

南国置业股份公司盈利能力分析

Profitability analysis of Nanguo Real Estate Company Limited

摘 要

近年来，房地产行业一直是热门话题，它是我国国民经济发展的重要产业，可以提高我国国民生产总值，带动相关产业的发展、增加我国的就业率，同时也关系到国民住房等问题。房地产企业要想长久发展，必须要有独特的核心竞争力，根据自身的经营状况，不断调整自身的发展策略。如何衡量一个企业的好坏，主要是看公司的盈利能力。一般来说，公司的利润越高，盈利能力就越强，则企业经营的情况就越好。

全文选取了公司的年度财务报告，整理出南国置业股份公司近五年来的财务数据。本文首先是对盈利能力相关指标进行概述，然后对房地产行业和南国置业股份公司的发展概况进行描述，并在此基础上选择该公司近五年财务数据，分别从经营盈利能力分析、资产盈利能力分析、资本盈利能力分析以及上市公司盈利能力分析这四个方面整理计算出公司的盈利能力，最后在计算分析的基础上，有针对性的提出改善公司盈利能力的建议，促进企业在未来的发展中健康成长。

关键词：南国置业 房地产 盈利能力

Abstract

In recent years, the real estate industry has been a hot topic, It is an important industry for the development of China's national economy, which can increase China's gross national product, drive the development of related industries, increase China's employment rate, and is also related to national housing and other issues. For real estate companies to have long-term development, they must have unique core competitiveness and constantly adjust their own development strategies according to their own operating conditions. How to measure the quality of an enterprise mainly depends on the profitability of the company. Generally speaking, the higher the company's profit, the stronger the profitability, and the better the business operation.

The data of the article are all from the annual financial report on the company's official website, which has compiled the financial data of Nanguo Real Estate Company Limited. in the past five years. This article first summarizes the relevant indicators of profitability, and then describes the development profile of the real estate industry and Nanguo Property Company. And on this basis, the company financial data for the past five years were selected, and the company profitability was calculated from four aspects: operating profitability analysis, asset profitability analysis, capital profitability analysis, and listed company profitability analysis. Finally, on the basis of calculation and analysis, it puts forward targeted suggestions to improve the company's profitability, and promotes the healthy growth of the enterprise in the future development.

Key words: Southland Real Estate real estate Profitability

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