ANALYSIS OF FINANCIAL STATEMENT

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

BY

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I, hereby, declare that no portion of the work referred to in this project has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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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.

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