



SEAIPC2023
SOUTH EAST ASIA INTERNATIONAL
PHILANTHROPY CONFERENCE

CONFERENCE PROCEEDINGS

The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:
Holistic Approach towards Innovative Fundraising
and Strategic Entrepreneurial Partnership
for Societal Well-Being**

7 - 9 November 2023

The Waterfront Hotel Kuching, Sarawak

eISSN: 3009-1667

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Conference e-Proceedings
The 8th Southeast Asia International
Philanthropy Conference 2023
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Publisher:
Zes Rokman Resources (2131022-P)
Bandar Baru Bangi, Selangor Darul Ehsan

Publication Date: 25th January 2024



Conference e-Proceedings
The 8th Southeast Asia International Philanthropy Conference 2023
(SEAIPC2023)

eISSN: 3009-1667

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MARKET VALUATION ANALYSIS FOR SELECTED COMPANIES IN HEALTHCARE INDUSTRY

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Abstract

The COVID-19 pandemic was characterized as a global phenomenon by the WHO in March 2020. The pandemic had significant effects, short and long-term impacts on healthcare companies and the healthcare industry. Hence, healthcare companies should analyze their financial performance to sustain themselves in this critical period. For that reason, this paper aims to comprehend how selected companies in the healthcare industry utilize all the components in a company's financial statement to achieve outstanding company performance. Our analysis used market valuation ratios such as earnings per share (EPS) and book value per share (BVPS). To strengthen our analysis, we determine the strengths and weaknesses to assess the healthcare companies' position in the market. Thus, we will recommend strategies that will aid the company in better performance in the future.

Keywords: Market Valuation, Healthcare Companies, Healthcare Industry, EPS, BVPS