



BAHRIA UNIVERSITY
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FINAL PROJECT REPORT

PAKISTAN

**"ALTERNATIVE VALUATION TECHNIQUES TO DETERMINE THE
WORTH OF BUSINESSES IN AUTOMOBILE SECTOR"**

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EXECUTIVE SUMMARY

Our project is basically designed to select the best technique to find the true value of the company through alternative methods of valuation. We have targeted the auto assembly sector and by selecting the three top companies of the auto assembly sector of Pakistan we have determined the fair value of the three companies through different methods.

This report starts with a brief background of the auto assembly sector and moves towards the problem statement and objectives where the methodology, various data collection methods, sample design and field work techniques used for conducting this project are mentioned. The report then starts to the top three auto assembly companies and briefly explains about Company's basic profile, its expansion areas and products. Next the valuation techniques used in the project to value all three companies and their results are given. Then the alternative technique that could also have been applied but was left out due to short fall of data required in it is also discussed.

Best option out of many valuation techniques along with the reasoning of selecting the option are mentioned in the next topic leading towards the action plan in which assumptions for the valuation techniques are discussed.

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