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AGRICULTURAL COOPERATIVE ARE MIXED ROQUE LTDA: A STUDY OF THE SITUATION OF FINANCIAL COOPEROQUE- SALVADOR MISSÕES- RS

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SUMMARY:

Business success basically depends on good management, and it is in the financial administrative field that this success is realized. That said, the present study sought to address the Financial Statements and Balance Sheet of Cooperoque for the years 2010 and 2011, with the specificity of studying the Liquidity, Structure, Activity and Profitability indices, demonstrating, through these indicators, the return provided investments as well as their solvency in the economic market. The methodology used was exploratory-descriptive. It was concluded that, due to the socioeconomic importance of this entity in the micro-region, it is essential that the cooperative increases its return rates to the cooperative members, object of its double nature.

KEY WORDS: Financial management; Liquidity; Structure; Activity; Profitability;

1. INTRODUCTION:

Financial administration is a tool that, together with business administrative processes, is of fundamental importance for the context of development and organizational growth, since, without efficient management, organizations tend to slow down their development pace, and in many cases can , go bankrupt. Given this fact Braga, 2011, p. 23, argues that “All business activities involve financial resources and are geared towards obtaining profits”, that is, so that organizational business can flow in an emerging way, it is necessary to use the resources that the company's financial resources correctly. it has, so that, at the end of the

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income statement for the year, it can end the process with due economic growth and profit taking.

That said, the present work aims to make the financial analysis of the Cooperativa Agrícola Mista São Roque LTDA- COOPEROQUE, in the municipality of Salvador das Missões, Northwest region of the state of Rio Grande do Sul, through liquidity indicators, structure indicators equity and activity and profitability indicators, aiming to evaluate the company's financial health, more precisely its profitability and risk that it may present. Matarazzo, 2010, p. 81 claims that “an index is the relationship between accounts or group of accounts in the financial statements, which aims to highlight a certain aspect of a company's economic or financial situation”. Thus, the efficient role of the financial administrator is crucial and needs to be broad, that is

> “Financial analysis needs to have a holistic approach, covering the company's strategy, its investment and financing decisions and its operations. Companies have important objectives, such as the return to shareholders, providing a good environment for work and the interest of employees, their responsibility to national objectives and policies, among others. The strategy comprises the means to achieve the objectives. The company identifies the opportunities and risks offered by the external environment, defines what it wants to do, its target audience and its geographic area and implements or adjusts its organizational structure to operationalize what it has defined. ” SILVA, 2012, pag. 4

We all know that contemporary organizations evolve at a faster pace compared to older organizations, and that they are constantly changing day by day, that is, they always seek to do more and better, with the intention of generating a common good to both sides. They are increasingly concerned with the quality of products and services, and despite everything, with building their reputation with dignity. In other words, organizations do not prioritize only their success as one, but success also for those who, in a certain way, directly or indirectly get involved. Ex: associates, producers, suppliers, competitors, collaborators and employees.

This project was developed with the purpose of encouraging theoretical and practical actions of the Administration Course of the Federal University of the Fronteira Sul - UFFS, campus Cerro Largo, and in this way to provide the students of the course the daily experience in companies of the Missions region. In addition, the project aims to approximate the theory worked in the Financial Management I discipline with the practice in the area of performance of the Administration professional.

2. METHODOLOGY:

As for the methodology, the present study used a Qualitative and Quantitative approach, of bibliographic and operational investigative nature. The data were collected from the company, through information made available in magazines to associates and interested parties in general, and through interviews with the accounting officer and the institution's manager. Support material was also sought from the library of the Federal University of Fronteira Sul, with important concepts, used in the theoretical framework of the work.

3. PRESENTATION AND A BRIEF HISTORY OF THE COMPANY.

Cooperoque is located at Rua 1º de Novembro, 758- Vila Santa Catarina- Salvador das Missões / RS. It began its activities on November 1, 1951, with more than sixty years of experience. At the beginning there were only 33 farmers in the region who paid in Cr $ 100,000.00 (one hundred thousand cruzeiros) as initial capital. The first years were arduous due to the little structure and strong competition from the trade, but the conquest of trust with the farmers of the neighborhood brought new followers, strengthening the base of the Cooperative.

The Cooperative's history is divided into two phases:

- ✓ 1st phase: from the Foundation until the early 80's - period of struggle for the conquest of its space and its Identity
- ✓ 2nd phase: from the 80's - when the Organization began to create a body and seek its effective structuring.

It is an agricultural cooperative, and its main products and / or services include the production of wheat flour Dona Geny, Type 1.; wheat flour Missões, Type 1; Financing transfers; Dental assistance (insured); Technical, agronomic and veterinary assistance; Exchange-exchange system; Transport of agricultural crops and inputs at the property level; Cooperative education and training.

Your coverage areait is the region of the Missions, and also some cities besides the missionary region, with the commercialization of the products in some neighboring states. It currently has 183 employees, and has more than 1500 associates. The working regimes that she presents are magazine, supermarket, agriculture, milk station, mill, warehouses and silos, hopper and bakery.

In the last decade, growth in associates, increased productivity and the consequent receipt of cereals and sales, allowed expressive annual net results. And despite the negative prognosis of sparse or excessive rainfall due to the La niña and El niño phenomena that have not been confirmed in recent years in the region, obtaining successive good harvests with generally low input prices and products with attractive fixation values, ensuring good results for the Cooperative and associates.

Given this scenario, investment in space and modernity became necessary. The grain storage, receiving and shipping sector was significantly restructured. And after studies and analyzes, the demolition of the existing old structure (bulk warehouse and surroundings) was defined and the structure of hoppers, tippers for carts, masonry driers, cleaning machines and particulate capture was modernized, agility and dynamism. waste, coming to join the existing complex, with a flow chart of 120 tons / hour. Thus, excellence in efficiency and quality unmatched in the region was achieved, receiving the crops with immense tranquility.

Cooperoque is a company that for many years has been allocating resources and actions aimed at preserving the environment and the ecosystem. Reforestations are carried out, and solid and liquid waste collectors are introduced. Also, the Campo Limpo program developed in the schools of coverage and the selective collection of garbage and containers of pesticides are some of the actions developed by the same.

The recognition of this work of seriousness and honesty is reaped by receiving record, annual and successive harvests and with good participation of members in the Cooperative events, such as, for example, annual assembly held with all members, courses, lectures, first aid training , field days in the demonstration area, “young apprentice” program, which is done through the SESCOOP / RS agreement, and which includes specific themes related to administration, cooperativism and customer service, with the aim of including, training and promote the professional development of young people, offering the opportunity for their first job, etc.

Cooperoque is no different in many respects from other companies or businesses. What sets it apart, is that it essentially has the role of creating and fostering income alternatives that generate collective development. The business center is people, not capital. Their decisions are made with a view to balancing the income needs of members and the community. They exercise fundamental responsibility in guaranteeing the production of safe and quality food and services for their partners, society and the region.

4. BALANCE SHEET

Braga, 2011, states that the Balance Sheet is a photograph in which the values of all the assets and rights that make up the company's assets appear; all debts and commitments payable, which constitute the company's liabilities; and the total share capital, which belongs to the owners, called Shareholders' Equity.

4.1 Balance Sheet in 2010

BALANCE SHEET 2010			
ACTIVE	**R$**	**PASSIVE**	**R$**
CURRENT	**R $ 30,155,774.12**	**CURRENT**	**R $ 30,016,575.25**
Cashier	R $ 10,565,343.71	Obligations with members	R $ 4,729,459.03
Credit with members	R $ 1,791,259.55	Obligations to third parties	R $ 25,287,116.22
Credits with third parties	R $ 10,684,137.51		
Stocks	R $ 5,956,270.51	**NOT CIRCULANT**	
Disp.Apro. Next Exercise	R $ 1,158,762.84	Thank you. After exercising.	R $ 5,633,768.23
NOT CIRCULANT		**LIABILITIES OFFSET**	
Long-term achievable	R $ 3,107,947.83	Deposited Products	R $ 25,325,164.82
Active permanent	**R $ 22,057,019.84**		
Investments	R $ 134,395.81	**NET WORTH**	**R $ 19,670,398.31**
Immobilized	R $ 21,922,624.03	Share capital	R $ 3,027,331.81
Offsetting Assets		Leftover Reserve	R $ 16,214,945.48
Product Deposits	R $ 25,325,164.82	Results to Disp. From AGO	R $ 428,121.02
TOTAL ASSETS	**R $ 80,645,906.61**	**TOTAL LIABILITIES**	**R $ 80,645,906.61**

4.2 Balance Sheet in the year 2011.

BALANCE SHEET 2011			
ACTIVE	**R$**	**PASSIVE**	**R$**
CURRENT	**R $ 36,972,763.36**	**CURRENT**	R $ 33,658,493.06
Cashier	R $ 11,989,385.11	Obligations with members	R $ 6,714,283.16
Credit with members	R $ 6,879,723.39	Obligations to third	R $

		parties	26,944,209.90
Credits with third parties	R $ 12,166,858.68		
Stocks	R $ 5,453,224.83	**NOT CIRCULANT**	
Disp.Apro. Next Exercise	R $ 483,571.35	Thank you. After exercising.	R $ 12,692,295.07
NOT CIRCULANT		**LIABILITIES OFFSET**	
Long-term achievable	R $ 4,107,306.02	Deposited Products	R $ 25,839,851.88
Active permanent	**R $ 26,396,293.29**		
Investments	R $ 181,041.41	**NET WORTH**	**R $ 21,125,574.54**
Immobilized	R $ 26,215,251.88	Share capital	R $ 2,653,396.10
Offsetting Assets		Leftover Reserve	R $ 18,008,595.68
Product Deposits	R $ 25,839,851.88	Results to Disp. From AGO	R $ 463,582.76
TOTAL ASSETS	**R $ 93,316,214.55**	**TOTAL LIABILITIES**	R $ 93,316,214.55

5. STATEMENT OF INCOME FOR THE YEAR (DRE)

Braga (2011, p.52) states that "in this statement, the formation of profit or loss for the fiscal year is evidenced, by confronting realized revenues and expenses incurred".

Next, we will present the DRE for the years 2010 and 2011 of the company under study.

5.1 DRE for the year 2010

2010 FINANCIAL STATEMENTS	
Gross Revenue	**R $ 66,196,397.10**
Canceled Sales	R $ 771,001.24
Sales taxes	R $ 882,980.36
Net Revenue	**R $ 64,542,405.50**
Cost of goods sold	R $ 45,991,170.57
Production cost	R $ 10,252,660.74
Gross profit	**R $ 8,298,574.19**
Operational expenses	R $ 6,680,302.80
Administrative costs	R $ 3,718,528.06
Other Operational tickets	R $ 4,432,031.84
Operating profit	**R $ 2,331,775.17**
Non-Operating Revenue	R $ 1,140,863.22

Non-operating expenses	R $ 1,357,808.37
NET PROFIT	**R $ 2,114,830.02**

5.1 INCOME STATEMENT FOR THE YEAR 2011

INCOME STATEMENT FOR FISCAL YEAR 2011	
Gross Revenue	**R $ 93,976,764.83**
Sales canceled	R $ 689,626.36
Sales Tax	R $ 1,155,957.23
Net Revenue	**R $ 92,131,181.24**
Cost of goods sold	R $ 71,872,364.73
Production cost	R $ 11,097,910.12
Gross profit	**R $ 9,160,906.39**
Operational expenses	R $ 6,921,696.25
Administrative costs	R $ 4,791,120.51
Financial expenses	R $ 12,602.63
Other operating tickets	R $ 4,909,746.60
Operating income	R $ 74,379.96
Financial income	R $ 1,986.09
Operating profit	**R $ 2,421,599.65**
Non-Operating Revenue	R $ 22,650.00
Non-operating expenses	R $ 62,064.49
NET PROFIT	**R $ 2,382,185.83**

6. VERTICAL / HORIZONTAL ANALYSIS OF THE COMPANY'S INCOME STATEMENT AND BALANCE SHEET IN BOTH YEARS.

Vertical DRE analysis in 2010	**Vertical analysis of DRE in 2011**	**Vertical Analysis of the Balance Sheet in 2010**	**0%**	**Horizontal DRE Analysis**
1.16%	0.73%	**AC = 37%**	40%	41.97%
1.33%	1.23%	**AÑC = 4%**	4%	10.55%
97.50%	98%	**AP = 27%**	28%	30.92%
69.48%	76.4%	**Plywood = 31%**	28%	42.75%
15.49%	11.81%	**PC = 37%**	36%	56.27%
12.54%	9.75%	**PÑC = 7%**	14%	8.24%
10.09%	7.37%	**Compensated Liabilities = 31%**	28%	10.39%
5.62%	5.10%	**PL = 25%**	23%	3.61%

6.70%	0.01%			28.84%
3.52%	5.22%			
1.72%	0.08%			10.78%
2.05%	0.00%			
3.19%	2.58%			3.85%
	0.02%			-98.01%
	0.07%			-95.43%
	2.53%			12.64%

According to the 2010 and 2011 Income Statement (DRE) of the cooperative Agrícola Mista São Roque LTDA, we reached the following conclusions:

In relation to the vertical analysis, deductions impacted only 2.49% of gross revenue in 2010, and in 2011 there was a decrease in these deductions, reaching around 1.96%. This shows that in Net revenue, the indicator went from 97.50% in 2010 to 98% in 2011. As for the costs of production and goods sold, in 2010, there was an indicator in the order of 69.48%, and in 2011 these increased impacting 76.5% of Gross Revenue, which resulted, despite the increase shown in these indicators, to obtain a Gross Profit of around 12.54% in 2010 and 9.75% in 2011, with a 2.79% decrease in one year To the other. As for expenses, revenues and other operating income, there was an index of 22.41% in 2010, and a slight decrease in 2011, reaching around 17.78%. Also non-operating income and expenses,

As for the horizontal analysis, it can be seen that the company had a 41.97% increase in gross revenue for the base year of 2010, and a 12, 64% growth in net profit and sales costs were 42.75% more than in 2010. It appears that, even increasing revenue, the cost of sales grows, in a higher percentage.

7. LIQUIDITY INDICATORS:

Silva, 2012, p. 286 says that liquidity ratios

> They aim to provide an indicator of the company's ability to pay its debts, based on the comparison between realizable rights and liabilities. In general, liquidity stems from the company's ability to be profitable, from managing its financial cycle and from its strategic investment and financing decisions.

Complementing this idea, Braga (2011, p. 31) says that "the balance between adequate liquidity and satisfactory profitability is a constant challenge faced by financial management". In this way, the efficient role of the financial administrator is essential to achieve the maximization of wealth in companies. Braga, 2011, p. 29, still argues that a “company presents good liquidity when its assets and liabilities are properly managed”, that is, there is no point in keeping the money still to settle future commitments, and most importantly, keep control of cash and know the time when money will be lacking is essential to obtain an efficient and satisfactory administration.

Next, we will present the main Liquidity Indicators, with their due analysis, corresponding to each year of activity of the company under study.

7.1 General Liquidity (LG)

The general liquidity index indicates how much the company has in cash, assets and rights realizable in the long term, to enforce its debts. The following equation follows:

$$LG = \frac{AC + RLP}{PC + ELP}$$

Where: AC: Current Assets; RLP: Long-term; PC: Current Liabilities; PLA: Long-term liable;

For Cooperoque, in the years 2010 and 2011, we can indicate its general liquidity as follows:

Years	Calculations	Indexes
2010	LG = 30,155,774.12 + 3,107,947.83 30,016,575.25 + 5,633,768.23	0.93
2011	LG = 36,972,763.36 + 4,107,306.02 33,658,493.06 + 12,692,295.07	0.89

According to Braga (2011 p. 156) "it is expected that the index will always be higher than 1.0, showing a slack in the global solvency capacity". It appears that the company in the two years for each 1.00 of debts it would lack resources to meet the deficit obligations of R $ 0.07 in 2010, and R $ 0.11 in 2011 in the short and long term .

7.2 Current Liquidity (LC)

The Current Liquidity index indicates how much the company has in cash more assets and rights realizable in the short term (next year), compared to its debts to be paid in the same period. The following equation follows:

$$LC = AC / PC$$

Of which: AC: Current assets; PC: Current Liabilities;

For Cooperoque, in the years 2010 and 2011, we can indicate its current liquidity as follows:

Years	Calculation	Index
2010	LC = 30.155774,12 30016575,25	1.00
2011	LC = 36,972,763.36 33,658,493.06	1.10

By doing the calculation, an index of R $ 1.00 is obtained in 2010 and R $ 1.10 in 2011, that is, in the short term, in 2010 the company would pay the obligations, but would not have resources for investment. In 2011, R $ 0.10 would be left over for new investments or credits to cooperative members. In 2010, the most worrying is the vertical analysis of the Current Assets of 35% in the credit account for third parties.

7.3 DRY LIQUIDITY (LS):

The Dry Liquidity Index Indicates how much the company has in cash and cash (cash deposits and immediate liquidity investments), short-term financial investments and trade receivables to cover current liabilities.

$$\boxed{LS = AC\text{-}EST / PC}$$

Where: AC: Current Assets; EST: Stocks; PC: Current liabilities;

For Cooperoque, in the years 2010 and 2011, we can indicate its Dry Liquidity as follows:

Years	Calculation	Index
2010	LS = 30,155,774.12- 5,956,270.51 30,016,575.25	0.81
2011	LS = 36,972,763.36- 5,453,224.83 33,658,493.06	0.94

The interpretation of this index follows the same reasoning as the general and current liquidity indices, that is, from the point of view of payment capacity, the higher the better, being that in the two consecutive years the company did not reach 1.00 demonstrating that the available resources in the short term, they do not cover current liabilities, that is, immediate obligations.

7.4 IMMEDIATE LIQUIDITY (LI).

The Immediate Liquidity index reflects the percentage of short-term debt that can be settled immediately by the company

$$\boxed{LI = Disp / PC}$$

Since Disp: Immediate cash equivalents (cash, bank, short-term investments and investments); PC: current liabilities;

For Cooperoque, in the years 2010 and 2011, we can indicate its Immediate Liquidity as follows:

Years	Calculation	Indexes
2010	LI = 10,565,343.71 30,016,575.25	0.35
2011	LI = 11,989,385.11 33,685,493.06	0.35

For Silva, 2012, p. 294, “the Liquidity Ratios are complementary to each other and allow the analyst a certain depth in the examination of the company's risk. These are parameters whose observation is necessary, but not enough to conclude about the company's robustness ”. In the analysis it is concluded that the company has a reasonable index at the margin of 0.35 in the two years 2010 and 2011. The Balance Sheet shows a low volume of accounts in the short term.

8. EQUITY STRUCTURE INDICATORS

Silva, (2012) states that the capital structure of a company involves the composition of its sources of financing. The funds invested in assets come from the partners of the company or from third parties, and they expect a fair remuneration for the provision of resources. With regard to indebtedness, the decision to lend resources for investments must be very well thought out and must be made by guaranteeing a lower price, where the yield must be greater than the investment.

8.1- General Debt Ratios

Braga (2011, p. 155) states that "General Debt shows the dependence on third party resources in the financing of assets".

Ind. General Address = PC + ELP

Where: PC: Current Liabilities; PLA: Long-term liabilities; AT: Total Assets

For Cooperoque, in the years 2010 and 2011, we can indicate the General Indebtedness Index as follows:

Year	Calculation	Index
2010	= 30,016,575.25 + 5,633,768.23 80,645,906.61	0.44
2011	= 33,658,493.06 + 12,692,295.07 93,316,214.55	0.50

8.2- Third Party Capital Ratios by Equity

Braga (2011, p. 155) states that "the Third Party Capital / Equity Ratio, reveals how much a company has in debt in relation to the resources belonging to the shareholders". This index follows the reasoning that, when it is greater than 1.0, it shows an imbalance between the two parts of the asset's financing.

CT / CP = PC + ELP

PL

Where: CT: Third Party Capital; CP: Equity; PC: Current Liabilities; PLA: Long-term liabilities; PL: Shareholders' Equity;

For Cooperoque, in the years 2010 and 2011, we can indicate the Third Party Capital / Equity Index as follows:

Years	Calculation	Index
2010	30,016,575.25 + 30,958,933.05 19,670,398.31	3.10
2011	33,658,493.06 + 38,532,146.95 21,125,574.54	3.42

8.3- Equity Fixed Asset Ratios

Matarazzo, 2010, p. 86, says that "the fixed assets 'equity indicates how many R $ (Reais) the company invested in non-current assets for each R $ of Shareholders' Equity". In other words, it follows the interpretation that the smaller the better.

$$\boxed{ICP = AP /}$$

Where: AP: Permanent assets; PL: Shareholders' Equity;

For Cooperoque, in the years 2010 and 2011, we can indicate the Equity Fixed Asset Ratio as follows:

Years	Calculation	Index
2010	22,057,019.84 19,670,398.31	1.12
2011	26,396,293.29 21,125,574.54	1.25

8.4- Fixed assets fixed assets

According to Matarazzo (2010), this indicator reveals the value of non-current resources (PL and ELP) was allocated to permanent assets. It follows the reasoning that the smaller the better. The following section follows:

$$\boxed{IRP = AP / ELP +}$$

Where: AP: Permanent assets; PLA: Long-term liabilities; PL: Shareholders' Equity;

For Cooperoque, in the years 2010 and 2011, we can indicate the Fixed Resources Fixed Asset Ratio as follows:

Years	Calculation	Index
2010	22,057,019 5,633,768.23 + 19,670,398.31	0.87
2011	26,396,293.29 12,692,293.07 + 21,125,574.54	0.78

9. ACTIVITY INDICATOR

Through interrelationships between income and equity accounts, it is possible to evaluate the financial aspects of the companies' operational activities. (BRAGA, 2011, p. 159).

Thus, we will analyze the turnover rates of the resources to obtain the result of the activities of the company in question:

9.1. Stock Turning

It reflects the degree of use of assets in generating sales. (Braga, 2011, p. 159), that is, the inventory turnover indicates the number of times the inventories were renewed, during a certain time interval.

Stock turnover = CMV / stock

CMV: Cost of goods sold;

For Cooperoque, in the years 2010 and 2011, we can indicate the Inventory Turnover Activity Index as follows:

Years	Calculation	Index
2010	$\frac{45,991,170.57}{5,956,270.51}$	7.72
2011	$\frac{71,872,364.73}{5,453,224.83}$	13.18

9.2. Total Asset Turnover

Braga, (2011) argues that this turnover includes assets that are not related to sales, that is, they are composed of assets that are not directly linked to the company's daily activity, such as long-term investments, loans, shares , etc.

Turnover AT = Net Revenue / AT

CMV: Cost of goods sold; AT: Total assets;

For Cooperoque, in the years 2010 and 2011, we can indicate the Total Turnover Activity Index as follows:

Years	Calculation	Index
2010	$\frac{64,542,405.50}{80,645,906.61}$	0.80
2011	$\frac{92,131,181.24}{93,316,214.55}$	0.98

10. PROFITABILITY INDICATOR

According to Assaf Neto (2009, p. 228), “the profitability indicators aim to evaluate the results obtained by a company in relation to certain parameters that best reveal its dimensions”, that is, they serve to measure the company's economic capacity, and to identify the degree of success obtained through the invested capital.

10.1. Return on Assets (ROA)

ROA means the “rate of return generated by applications made by a company on its assets. It indicates the return generated by each R $ 1.00 invested by the company ”(ASSAF NETO, 2008, p. 229). We can get the answer with the following equation:

$$\boxed{ROA = \frac{\text{Operating Result}}{\text{Total Assets}}}$$

For Cooperoque, in the years 2010 and 2011, we can indicate the Return on Assets Profitability Index as follows:

Years	Calculation	Index
2010	$\frac{2,331,775.17}{80,645,906.61}$	0.03
2011	$\frac{2,446,327.51}{93,316,214.55}$	0.03

10.2 Return on Equity (ROE)

Assaf Neto (2009) argues that ROE is about measuring the return that the company has on the resources invested by its owners (shareholders), that is, for each R $ 1.00 of own resources (equity) invested in the company, if gets the answer of how much the shareholders pocket in return. Then it can be calculated by the following formula:

$$\boxed{ROE = \frac{\text{Net Income}}{\text{PL}}}$$

For Cooperoque, in the years 2010 and 2011, we can indicate the Return on Equity Return Index as follows:

Years	Calculation	Index
2010	2,144,830.02 / 19,670,398.31	0.11
2011	2,382,185.83 / 21,125,574.54	0.11

10.3- Return on Investment (ROI)

For Assaf Neto (2009), ROI "is an alternative to using ROA to evaluate the return produced by the total resources invested by shareholders and creditors in the business." It can be determined by the following equation:

$$ROI = \frac{\text{Operating Result}}{\text{Investment}}$$

For Cooperoque, in the years 2010 and 2011, we can indicate the Return on Investment Profitability Index as follows:

Years	Calculation	Index
2010	2,331,775.17 / 134,395.81	17.35
2011	2,446,327.58 / 181,041.41	13.51

11. SALES PROFITABILITY

This group expresses the company's profit margin, as we will see below:

11.1 Operating Margins

Braga (2011, page 164) states that "operating margin expressed as a percentage of what is left of net operating revenue after deducting operating expenses".

$$\text{Operating margin} = \frac{\text{Operating profit}}{\text{Net Revenue}}$$

For Cooperoque, in the years 2010 and 2011, we can indicate the Operating margin index as follows:

Years	Calculation	Index
2010	2,331,775.17 / 64,542,405.50	0.04
2011	2,446,327.58 / 92,131,181.24	0.03

11.2 Net Margin

Braga (2011 pag.164) states that "the net margin reveals the percentage of net operating revenue that remains after deducting all expenses and computing non-operating results, the provision for income tax and statutory interests".

$$\text{Net Margin} = \frac{\text{Net Profit}}{\text{Net Revenue}}$$

For Cooperoque, in the years 2010 and 2011, we can indicate the net margin index as follows:

Years	Calculation	Index
2010	2,114,830.02 / 64,542,405.50	0.03
2011	2,382,185.83 / 92,131,181.24	0.02

12. General Analysis of the Company.

The analysis of the data for the years 2010 and 2011 points to some indexes that must be observed by the top management of the Cooperative, among them the vertical analysis of the Balance Sheet, which includes a 2% decrease in the Net Worth of the Members.

In the Income Statement for the Year, the vertical analysis of 2010 and 2011 shows that the cost of goods sold has influenced the decrease in the company's net profit, which is confirmed in the horizontal analysis, with an increase of 42.75% of this cost in the year of 2011.

In the solvency indices, the study points to a worrying assessment of General Liquidity in the long term, and Dry Liquidity in the short term have indices below 1.0 showing a deficit in the company's global solvency capacity.

In the analysis of equity structure indexes, the company presents an imbalance, with indexes of 3.10 in 2010 and 3.42 in 2011, presenting a high debt ratio in relation to the resources belonging to the members. However, in general indebtedness, the company has an index of 0.50 in 2011, with 50% of its assets financing the debts. In the fixed assets index, the company points out indexes with a high degree of fixed assets that compromise the cooperative's liquidity, as argued by BRAGA 2011 p. 155.

In the profitability indexes, in 2011, the company showed a high turnover in inventory turnover, with an index of 13.18, in a total turnover in the period of one year.

In the analysis of ROA, the ratios were 3%, not increasing from 2010 to 2011, ROE by 11%, that is, for each R $ 1.00, the operational return was R $ 0.11, maintaining this index in both exercises. ROI had a lower index in 2011, which was 13.51%, and in 2010 that index was 17, 35%. It should be noted that the company decreased its profitability. This scenario reflects the company's operating margin and net margin, which decreased from 2010 to 2011, closing the 2011 net margin at 2%.

CONCLUSION.

The present work aimed to make the financial analysis of Cooperativa Mista São Roque LTDA for academic purposes. The methodology of a Qualitative and Quantitative approach, of bibliographic and operational investigative nature, was used. The data were collected from the company, through information made available in magazines to associates and interested parties in general, and through interviews with the accounting officer and the institution's manager. Support material was also sought from the library of the Federal University of Fronteira Sul, using concepts for the theoretical framework of the work.

The study obtained as a result that the company studied presented, in the years from 2010 to 2011, an increase in the indebtedness of its assets and a decrease in the Shareholders' Equity. The company shows little investment capacity, high cost of sales and production, and a 50% commitment of its assets to the entity's debts.

In the profitability indices, the company presents in 2011 a high rotation in the inventory turnover with an index of 13.18, and a total turnover in the period of one year. In the analysis of the return on invested funds, they stood at 3%, not increasing from 2010 to 2011, ROE also remained at 11% in both years. ROI had a lower index in 2011 from 13.51 to 17, 35 in 2010. It should be noted that the company has reduced its profitability. This scenario reflects the company's operating margin and net margin, which decreased from 2010 to 2011, closing the net margin in 2011 at 2%.

The company will be able to use the present study as a management tool to evaluate its operational performance, its investments and the company's indebtedness. Due to the socioeconomic importance of this entity in the micro-region, it is essential that the cooperative increases its return rates to the cooperative members, object of its double nature.

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