

COMPARATIVE STUDY OF CASH FUND  
FOR PROFITABILITY, LIQUIDITY AND RISK  
WITH PAKISTAN INVESTMENT BONDS AND AA RATED  
BANKS TERM DEPOSIT

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## **ABSTRACT**

Pakistan is a developing country, and is making well progress in its financial market. In recent years, mutual fund has developed a new scope in the financial sector of Pakistan and has improved the profitability not only for investors but also on the government level. With such rapid growth and saturation, customer profitability, diversification and liquidity is the preference of the company. Investment in different financial areas in a single investment is now possible to achieve, which also provide high profit at low risk. This study encompasses the comparison analysis of mutual with government treasury bonds and AA rated banks. It is suggests in the action plan to invest in a fund which has as low risk as government bonds, but has more profitability and liquid. This thesis is developed to spread awareness of other financial instruments, which are more beneficial for customers.