



# Evaluation of Luzhou Laojiao Co., Ltd.'s Operating Capabltes from 2018 to 2020

Shuying Feng<sup>(✉)</sup>

International College of Xiamen University, Xiamen 361104, Fujian, China  
laney20000921@yeah.net

**Abstract.** This paper evaluates the operating capacity of Luzhou Laojiao Co., Ltd. From 2018 to 2020. Primary and secondary data will be used to analyze the company's operational capabilities. Secondary data mainly come from the company's annual report and official website information, while the original data survey mainly comes from questionnaires and interviews. The results showed that Luzhou Laojiao had certain advantages in the liquor industry, but lagged behind small and medium-sized enterprises in inventory turnover.

**Keywords:** Operation capacity · Luzhou Laojiao · Business competition

## 1 Introduction

Due to Luzhou s a large-scale Chinese Baijiu company listed in China. Its 1573 national treasure wine cellar group became the industry's first national key cultural relics protection unit in 1996[1].

For example, operational capacity stands for the situation of turnover of funds at Luzhou Laojiao, and the allocation of management resources and financial resources within the organization can make it possible to achieve the maximization of corporate financial goals. For Luzhou Laojiao, the operating capacity is important because both Luzhou Laojiao's management of funds and the use of efficiency are measured by the operating capacity. Therefore, the operation capacity analysis is an important indicator of the development of Luzhou Laojiao.

For Luzhou Laojiao's managers, operating capability analysis can help managers understand the current situation of assets operation. For assets with a low turnover rate, ways should be found to improve its turnover rate as well as the operation capacity of Luzhou Laojiao, and managers also can use the operational capability to analyze and compare historical information in the same company. Therefore, operating capability analysis can help managers predict the future development of enterprises and provide reasonable and correct information for managers to make decisions.

## 2 Research Design

### 2.1 Explanation of Sources of Information to be Used and the Reasons for Their Selection

In order to complete this survey, this survey mainly uses the primary source of information and the secondary source of information.

The primary source of information, also known as raw information, directly obtained through interviews, questionnaires, and measurements. Unresolved problems can be solved by collecting man source information. Firstly, a questionnaire will be designed for the document, including respondents' nonstop suggestions on the company's operating capacity in the past three years. The scope of the survey is determined to be the customers of Luzhou Laojiao. Through customer surveys, can understand the public's news on the development of Luzhou Laojiao and their expectations for the future of Luzhou Laojiao. Collect information from the questionnaire because Luzhou Laojiao has a large number of customers, and the questionnaire can solve the needs of authors in this way.

Secondary sources of information are later created by people who have not personally experienced or participated in the event or condition you are researching[2]. The secondary information is chosen for analysis because easier to obtain and has high accuracy than the primary source. For example, the official website of Luzhou Laojiao Company can easily understand the recent development trend of the company and help me to have a general understanding of the company's operating capability analysis. After that snowball website and giant tide information network can be used to accurately collect other data on Luzhou Laojiao's operating capacity in recent years.

### 2.2 Explanation of the Investigatory Methods to be Used and the Reasons for Their Selection

Desk research can be defined as a type of market research in which information on research topics is provided in printed form or published on the Internet, in newspapers, magazines, and government reports, and is collected and analyzed[3].

In addition, a questionnaire survey can be used as a survey method to the company's customers and sent a questionnaire to stakeholders outside Luzhou Laojiao, such as some customer groups. Customer groups are divided into middle-aged and elderly. Through questionnaire feedback, the company's operations have different needs for customers of different ages, and even the elderly may pay attention to the service attitude of Luzhou Laojiao Laojiao, while middle-aged people may pay more attention to some other issues, such as price, through customer groups, we can analyze the reputation of Luzhou Laojiao Laojiao in the market and the number of customer groups. Compared with the interview, we believe that the questionnaire is universal and can investigate Luzhou Laojiao from multiple perspectives.

However, a questionnaire survey also has some disadvantages, such as low recovery rate and low efficiency. Mail-in questionnaires tend to have lower response rates because there are no restrictions on respondents. If it is not voluntary and conscious, the questionnaire will not be returned, which has a great impact on the survey sample.

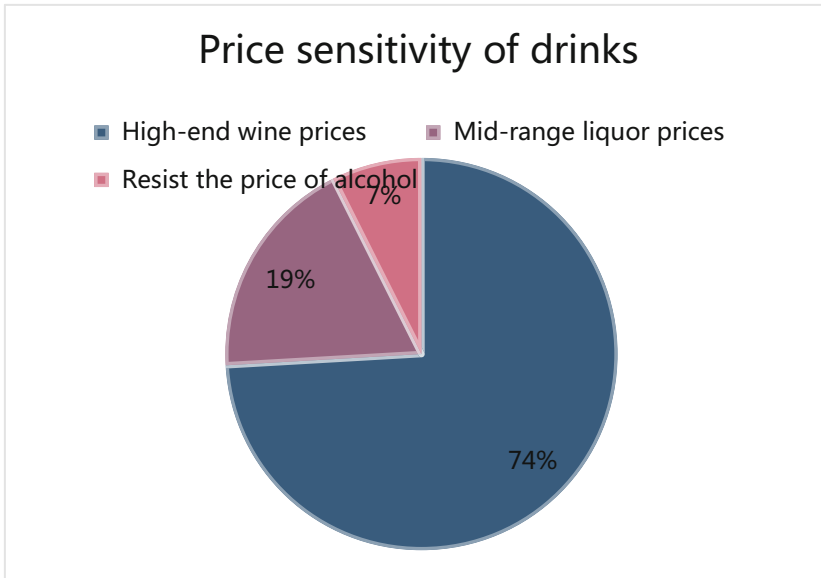


Fig. 1. Data collected from a questionnaire

### 3 Analysis of Mammary and Secondary Sources of Primary and Data Collected

#### 3.1 Analysis of Primary Sources of Information and Data Collected

##### 3.1.1 Analysis of Information Collected from a Questionnaire

First of all, customers of Luzhou Laojiao were questionnaire in order to understand the current market reputation of Luzhou Laojiao and people's satisfaction degree, hoping to find problems through this interview data survey and put forward some suggestions for further strengthening and improving Luzhou Laojiao.

A total of 40 questionnaires were sent out, 32 of which were effectively received with a recovery rate of 80%, including 27 male and 13 female and one questionnaire was not filled. Among them, customers were asked about their preference for Luzhou Laojiao high-end wine and low-end wine, their preference for liquor in the market, after-sales service after purchasing Luzhou Laojiao wine and their views on the rising price of Luzhou laojiao wine water, ect.

According to the data of the questionnaire, when the price of Luzhou aged cellar wine water increases, both men and women will choose to buy high-end wine from Luzhou Aged Cellar. Therefore, it can be found that in fact, the price increase of Luzhou aged cellar wine water will not affect the sales of high-end wine. Compared with mid-range wine and block wine, when the price of Luzhou aged cellar wine water rises, people's demand for wine will decrease. Customers may choose some drinks with better quality at the same price, or liquor from liquor companies with a better brand image at the same price.

As Xiamen and Xi'an are located in the south and north of China respectively, their preference for liquor is slightly different. According to the questionnaire, customers in the north prefer to buy liquor more times than those in the south. However, most customers of Luzhou Laojiao agree that it is a well-known liquor company. When asked about the wine price increase of Luzhou Laojiao, many customers said that they would compare with other liquor companies of the same type when buying wine, but they were not sensitive to the price increase of Luzhou Laojiao's high-end series "Guojiao 1573" and would still choose to buy it during important festivals.

Therefore, through the questionnaire survey, it can be learned that the price increase of Luzhou aged cellar wine water will have some impact on the sales of our company's drinks, but only low-end drinks are included. People are less sensitive to price increases for high-end drinks probably because high-end drinks are scarce.

### **3.1.2 Analysis of Information Collected from Interview**

In the investigation stage, through and Luzhou lao jiao sales to talk, this paper wants to find out whether the specific reasons for the increase in liquor price of Luzhou Laojiao are related to national policies and understand the current business process of Luzhou Laojiao. So I went to the Luzhou Laojiao direct sales store and interviewed Mr. Chen, the salesman the collected information can be divided into two groups. The first group is the relationship between customers and Luzhou Laojiao.

Luzhou Laojiao sales staff said that the general situation of customers buying drinks in the store will ask about the price of drinks and the quality of drinks these are a customer demand. Compared with other beverage companies, Luzhou Laojiao can meet their needs because Luzhou Laojiao has a good international reputation and moderate prices for low-end drinks. But the sales staff said that the current price of alcohol is rising because of the rise in raw materials. Because grain prices have risen sharply, the price of alcohol has risen, not just in Luzhou Laojiao.

The second part is the inventory management of Luzhou, as a sales consultant, Mr. Chen has the right to check the stock of all stores. Each batch of the liquid has a specific number, so he can check the stock of the company's liquid after entering the number. The sales manager told me that Luzhou Laojiao vigorously developed "National cellar 1573", so it built two stages of pit mouth, and the first stage has been successfully completed. In addition, the company began market expansion in 2018 and thus stockpiled inventory to supply new markets.

## **3.2 Analysis of Secondary Sources of Information and Data Collected**

### **3.2.1 Analysis of Information Collected from Website**

The data collected on the website is mainly about Luzhou Laojiao Company's wine products and trading information.

According to the information collection, the liquor product line of Luzhou Laojiao Company has 6 types respectively. As a result, different types of liquid are sold in different shopping malls. The high-end liquid is often sold in large commercial districts and markets, while the local liquid is sold in supermarkets and other retail industries. Therefore, different levels of liquor sales revenue are formed.



**Fig. 2.** Data collected from internet

**3.2.2 Analysis of Information Collected from the Internet**

Summary of Luzhou Laojiao cost of sales

	2018	2019	2020
Cost of sales	¥2,934.00 Million	¥3,065.42 Million	¥2,823.48 Million
Cost of sales growth	3.12%	4.48%	-7.89%
The raw materials	¥2,493.47 Million	¥2,618.48 Million	¥300.77 Million
Artificial cost	¥403.85 Million	¥569.19 Million	¥765.30 Million
The manufacturing costs	¥236.79 Million	¥276.50 Million	¥321.23 Million

**Fig. 3.** Luzhou laojiaoLuzhou laojiao Annual Balance sheetcollected 2022

Summary of Luzhou Laojiao Average inventory

	2018	2019	2020
Average inventory	¥3,021.14 Million	¥3,435.83 Million	¥4,168.45 Million
Average inventory growth	8.99%	13.73%	21.32%
Closing inventory	¥2,811.87 Million	¥3,230.42 Million	¥3,641.24 Million

**Fig. 4.** Luzhou laojiaoLuzhou laojiao Annual Balance sheetcollected 2022

Summary of Luzhou Laojiao Trade payable

	2018	2019	2020
Trade payable	¥1,016.38 Million	¥1,580.34 Million	¥2,236.46 Million
Trade payable growth	55.38%	55.49%	41.52%
Advances to suppliers	¥137.24 Million	¥151.82 Million	¥74.69 Million
Other Payables (YUAN)	¥602.89 Million	¥668.29 Million	~
Debt securities issued	~	¥2,490.88 Million	¥3,987.87 Million

**Fig. 5.** Luzhou laojiaoLuzhou laojiao Annual Balance sheetcollected 2022

Summary of Luzhou Laojiao Revenue

	2018	2019	2020
Revenue	¥13,055.47 Million	¥15,816.93 Million	¥16,652.85 Million
Revenue growth	25.60%	21.15%	5.28%
Add:Other operating income	¥31.23 Million	¥44.31 Million	¥32.65 Million
Product sales volume	146426.14(t)	142684.91(t)	25328.23 (t)

**Fig. 6.** Luzhou lao jiaoLuzhou lao jiao Annual Balance sheetcollected 2020

Summary of Luzhou Laojiao Trade receivable

	2018	2019	2020
Trade receivable	¥9.17 Million	¥14.31 Million	¥9.90 Million
Trade receivable growth	29.03%	56.07%	-30.83%
Notes receivable and Accounts receivable (YUAN)	¥2,398.66 Million	¥18.29 Million	¥1.51 Million
Notes receivable	¥10.33 Million	¥18.29 Million	¥1.51 Million
Payments received in advance	¥1,604.43 Million	¥2,244.44 Million	~

**Fig. 7.** Luzhou lao jiaoLuzhou lao jiao Annual Balance sheetcollected 2022

## 4 An Assessment of the Implications

THIS part will combine Luzhou Laojiao's market development in recent years as well as external factors affecting the company, customers and managers to analyze the company's operating capacity.

At present, Chinese liquor has entered a mature stage of medium and low development, which is a market with stock competition and a squeeze competition among liquor enterprises. The entry threshold of high-end liquor is high, and the competition pattern is relatively stable. The mid-range wine competing goods are numerous; the future will be more competitive, the cost will rise, and there will be a scarcity of high-end liquor, primarily represented by maotai, wuliangye, and national pits 1573, with a small amount of dream of the blue, blue and white lang, drunk wine made in, and so on [4].

Furthermore, the unique production area of Luzhou Laojiao and the scarcity of lao jiao pool form the foundation of Guojiao's brand power, and Guojiao 1573 ranks among the top three high-end liquor brands. Therefore, people's purchase of Luzhou aged cellar wine water will be higher for the benefit of the company and the management.

### 4.1 Inventory Turnover Ratio

The inventory turnover of Luzhou Laojiao Co., Ltd. Shows that the company's inventory turnover is a declining trend. Generally speaking, the changing trend of inventory is positively related to the change in revenue. By comparison with Kweichow Moutai, Wuliangye and Shanxi Fenjiu, it can be seen that the overall size of Luzhou Laojiao Company is the lowest compared with the other three companies. Although it basically matches the growth level of operating revenue, However, the inventory turnover rate and operating cost are lower than kweichow Moutai (average inventory turnover rate 0.29 times), Wuliangye (average inventory turnover rate 0.904times), and shanxi Fenjiu

	Inventory Turnover (times)		
	2018	2019	2020
Luzhou laojiao	0.971156859	0.892192601	0.677346522
Kweichow Moutai	0.29	0.3	0.2
Wu liang ye	0.94	1.01	1.1
Shanxi fenjiu	0.67	0.79	1.16

Fig. 8. The above data come from online

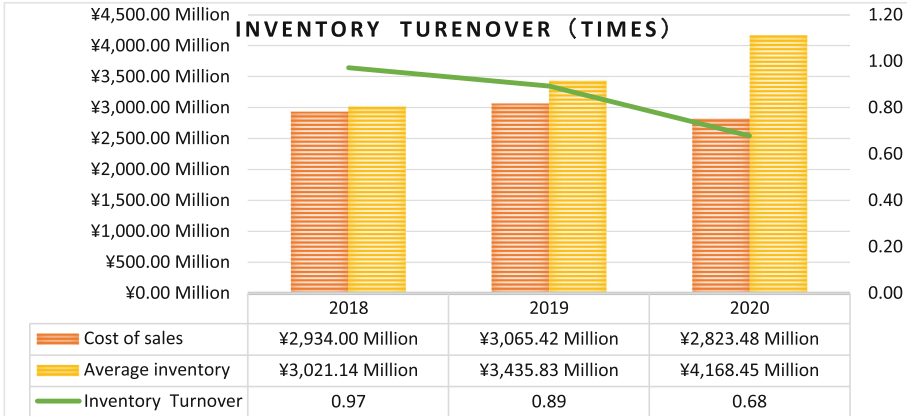


Fig. 9. The above data come from the annual report for Luzhou laojiao 2018–2020

(average inventory turnover rate 0.67 times). It is the only high-end liquor that shows a decline.

The change rate of cost of sales decreased by -3.77% from 2018 to 2020, while the average inventory increased by 37.98%. The relative change rate of inventory turnover decreased to -30.25% in 3 years. Due to the increasing cost of sales drop and the average inventory, so the two affect superposition because average inventory to increase impact is greater than the cost of sales to fall leading to inventory turnover rise, the company’s inventory is the tie due to cost of sales, Luzhou laojiao to expand so will certainly increase the part of factory overhead and can produce more products as spare inventory.

From 2018 to 2019, the sales cost of Luzhou Laojiao increased by ¥131.42 Million, which may be mainly caused by the rising price of raw materials, the main reason may be the rise in price of raw materials. As the basic raw materials of wine come from grain, the rise in the price of grain will affect the rise in the price of raw materials and lead to the increase in the company’s sales cost. According to the relevant news released by China Food Network, we can know the reasons for the rising food prices stimulated by bio-fuel demand and the impact on the international environment. In addition, we also need to take into account the deterioration of raw materials in the production and processing, loss, poor quality and other problems, which lead to the rise of food prices, and the increase in the price of outer packaging materials will also lead to the increase in the cost of sales. Since wine needs glass products and cartons, the increase of these packaging materials

	Trade payable turnover		
	2018	2019	2020
Shanxi fenjiu	10.50	8.75	8.41
Luzhou lao jiao	2.89	1.94	1.26
Wu liang ye	3.98	0.98	1.23

**Fig. 10.** The above data come from annual report

can also lead to the increase and decrease of the cost of sales. According to the relevant information on the Chinese packaging website, the price of all paper packaging boxes has increased by more than 1.2 yuan since 2017, and the recycling cost and reuse price of waste glass bottles have also increased significantly. The reason for the increase in the cost of sales may be related to the increase in employees' wages[5].

The reason for the increase in the cost of sales may be related to the increase in the salary of employees. It can be found in the Fig. 3 of Luzhou Laojiao that the salary paid by Luzhou Laojiao to workers increased by a total of ¥229.41 Million from 2018 to 2020.

According to Luzhou Laojiao's official website news, under the stimulation of high demand and high income, Luzhou Laojiao liquor market has been expanded, and the production capacity is expected to reach 56,000 tons in 2020. In addition, the company adds new items that may be restocking, resulting in an increase in inventory[6].

The inventory of Luzhou Laojiao increased year by year from 2018 to 2019, which may be caused by the increase of the inventory retained at the end of the period. According to the information in Fig. 4, the company's inventory retained at the end of the period from 2018 to 2020 also increased year by year.

Inventory turnover continues to fall, is the company's inventory sales ability is not strong, volatile liquid assets turnover, show that in the same liquid assets to complete the less turnover this may not be able to meet customer demand for commodities to due to poor liquidity in the face of large customer order goods quantity may be unable to quickly transfer the goods when goods turnover. Therefore, it will lead to poor customer satisfaction.

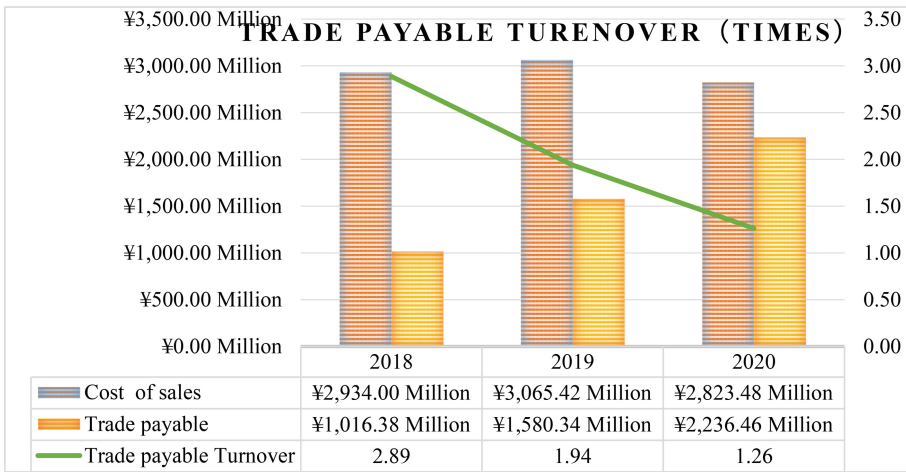
In addition, managers of companies with low inventory turnover should reasonably analyze the cause of the current fundamental phenomenon of the company, because the occurrence of low inventory turnover may be caused by the company managers' lack of serious responsibility.

## 4.2 Trade Payable Turnover

The trade payable turnover of Luzhou Laojiao Company is decreasing year by year, which is a good phenomenon. Compared with Shanxi Fenjiu and Wuliangye, the trade payable turnover of Luzhou Laojiao Company is in the middle level. It shows that the company has a high repayment rate, but it may also reflect that Luzhou Laojiao has less credit sales.

The change rate of cost of sales decreased by 3.77% while the change rate of trade payable also increased by 120.04%. Finally, the turnover rate of receivable and payment decreased by 32.81%. Due to the decrease of cost of sales in Luzhou, trade payable also increased. As the impact of the decline is greater than the impact of the rise, the





**Fig. 11.** The above data come from annual report for Luzhou laojiao 2018–2020

final decline in trade payable turnover, trade payable and cost of sales, there is no direct relationship between the two.

According to the reasons for the rise and decline of the cost of sales described before, it can be known that the main reasons affecting the change of the cost of sales are the changes in the price of raw materials, the loss of raw materials in the process of factory processing, and the wages of employees.

Trade payable increased from 2018 to 2020, which may be due to the increase of trade payable at the end of the period. Because the increase of the amount not paid at the end of the period will bring the company an increase in the amount of trade payable in the New Year and increase the company’s debt. According to Fig. 5 of Luzhou Laojiao’s from 2017 to 2020. The amount of final prepayment of the company has been increasing year by year, which is also one of the main reasons for the increase of the company’s trade payable. The amount of final trade payable of the company from 2017 to 2020 has increased by ¥1,863.59 Million in total.

In addition, the increase in the company’s trade payable may be caused by the increase in the amount of the company’s prepayments, and the increase in the amount of the company’s prepayments will also lead to the increase in the amount of the company’s trade receivable, which represents the expenses that the company needs to pay in the future. According to Fig. 5, the amount of advance payment of the company from 2018 to 2019 increased by ¥14.57 Million,

However, the amount of advance payment of the company from 2019 to 2020 decreased by ¥77.13 Million. An increase in a company’s credit sales will also increase the company’s trade payable. According to the data collected on the official website of Luzhou Laojiao, the net cash flow generated by the operation activities of Luzhou Laojiao showed a negative value from 2017 to 2020, mainly because the company sold on credit and lent about ¥137.13 Million. Credit sales and loans belong to a liability of Luzhou Laojiao, which will lead to an increase in the company’s payment amount.

trade receivable turnover			
	2018	2019	2020
Luzhou laojiao	1423.51	1105.01	1681.95
Wu liang ye	337.96	382.9	651.58
Shanxi fenjiu	552.12	1268.71	3454.27

Fig. 12. The above data come from annual report

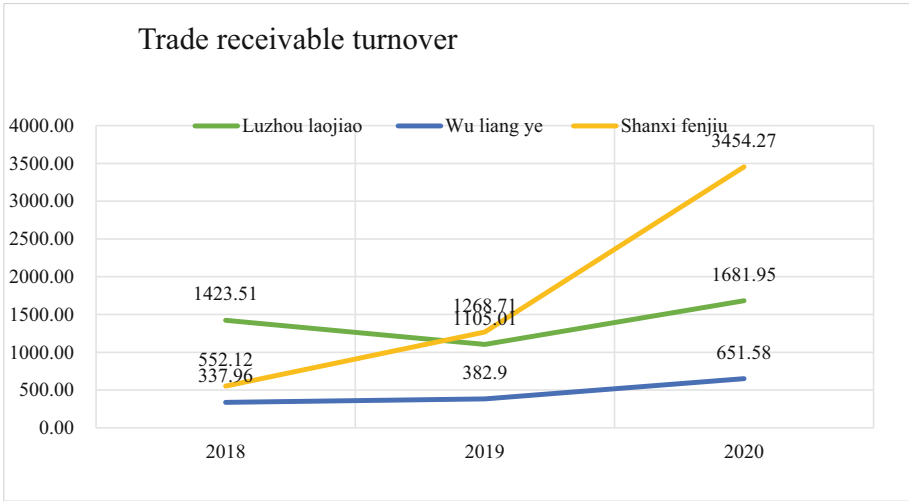
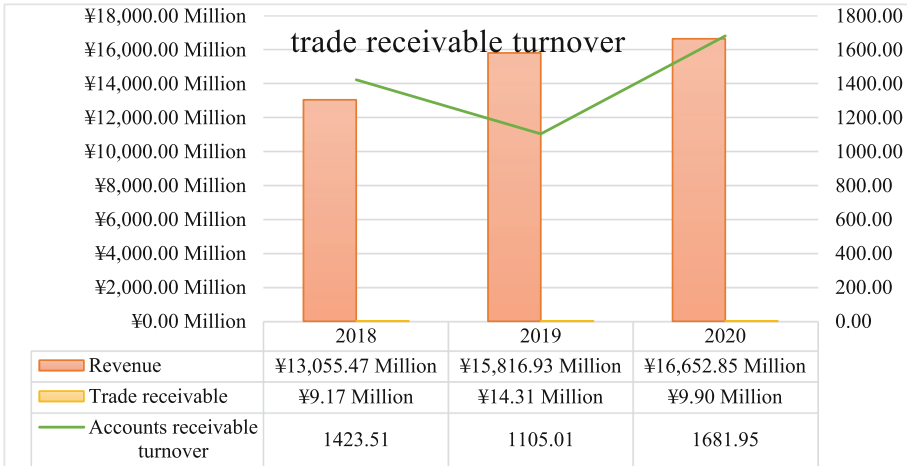


Fig. 13. The above data come from annual report

Company managers want is the late payment, the better, because the later payment companies can have more money to invest, and market expansion but for supplier is not a good phenomenon because of the number of trade payable turnover dropped to reduce the company payment time for suppliers when they want the company to pay them money it as soon as possible. Therefore, the company should maintain a good relationship with the supplier and pay the funds to the supplier within a reasonable range.

### 4.3 Trade Receivable Turnover

It can be seen from the chart that the receivables turnover rate of Luzhou Laojiao Company has been an increasing trend in the past three years, which is actually at a medium level compared with other liquor companies in the industry. Compared with Shanxi Fenjiu, the receivables turnover rate of Luzhou Laojiao Company is basically lower than Wuliangye and Shanxi Fenjiu in 2018. However, since 2019, the trade receivable turnover rate of Luzhou Laojiao is better than that of Shanxi Fenjiu. As the number of trade receivable turnover days of the company shows a rising trend, the company can speed up the flow of funds. The company's account collection speed is faster, the speed of capital turnover is also faster, and the debt capacity is stronger. Luzhou Laojiao has a lower receivable turnover day than other companies, but they have an advantage in the overall liquor market.



**Fig. 14.** The above data come from annual report for Luzhou laojiao 2018–2020

The rate of change in income rose by 27.55% from 2018 to 2020. The rate of change in trade receivable also increased by 7.96% over the 3 years. Since both revenue and trade receivable show a rising change in the three years, their influences are mutually exclusive. Finally, the reason for the increase of trade receivable turnover is that the rising trend of revenue is far greater than the increase of current assets, leading to the decrease of the number of days of trade receivable turnover.

The operating revenue continued to rise in the three years, from ¥13,055.47 Million in 2018 to ¥16,652.85 Million in 2020, which was due to the increase in the selling price of the company’s goods. According to the company’s News on July 20, 2018, the company increased the terminal settlement price of Luzhou Laojiao Tequ tenth Generation (conventional packaging) by 52 °C by 40 yuan/bottle. After the price adjustment, the guided price of group purchase was 358 yuan/bottle, and the suggested retail price was 428 yuan/bottle. Therefore, the increase in sales price drove the company’s operating income [7]. In addition, since 2016, the company has been promoting the company’s liquor and putting in various advertisements, thus increasing the company’s exposure in the market and increasing the number of customers and sales. According to the advertisement on the official website of Luzhou Laojiao Company, it can be found that Luzhou hometown is carrying out brand promotion activities in 26 regions of the country. According to the statistical data on the official website, it can be known that the number of customers buying Luzhou Laojiao in 2020 is double that in 2018, so the increase of consumers will also bring more income to the company.

Trade receivable rose from ¥9.17 Million in 2018 to ¥9.90 Million in 2020, but the rate of increase was slow, which may be due to the decrease in the balance of trade receivable and notes receivable at the end of the period. In the balance sheet in the notes Fig. 7 notes receivable and closing receivables have been decreasing year by year since 2017, with a total decrease of ¥2,499.31 Million from 2017 to 2020.

The rise in trade receivable may also be due to an increase in the ending debit balance of the prepaid trade. In note Fig. 7, although the advance payments from 2017

to 2018 increased by ¥102.16 Million, the company's advance payments from 2018 to 2019 decreased significantly by ¥2,380.37 Million in total, resulting in a slow rise in the company's receivables.

From the perspective of managers, the faster the company's trade receivable turnover rate is, the better the company's operation ability and liquidity ability are. The company can carry out market expansion in the future, so that managers can get more benefits from it. The perspective of Luzhou Laojiao's customers has become a supplier of goods, so of course, customers hope that the payment will be as long as possible, but if the customer keeps delaying the payment period or does not pay for a long time, it may affect the company's cash flow. The company needs to maintain a good relationship with its customers, so it is possible to give customers some discounts to promote better compensation. Giving customers some preferential policies can not only improve customers' satisfaction with the company but also speed up their payment.

## 5 Discussion

From part, Luzhou lao jiao inventory management is not scientific, the enterprises in the peer enterprises inventory turnover ratio is higher, but for its own inventory turnover has declined is present, the trend down to a smaller, still Luzhou lao jiao on the surface of the operating capacity remains part of the problem, in the long term to cause a decline in Luzhou aged pit on profits.

Luzhou lao jiao trade receivable turnover is actually rising, the chance of bad debts is reduced it means the company has a high level of fund management. Compared with the industry, the turnover days of trade receivable of Luzhou Laojiao are lower than wuliangye, which ranks second and thus Luzhou Laojiao's brand influence is weak, resulting in the recovery rate of receivables is lower than that of Wuliangye, affecting the operating capacity of the enterprise.

The trade payable turnover rate of Luzhou Laojiao is also decreasing, which is a good thing for the company. The decrease indicates that the company is lower than the average level of the industry, indicating that the company can occupy more payment for goods from suppliers than companies. It shows its important market position, but it also bears more repayment pressure. However, Luzhou Laojiao has a low efficiency in the use of current assets. The current assets of Luzhou Laojiao fluctuate greatly, which is affected by the change of operating income and the operating income of Luzhou Laojiao is lower than that of Kweichow Moutai in recent years, Luzhou Laojiao's total assets, fixed assets and current assets fluctuated in the short term, but remained at a low level. Thus, it can be seen that the utilization efficiency of the company's total assets and fixed assets is not high, but the operating capacity of Luzhou Laojiao still needs to be further adjusted.

## 6 Conclusion

In the process of this investigator, through the collection of information and analysis of data, found that report have the sufficiency of task execution potential. Before each investigator, May plan and organize goals and tasks for the precious day. However,

some external factors may come into play when preparations need to be completed. For example, they may give up the original plan due to weather and increased travel during the interview. In addition, the questions and forms of the interview are all part of the plan, but when preparing for the interview, they may feel that the interview is not willing to cooperate or some questions can be avoided. As a result, the execution of the task was not perfect, so the interviews and research would take longer than planned.

However, due to some practical difficulties in the research process, such as interview refusal sometimes, through various reasons, try to change the role of the interviewer to collect information. When collecting auxiliary data, it may be difficult to spot some of the reasons for the change. For example, when analyzing the changes in the cost of sales of Luzhou old kilns, it is a bit difficult to collect data that the price of raw materials will lead to changes in the cost of sales. Because we need to obtain enough information from various websites to support the change of reasons, we will think of the news released by the official website of COFCO at this time, so that we can flexibly handle the information collection of investigators.

## References

1. Suggestopedia. 2021. inventor Turnover: Formula and Calculate. [one] Available at: <<https://www.suggestopedia.com/terms//nongovernmental.asp>> [Accessed 27 December 2021].
2. BYJUS. 2021. Trade Receivables Turnover Ratio. [one] Available at: <<https://www.busby.com/commerce/trade-receivables-turnover-Ratio/>> [Accessed 28 December 2021].
3. BYJUS. 2021. Trade Payables Turnover Ratio. [one] Available at: <<https://www.busby.com/commerce/trade-payables-turnover-Ratio/>> [Accessed 29 December 2021].
4. Cereal.com.cn. 2022. Chan Food Network. [one] Available at: <<https://www.cereal.com.cn/>> [Accessed 6 January 2022].
5. Travelogue.com. 2022. Luzhou Laojiao - One of China's Oldest Liquor Brands. [online] Available at: <<https://www.travelogue.com/Luzhou-laojiao.htm>> [Accessed 6 January 2022].
6. Century21global.com. 2022. Luzhou Dst. Real Estate & Homes For Sale in Luzhou Dst., New Tape Cty, Tawan | CENTURY 21 Global. [online] Available at: <<https://www.century21global.com/for-sale-residential/Tawan/NewTapeCty/LuzhouDst>> [Accessed 18 March 2022].
7. Anthony, R., Bretner, L. and Anthony, R., 2003. Core concepts of accounting. Upper Saddle River, NJ: Prentice Hall.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

