



Cash management and financial performance of floral companies in Uganda: a case study of Wagagai Ltd

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Introduction

The study examined the role of cash management in the financial performance of floral companies in Uganda and focused on a case study of Wagagai Ltd

Objectives


The study was guided by three objectives:

1. *to* examine the effects of preparing cash budgets on financial performance at Wagagai Ltd,
2. *to* assess the effects of operating a bank account on financial performance at Wagagai Ltd,
3. *to* examine the effects of bookkeeping on financial performance at Wagagai Ltd

Methodology

The study adopted both positivism-phenomenological research philosophies and used both the quantitative and

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qualitative approaches. The study population was 65 and a sample size of 65 respondents. The study used self-administered questionnaires and an interview guide form as data collection instruments.

Key findings

The study found that preparing cash budgets enabled Wagagai Ltd to attain spending goals and that the company's departmental priority setting and resource allocation were vital parts of the internal effectiveness. It was revealed that budgetary allocations were integral components of annual financial plans.

It was also found that the company faced challenges with the allocation of funds.

Key references

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