

A Comparative Study on the Liquidity and Profitability of Selected Telecommunication Companies in Rwanda During and Before Covid 19

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Abstract

As it was the same to other countries, the businesses in Rwanda have suffered from COVID 19 pandemic. Due to lockdowns, many businesses closed their doors, while some of others, such as telecommunication companies continued to deliver their services. It is the light of that this study was conducted just as a comparative study on the liquidity and profitability of selected telecommunication companies in Rwanda before and during Covid-19. Two companies X and Y, being the only telecommunication companies operating in Rwanda, were considered in this study. Using the information from their 5 years published financial statements, liquidity ratios (current ratio, quick ratio, cash ratio) and profitability ratios (net profit margin, Return on Assets, Return on Equity) were analyzed. This study used the paired t-tests to measure and compare both the liquidity and profitability of before and during Covid 19 for company X vis a vis company Z. Based on the findings, within the highlighted companies, a significant difference was found only on the liquidity before and during Covid 19 of company X; on the profitability of company Y before and during covid 19. On the other hand, between these companies, a significant difference was only found in liquidity of X and Y before and during covid 19. Other comparisons showed no significant differences. Thus, for better financial performance, the research recommends Rwandese telecommunication companies to scan the future and manage their capital more effectively and consistently.

Keywords: Profitability Ratios, Liquidity Ratios, Telecommunication

1. Introduction

Covid 19 affected all businesses in Rwanda as it was for the worldwide. Many businesses closed their doors while others persisted and continued to work in such difficulties. In Rwanda, telecommunication companies were among the ones which continued to work but since due to lockdowns, offices were closed, and their customers reduced in number (Ibrahim at al., 2022). As other countries, in Covid 19 period, Rwanda has established situational rules and regulations just to prevent the mobility of population (Visual & Data Journalism Team, 2021). Work from home and social distancing became mandatory. The telecommunication industry had a big role to play in facilitating the shift to a remote working culture such as video conferencing and other communication technologies needed for smooth business operations (Hornsby M., 2021). With an

increased demand for domestic data consumption, telecom companies became increasingly focused on improving their network resiliency.

The analysis of liquidity and profitability ratios is key not only for the good of business existence but also to its long-term survival (Yusuf & Surjaatmadja., 2018). The profitability ratio highlights about the past financial situation, meaning the company's earning vis a vis its expenses; while the liquidity provides the idea on how the company's current financial position is, specifically its ability to pay its bills (Black, 2020). In addition to that, as highlighted by Black (2020), more research on financial statement analysis is needed just to identify firms' inefficiencies and provide fundamental improvement on company's finances. Due the fact that currently no research was conducted on the effect of covid 19 on the financial performance of telecommunication companies in Rwanda; the present research was conducted just as a comparative study on the liquidity and profitability of selected Telecommunication companies in Rwanda during and beforeCovid 19. Financial information such as liquidity and profitability ratios, is needed just to predict, compare, and evaluate a firm's earning ability and its financial position.

Liquidity ratios. Many authors discussed liquidity ratios. As highlighted by Mustafa et al. (2019), liquidity ratios are used as an indicator of business assets are converted into cash. Liquidity ratios, being Current, quick, and cash ones are normally used to evaluate the short-term financial status of the company. In general, the higher the ratio's value, the higher the company's short-term loan coverage margin of safety (El-Deeb & Ramadan., 2020). Authors, like Oktasari (2020), Rohmadini et al (2018) reveal that liquidity does not disturb the financial performance. Oktasari (2020) supported that view by insisting that firms use their current assets to finance their liabilities, thus according to him, financial loss is not suffered from the liquidity.

Bhatt & Verghese., (2018) highlighted that liquidity is not a significant indication of a company's profitability. Furthermore again, according to Wahono at al. (2017) there is negative effect of liquidity in business management. It is in the same line Madushanka and Jathurika (2018) supported that Liquidity has the power to determine the financial performance of the companies. In addition, Putri et al. (2020) said that the liquidity and solvency ratio affects return on assets and return on equity. According to Hongli, et al. (2019), they investigated that liquidity and financial leverage have a great impact on the firm's overall performance. Alberto et al., (2021) points out that liquidity is the volume that companies must be able to face their debts and financial obligations in certain periods with the amounts established with suppliers, clients, and financial entities with whom short-term economic operations are carried out.

The idea is that there should be sufficient cash and assets that can be readily converted into cash just to cover current liabilities whenever they come due. Both current assets and current liabilities are annually found on the statement of financial position. A firm should ensure that it does not suffer from lack or excess of liquidity, being on current, cash or quick ratios components.

$$(a) \text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$

The Current ratio is a valuable measure of the company's ability to meet its short-term obligation and it acts as window dress for the business since it shows a bright picture of the firm (Nelli N & Rhama y., 2019). According to Utami (2017), current ratio and profitability are positively correlated. Higher percentage of current ratio might indicate that company has better ability in

term of paying off its short-term debt with its current asset (Hersandy, et al., 2017). Dimiyati et al. (2021) there is a strong positive relation between current ratio and firm performance.

$$(b) \text{Quick Ratio} = \frac{\text{Current Assets} - (\text{Inventory} + \text{Prepaid Expenses})}{\text{Current Liabilities}}$$

The quick ratio also called fast ratio is a greatly superior indicator of liquidity. This is since current assets such as inventory and prepaid costs are more difficult to convert to cash, and because of that, they are excluded from the ratio calculation. And from that it is true that the greater the quick ratio, the more liquid the company is (El Deeb & Ramadan, 2020). In addition, according to Dimiyati et al. (2021), there is a negative relation between quick ratio and firm performance.

$$(c) \text{Cash Ratio} = \frac{\text{Cash} + \text{Bank} + \text{Marketable Securities}}{\text{Current Liabilities}}$$

The cash ratio is also called 'absolute liquid ratio' and it is just a liquidity measure that shows the ability of the company to cover its current obligations. Cash ratios are typically used to evaluate a company's short-term financial status or solvency (El Deeb & Ramadan, 2020). According to Fitrianiingsih and Huda (2021), the cash ratio is the measurement of company's financial success. Dadepo and Afolabi (2020) found that Cash ratio has a positive, weak, and moderate relationship with firm performance.

Profitability ratios. The profit is important to every investor regardless with the type of his/her business. From that, the profitability ratio is commonly used to analyze the company's ability to generate profit during a specific time (Black, 2020). In addition, according to Yusuf & Surjaatmadja (2018), the profitability by indicating the future of the company, it serves and a valuable tool for maintaining the company's long-term survival. As the profitability ratios are categorized into eighter margin and return ratios, Black, (2020) differentiated them by highlighting that margin ratios are the ones used to analyze how effectively a company transforms sales revenue into profits, while return ratios measure whether a company generates a profit for its owners or shareholders.

Return on Asset (ROA). According to Коршунова et al. (2019), Return On Assets (ROA) is the percentage of net income in comparison with total assets which shows the effectiveness of the company in accumulating profits using the assets available. Ramlan and Nodin (2018) found a direct or positive relationship with the financial performance which is measured by return on assets (ROA).

ROA gauges how much income there is in relation to overall assets (Ryan, 2022). It evaluates the management's ability to make a profit using the resources at its disposal. In other words, it shows how successfully the organization uses its resources to generate income. ROA demonstrates how effectively management makes use of all available resources inside the organization to generate net income. From that, the ROA tends to decline, because of the decrease in the company's sale so that company earnings will also decrease (Bianda., 2021). Thus, a greater ROA shows that a company is using its resources more effectively. The high Return on Assets the better performance and thus more benefits to shareholders (Atidhira & Yustina, 2017).

$$\text{Therefore, Return on Assets} = \frac{\text{Net Profit}}{\text{Total assets}} * 100$$

Return on Equity (ROE). Return on equity (ROE) is another financial measurement tool which tests the profitability of a company in comparison to total money given as equity to shareholders as regularly shown in the statement of financial position. The investors want to see a return on

their equity (ROE). As highlighted by Коршунова et al. (2019), return on equity (ROE) measures the company’s ability to generate profits and respond to shareholders expectations. From that, the ROE, the higher stock place, which at the end becomes the good performance of the company. For businesses, high return on equity, more likely ability to accumulate cash. Therefore, if the ROE is higher, the company is better at making profits. The ROE ratio is determined as Net Income after Taxes divided by Total Equity Capital. On the money that bank stockholders invested there, it displays the rate of return. How effectively a firm’s management uses the funds owned by shareholders is gauged by its return on equity (ROE).

The conclusion that management uses shareholder capital more effectively when ROE is higher emerges from the claim.

$$\text{Therefore, Return on Equity} = \frac{\text{Net Profit}}{\text{Equity Shareholders}} * 100$$

Net profit Margin (NPM). Net profit margin simply called also net margin is the profitability ratio which measures how much profit or net income is generated as a percentage of revenues (Khamidah et al., 2016). Net profit margin (NPM) ratio is a good metric for assessing the general profitability of a corporation. A high percentage of NPM suggests effective administration of the corporate concerns; it shows investors how well is their company's management and how well operations are performing in comparison to its competitors, and lastly it tells investors which sectors are typically more profitable than others (Choiriyah, at al., 2021). All elements that affect profitability, whether they are managed by management, are included in net margin.

$$\text{Therefore, Net profit margin} = \frac{\text{Net Income}}{\text{net operating income}} * 100$$

1.1. Research framework.

This study intended to compare and analyze the financial statements following the designed research framework in Figure 1.

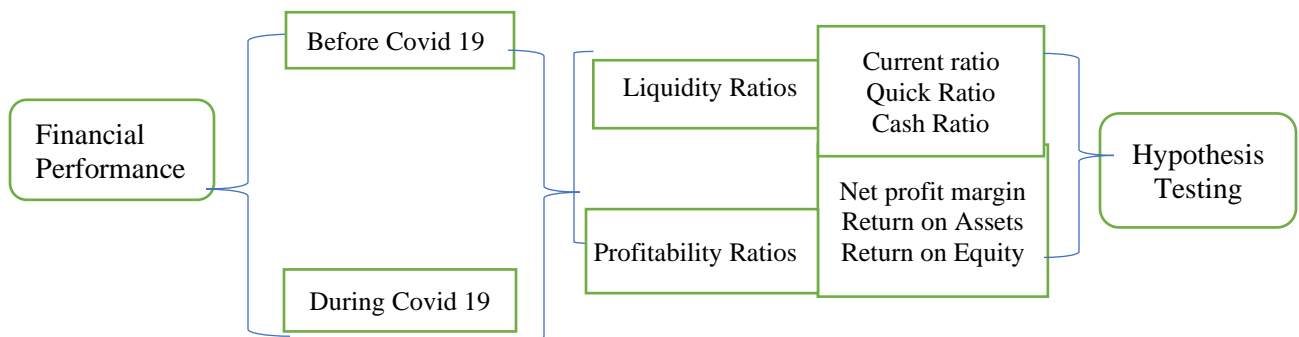


Figure 1. Research Model (2024)

1.2. Statement of the problem

The liquidity and profitability of companies have been searched on by many researchers. Some of them focused on manufacturing companies (Daryanto, 2021; Gad & Patrick, 2018); merchandising companies (Julia & Hendratno, 2020); microfinance companies (Innocent, (2020) banks (Choiriyah, at al., 2021). Unfortunately, the related research in telecommunication companies in Rwanda are completely missing; thus, this research intends to respond to that existing gap of related research in the mentioned industries, specifically during and before Covid 19 Period in Rwanda. A hypothesis is a statement of the researcher’s expectation or prediction about

relationship among study variables (Anupama K., 2018). This study produced the following alternative hypothesis:

There is no significant difference in the liquidity and profitability of telecommunication company X and telecommunication company Y before and during Covid 19. For testing this hypothesis, the following objectives have been achieved:

- i. To provide the liquidity differences between company X and Company Y before and during Covid 19.
- ii. To provide the profitability differences between company X and Company Y before and during Covid 19.

1.3. Scope and limitations of the study

The study was limited to the liquidity and profitability of two selected telecommunication companies in Rwanda specifically in the period of five years, from 2019 up to 2021. Due to lack of data, the researcher was not able to search on the period which dated before 2019. Thus, the focus was made on the published audited financial statements of the mentioned three.

2. Methodology

This study purely used a quantitative research design whereby a comparative analysis was made basing on the liquidity and profitability ratios computed from published financial statements of the selected telecommunication companies in Rwanda. Using IMRAD format, this study is divided into introduction, methodology results and discussion, conclusion, and recommendation. The study used Dupont analysis to combine financial ratios and show how these ratios interact to determine the companies' liquidity and profitability (Bianda, 2021). The analysis focused on secondary data where the researcher for each company computed three liquidity ratios (current ratio, quick ratio, and cash ratio) and profitability ratios (net profit margin, return on assets and return on equity) for five years ending 2021.

Concerning the data gathering procedure, the researcher simply used the found published financial statements of two selected telecommunication companies. Those reports were published based the setting of the (Rwandese) Companies Act, 2018 on the requirements for the preparation and presentation of financial statements in Rwanda, where they provide the basic elements and form of financial statements as authorized by IFRSs and ISAs. In addition, for safeguarding the companies against harm, the researcher treated data with high confidentiality by disclosing the names of the companies being searched on and their original data being analyzed.

3. Data analysis

In this assertion, financial ratios were clearly computed and arranged in explanatory tables. With the use of Statistical Package for Social Sciences (SPSS) version 22, the Standard deviation and means together with t-test analysis were highlighted just to examine the significant differences between the profitability of the mentioned companies.

4. Results and discussion

Here then the result from the findings is presented in a way and the company's comparison can be observed and easily interpreted. It is on the use of tables and graphs that liquidity and profitability ratios of company X and company Y are highlighted.

Table 1

Liquidity and Profitability of the company X (table and a chart)

#	Company X ratios	Before Covid 19			During Covid 19		Mean	SD
		2017	2018	2019	2020	2021		
Liquidity	Current Ratio	0.89	1.57	0.97	0.99	0.62	1.008	2.4
	Quick Ratio	0.86	1.56	0.93	0.98	0.60	0.986	2.5
	Cash Ratio	0.18	0.74	0.28	0.16	0.11	0.294	1.3
Profitability	Net profit ratio	-0.101	0.075	0.05	0.13	0.12	0.056	0.2
	Return on Assets	-0.1	0.058	0.03	0.07	0.07	0.025	0.1
	Return on Equity	-0.24	0.19	0.19	0.42	0.39	0.189	1.4

Paired Samples Statistics

		Mean	N	Std. Deviation
Pair 1	Mean.Liqui_Before_COVID_x	.89	3	.42
	Mean.Liqui_During_COVID_x	.58	3	.38
Pair 2	Mean.Prof_Before_COVID_x	.02	3	.03
	Mean.Prof_duringCOVID_Profitability_x	.20	3	.18

As shown in table 1 above, for company X, the liquidity ratio was measured in terms of current ratio, quick ratio, and cash ration. While the profitability ratio was measured in terms of net profit ratio, return on assets, and return on equity. The evaluation focused on the period before Covid 19 and during Covid 19 situation. On liquidity, basing on confirmation of Hersandy, et al., (2017) that the higher current ratio, the better; and what was said by El Deeb & Ramadan, (2020) in evaluating the quick and cash ratio as the higher the better; the data from table 1 shows that the liquidity ratios remain stable comparing the before and the during Covid period. For current and quick ratios, company X was performing well during 2018 and 2020 with 1.57; 1.56 and 0.99; 0.98 respectively. For these data, during covid 19, the company experienced a small shortage with not too much significance. On the other hand, the company suffered with negative profitability ratios in 2017 which become positive during the 4 following years, including two years of covid 19. And this shows how good telecommunication company X was profitable both before and during covid 19 in Rwanda.

As shown by paired samples statistics, for the company X the mean of liquidity ratios before covid 19 is 0.89 while the one of during Covid 19 reduced to 0.58. On the other hand, the mean of profitability ratios before Covid 19 is 0.02 and it increased to 0.20 during covid 19. As supported by Ibrahim at al. (2022), this increase was since in that period everything shifted to online platforms due to the Covid-19 pandemic eruption. An emergency was declared worldwide, and the entire planet went into lockdown. This led to a dependency and need for telecom services as this was the only mode of communication easily available - offices switched to work from home,

educational institutes switched to online distant learning and more. As a result, the demand for the telecommunication sector increased tenfold.

Table 2
Liquidity and Profitability of the company Y (table and a chart)

#	Company Y ratios	Before Covid 19			During Covid 19		Mean	SD
		2017	2018	2019	2020	2021		
Liquidity	Current Ratio	0.79	0.643	0.21	0.24	0.51	0.48	1.27
	Quick Ratio	0.78	0.641	0.21	0.23	0.5	0.47	1.26
	Cash Ratio	0.014	0.007	0.05	0.04	0.04	0.03	0.01
Profitability	Net profit ratio	-2.77	-1.97	-1.3	-	-1.17	-1.64	10.72
	Return on Assets	-0.48	-0.37	-0.4	-	-0.38	-0.39	0.08
	Return on Equity	-0.69	-0.39	0.21	0.13	0.13	-0.12	3.16

Table 3
Paired Samples Statistics

		Mean	N	Std. Deviation
Pair 1	Mean.Liqui_Before_COVID_y	.37	3	.30
	Mean.Liqui_during_COVID_Y	.26	3	.19
Pair 2	Mean.Prof_before_COVID_Y	-.91	3	.96
	Mean.Prof_during_COVID_Y	-.43	3	.61

As shown in table 2 above, the same to the company X, for company Y, the liquidity ratio was also measured in terms of current ratio, quick ratio, and cash ration. While the profitability ratio was measured in terms of net profit ratio, return on assets, and return on equity. The evaluation focused on the period before Covid 19 and during Covid 19 situation. On liquidity, basing on confirmation of Hersandy, et al., (2017) that the higher current ratio, the better; and what was said by El Deeb & Ramadan, (2020) in evaluating the quick and cash ratio as the higher the better; the data from table 1 shows that the liquidity ratios remain stable comparing the before and the during Covid period. For current and quick ratios, company Y was performing well during 2017; 2018 and 2021 with 0.79; 0.78 (2017); 0.643; 0.641 (2018) and 0.51; 0.5 (2021) respectively. For these data, during covid 19, the company experienced a small shortage with not too much significance. On the other hand, the company suffered with negative profitability ratios in all the five years ending 2021. And this includes before and during covid 19. And this shows how critically

telecommunication company Y was experiencing a financial loss in both before and during covid 19 in Rwanda. This loss was not caused by Covid 19, instead during the pandemic, it remained the same it was before.

As shown by paired samples statistics, for company Y the mean of liquidity ratios before covid 19 was 0.37 while the one of during Covid 19 reduced to 0.26. On the other hand, the mean of profitability ratios before Covid 19 is -0.91 and it increased to -0.43 during covid 19. And this is supported by Hornsby (2021), where he said that during Covid 19, telecommunication companies, instead of losing customers, experienced a greater demand for customer services and this has led to their profitability and liquidity growth.

The same to company X seen previously, company Y's profitability and liquidity were not significantly affected by the pandemic. With workers moving away from urban and hyper-urban areas, Y telecom company has invested in geographical growth as well, in terms of its networks and services. Although the pandemic wreaked havoc in the financial sector for most of the companies, the impact it had on the telecom sector was slightly different. While other sectors had profitability and liquidity problems during Covid 19, telecommunication companies to which company Y belongs showed no financial difference.

Table 4

Significant difference in the liquidity of company X and company Y before and during Covid 19.

		Paired Samples Test							
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Mean.Liqui_Before_COVID_x -	.31	.04	.02	.21	.41	13.63	2.00	.01
	Mean.Liqui_During_COVID_x								
Pair 2	Mean.Prof_Before_COVID_x -	-.18	.15	.09	-.56	.20	-2.07	2.00	.17
	Mean.Prof_during_COVID_x								
Pair 3	Mean.Liqui_Before_COVID_y -	.11	.11	.06	-.16	.39	1.74	2.00	.22
	Mean.Liqui_during_COVID_y								

Pair	Mean.Prof_before_COVI D_Y -								
4	Mean.Prof_during_COVI D_Y	-.48	.43	.25	-1.55	.60	-1.90	2.00	.20

Table 3 above shows four comparisons whereby each company is compared itself in before or during covid 19. Meaning a comparison was made on the liquidity and profitability of company X and company Y before covid 19 vis a vis during covid 19. Based on the findings, the sig of .01 (pair 1) with a probability value of less than 0.05 shows that for the company X there is a significant difference between both the liquidity before and the liquidity during Covid 19. profitability of Company X before and during Covid 19. All others (.17; .22; .20), since they exceed the probability value of 0.05, are shown to have no significant difference between the liquidity and profitability of Company X (pair 2) and company Y (pair 3 and 4) before and during Covid 19. Furthermore, it is also evident that the COVID-19 pandemic has had no significant negative impact on the Rwandese telecommunication companies, instead during covid 19, they have continued to operate at the same wavelength that it was before the pandemic. Supporting what was said and proven earlier, in Rwanda the telecommunication companies were one of the very few sectors that did not have to face the adverse effects of the Covid 19 pandemic.

Table 5

Significant difference in the liquidity and profitability of company X and company Y before and during Covid 19

		Paired Samples Test							
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Mean.Liqui_Before_COVI D_x - Mean.Liqui_Before_COVI D_y	.52	.12	.07	.22	.81	7.40	2.00	.02
Pair 2	Mean.Liqui_During_COVI D_x - Mean.Liqui_during_COVI D_Y	.32	.19	.11	-.16	.79	2.86	2.00	.10
Pair 3	Mean.Prof_Before_COVI D_x -	.92	.95	.55	-1.44	3.29	1.68	2.00	.23

Pair	Mean.Prof_before_COVID_Y	Mean.Prof_duringCOVID_Profitability_x -	Mean.Prof_during_COVID_Y								
4				.63	.50	.29	-.61	1.88	2.18	2.00	.16

Different to table 3, the above table 4 shows four pairs of comparisons made between the two mentioned company X and Y; such as before covid 19 liquidity of company X and Company Y, during covid 19 liquidity of company X and company Y, before covid 19 profitability of company X and Company Y and during covid 19 profitability of company X and company Y. Based on the findings, the sig of .02 (pair 1) with a probability value of less than 0.05 shows that before covid 19, there is a significant difference between the liquidity of company X and the liquidity of company Y.

Based on the other highlighted Sigs .10; .23 and .16 (pair 2, 3 and 4) all exceeding the probability value of 0.05; show that there is no significant difference between all the highlighted comparisons. This shows that, even though almost every type of industries all over the world faced severe consequences of covid 19 pandemic; in Rwanda, the telecom companies, surprisingly, earned unexpected benefits of the pandemic. As highlighted by Ibrahim at al., (2022), this was due to travel restrictions and lockdowns where nearly all industries and sectors moved to virtual platforms, and work from home was a new trend, an inevitable result of the circumstances. Still the data from table 4 doesn't show a profit, instead it shows the lack of significant difference on the liquidity and profitability before and during covid 19; and this means that the same financial situation they had before covid 19 continued to happen. This doesn't exclude the profit, instead the increase in revenues was going hand in hand with the increase in expenses and this related to the new trend of fitting new networking infrastructure and connectivity which highly characterized the pandemic period.

Table 6
Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Mean.Liqui_Before_COVID_x & Mean.Liqui_During_COVID_x	3	1.000	.01
Pair 2	Mean.Prof_Before_COVID_x & Mean.Prof_duringCOVID_Profitability_x	3	.997	.05
Pair 3	Mean.Liqui_Before_COVID_y & Mean.Liqui_during_COVID_Y	3	1.000	.01
Pair 4	Mean.Prof_before_COVID_Y & Mean.Prof_during_COVID_Y	3	.945	.21

Correlation is known as the link or relationship between variables (Akash, 2020). This relationship may be positive or negative in nature. Meaning that research variables may be directly or inversely

proportional. In table 5 above, profitability and liquidity variables have been analyzed under correlation analysis to check their interdependency before and during Covid 19. For both telecommunication companies (X and Y), their before and during covid 19's profitability and liquidity hold a positive correlation with all the variables (1; 0.997; 1; 0.945). This represents that an increase of each variable before covid 19 led to the same increase during covid 19.

5. Conclusion and recommendations

Conclusion. In Rwanda, COVID-19 pandemic constraints caused vagueness in almost every type of industry. Industries suffered differently; some met severe consequences such as a quick reduction of resources and small growth, while on the other hand, others managed to benefit from this pandemic as their market grew. It is the light of that this study was conducted just as a comparative study on the liquidity and profitability of selected Telecommunication companies in Rwanda during and before Covid 19. Using the information from 5 years published financial statements of the two selected companies (X and Y) in telecommunication industry in Rwanda, the liquidity ratios (current ratio, quick ratio, cash ratio) and the profitability ratios (net profit margin, Return on Assets, Return on Equity) were analyzed. According to the findings, comparing to company Y, being on the before or during covid 19, company X has shown good liquidity and profitability all over the past five years. In other words, company X is earning more comparing to company Y.

Basing on the fact that all the profitability ratios of the company Y are negative, losses of company Y has been not caused by covid 19, since even referring to three years data of preceding covid 19 both its net profit margin, ROA and ROE are negative. This happened to Y while for X only negative figures happened once in 2017. This financial situation was also supported by a positive correlation with all the variables searched on the profitability and liquidity for both companies. Again, based on the found statistical data, specifically the highlighted Sigs which are mostly greater probability value of 0.05 there is no significant difference between liquidity and profitability of both companies being before and during covid 19 as highlighted in different comparisons made.

Recommendations. Based on the results of research conducted, the author provides the following recommendations:

- 1 For Companies. Telecommunication companies X and Y should ensure that they do not suffer from lack or excess of liquidity; they should efficiently use and manage all their assets, and in the next period, they should generate higher sales and profits by fairly managing their capital more effectively and consistently and expanding their market share.
- 2 For further researchers. It is recommended for further researchers to use other ratios to measure the financial performance of Rwandese telecommunication companies to find out their potential development in more detail and provide necessary recommendations.

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