

# Example of evaluation and control critical thinking

[Business](#), [Company](#)



The strategic choices and alternatives are referenced to the element of continuous monitoring and control to keep up with the efficacy of the measures. Regular monitoring with an established framework to analyse financial statement and balance sheet is one of the necessary measures. The term 'monitoring', herein refers to vigilant observation of the time schedule, infrastructure, inputs and outputs to come up with the desired results. The purpose of the action is to evaluate and control potential / actual obstacles that may hinder the objective.

The balance sheet ratio to monitor and analyse trends and index are essential for a vigilant approach. The suggestion in this reference is to constantly monitor the firm liquidity with trade creditors, long term cash flow with bondholders and health and profitability analysis of the company with the state of company shareholders. The most recommended monitoring and control measure is to overview the rate of return on investment for the asset and asset efficiency to control inputs, outputs and integrate feedback.

Furthermore, analysis of events and seasons influencing the revenue should essentially be considered for an authentic feedback on the recommended strategic plan. Hence, the amalgamation the analysis of the financing needs of the firm from the overview of financial condition, profitability and business risk is the suggested framework appropriate to monitor results.

Pertaining to the feedback in reference to the result, a necessary strategic adjustment is essential to keep the flow on the track of success. The synergic connection between the financial indicators with process control is essential to outrank the strategic factors. Concisely the follow up track of the strategy

comprehends with time schedule, financial indicators to keep up with the project and portfolio management in reference to the strategy.

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