

# **ANALYSIS OF FINANCIAL STATEMENT**

## **FINANCIAL RATIO ANALYSIS OF FMCG: A CASE OF NESTLE-PAKISTAN**

**BY**

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A Project submitted to Department of Management Science, Bahria Business School, Bahria University – Karachi Campus, in partial fulfillment of the requirement for BS A&F Degree



**BS (ACCOUNTING & FINANCE)**

**SPRING-2022**

**Bahria University Karachi Campus**

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## **ABSTRACT**

The Fast Moving Consumer Goods (FMCG) sector is significant to Pakistan's economy in the modern period. The creations of jobs in the rural and urban sectors as well as an increase in exports are only two of the many economic activities covered by Pakistan's FMCG industry. The primary goal of this research was to conduct an analysis of Nestle Pakistan's financial standing from 2007 to 2021. The information age has given way to the knowledge age, during which time knowledge has been acknowledged as the most important resource. Therefore, this study analyses Nestle Pakistan's financial data to determine the company's profit, loss, risks, and obstacles throughout the course of the last 15 years. Four different categories of financial indicators, including profitability ratios, liquidity ratios, efficiency ratios, and solvency ratios, are used in this research. This study compares the findings and interprets them in order to analyze Nestle Pakistan's twelve financial ratios. The inquiry into the Analysis of Financial Positions will be presented in this project, along with any recommendations or remedies regarding the financial performance of Nestle Pakistan.

## ACKNOWLEDGEMENT

Firstly, we are thankful to Allah, who is the holder of our breaths, without his orders nothing is possible. In completing our project, we took help and guidelines from some respectable people, who deserve our appreciation and we are thankful to them. We would like to show our deepest gratitude to **FAZEELAT MASOOD**, our course Supervisor, Bahria University for giving us helpful guidelines for this project through numerous consultations. We are thankful to all those who have directly and indirectly provided us with guidance in completing this report. We are also thankful to our project Coordinator **DR. RAO MUHAMMAD RASHID** as well as our Dean and our H.O.D who gave us this golden opportunity to do this project on the topic **“ANALYSIS OF FINANCIAL STATEMENT - Financial Ratio Analysis of FMCG: A case of Nestle-Pakistan”** Due to this project, we explored many new things which will be helpful in our practical and work life. We would also like to thank our classmates who gave valuable comments and suggestions on this proposal which inspired us to improve our report. We would also like to thank our parents, who helped and supported us during these hard times and motivated us a lot in finalizing this project within the limited time frame. We thank all the people for their direct and indirect help due to which we were able to complete our report.

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