was positive, concluding that the current management of the company is maintained despite all the complications over the years and the financial cuts that had to be made and making the company remain active for 30 years being one of the oldest and most enduring stores in the IT area of ES.

5 CONCLUSION

Therefore, the development of this study was of great importance in raising the knowledge of current and future managers, as well as adding value to our degree in Business Administration, strengthening the knowledge administered in the classroom regarding the importance of financial management for a small business and the impact it has on its survival in the market. It also allowed for a personal interview with the company's founder, Delson Luiz Bisi, which was recorded on video. Delson Luiz Bisi recounted the history of the company and his experiences of the necessary adjustments that have been made since the company was founded on October 8, 1993. As the IT market changed, adjustments were made in order to offer products and services to consumers, meeting the needs of commerce, quality and the company's financial health.

Given the importance of the subject, in order to stay in business, the company Estilo Informática LTDA needed quality financial management, which was taken on by Delson Luiz Bisi and the accountants responsible for it.

by the accounting department to carry out financial calculations, which are sent to SINTEGRA, as well as calculations for the payment of Simples Nacional, which is the collection of taxes and contributions owed by micro and small businesses, for the payment of the company's passive and active accounts, control of the store's stock, cash flow and calculation of personal and corporate income tax, with all the information that the accountants pass on to the partners. Monitoring all this information is essential and has enabled the company to remain active to this day, having been in business for 30 years.

However, despite the fact that Estilo Informática has good financial management and is one of the oldest companies in the Cariacica - ES region, the work to keep it open and running is very hard, because despite the fact that the technology market is constantly growing, there are many difficulties faced, especially by those who can't keep up with the various new products and systems that are launched and that customers are already interested in, Another factor that can get in the way of the company's activities is the fact that electronic products, especially their components, are very sensitive and unstable and have very long purchase warranties. It often happens that a product is working normally one day and the next it has stopped because a component that came with a short has stopped working, so it is necessary to contact suppliers and/or the manufacturer's warranty to exchange or repair the product.

However, these are not the only factors that negatively affect the company. Another factor is the great competition that physical electronics stores have with online stores, because the online market is usually able to import large quantities of products at the same time, often partnering with other companies and selling their products at a lower price because they have a large quantity in stock, But that doesn't necessarily mean that it's a bad thing, because many companies do run out of stock due to the high demand for certain products, and the problem is that online stores only work with deliveries, so unless the consumer pays the best shipping rate to receive the product more quickly, there will be a waiting time until it is delivered.

This is a problem that doesn't occur when you buy it in the store in person.

Thus, it can be seen that there are not only disadvantages to owning a computer or electronics company these days, but in order for the business to be able to flow and generate profit and be profitable and above all stable, it is necessary, as previously mentioned, to have good financial management above all, but above all to keep up to date with news about new product launches on the market, new fashions, new major interests, if possible expand and try to open a social network and/or website for your business, which will help consumers both to see your products and services offered but also in the case of social networks will attract more attention to your business, knowing how to recognize that the online market is immensely different from the physical one, not only in terms of resource management but also in terms of product logistics, stock and transport, and above all knowing who your target audience is, because just as in the case of knowing about current fashions and interests, your target audience will have products that they prefer or don't prefer, such as young people looking for more gaming and communication products, such as parts and accessories for computers, *notebooks*, cell phones, *video games,* among others.

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