Firm Valuation: An application of fundamental analysis technique by using share price forecasting model : A case study of PT. X Tbk

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Abstrak

The objective of this study is to examine a company?s value based on a comprehensive earning model which is constructed before valuation method is applied. There is an urgent need to construct such a comprehensive model to grab its true value. The earning model that is constructed must accommodate up to date information and recent development of the company being studied.

The quest to build the model take us to the study of company?s environment, internal & external (cocoa industry), which will be useful in the process of obtaining pieces by pieces information that is going to be included in the model.

An cocoa industry and company analysis basically was intended to identify some important characteristics of the industry as well as to identify some company?s comparative advantage position in the industry as well to find out reasons and justifications for assumptions that are set in the earning model. Subsequent to industry of cocoa processing and company analysis is done, the next is to establish a framework for company?s financial analysis which will be followed by the prospective analysis. We discuss not only the historical financial figure analysis but also financial prospective framework analysis. Prospective analysis means that an earning forecasting model will serve as the forecasting.