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REPORT FINAL YEAR PROJECT

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In the name of Allah S.W.T, the Most Gracious, the Most Merciful.

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EXECUTIVE SUMMARY

The first thing in this final year report is the economic analysis. This is to identify which country that a business to invest in. There are three types of the countries in this study which are, developed countries, regional countries (ASEAN) and third world countries. The countries are Germany, Japan, USA, Netherlands, Thailand, Vietnam, Indonesia, Singapore, Togo, Madagascar and Mozambique. The aspects in this study are, GDP rate, inflation rate, interest rate and unemployment rate. There is also the analysis of the Malaysian economy, which adds more the balance of payment, rate of employment, import, export, level of production, monetary policy and future expectation.

The second thing is the industrial analysis. In this case, this is about the overall information about the overall industry. We choose the food production industry which consists of the three companies, NESTLE (Malaysia), Dutch Lady Malaysia and APOLLO. The aspects that has been studied are, the profile of the industry, the market share, market size, demand and supply, competitors and average return of investment.

Next, the company analysis is to analyse the company that we choose to invest. In this case, we studied the background of the NESTLE (Malaysia) company in terms of the management structure, their activities, the products, the SWOT analysis, the shareholders, financial strength and more aspects of this study.

The aspects of fundamental analysis are, the analysis of the balance sheet, analysis of profit loss sheet, the ratio, horizontal and vertical analysis, and also the comparison of ratios. There is also the regression analysis.

The final of this report is the technical analysis which studied the stock of NESTLE. Among of this analysis is the trendline, support and resistance, price patterns, the RSI and more. The purpose of this analysis is whether the stock is viable to invest in. There is also the recommendation of the technical analysis of what need to do in the future.

TABLE OF CONTENT

1.0 ECONOMY ANALYSIS

1.1 INTRODUCTION ECONOMIC ANALYSIS

The first and the foremost thing in the analysis is the economic analysis. The analysis involves the analysis between countries that will become the benchmark in any investments made by the business. This is the first process of the top-down analysis before making any further analysis. The international economic phenomenon will affect a firm's export process, foreign competitor's competitive price or the profit that came from overseas.

There are three categories of the countries that the firm needs to take account for this analysis. These are:

- The Developed Countries

- The Developing Countries

- The Third World Countries

In this analysis, the developed countries usually come from the G8 countries as these countries have their multi-national companies operates internationally. The regional countries usually came from ASEAN countries such as Singapore, Thailand and several other countries.

The third world countries usually come from the poor countries like those at Africa. In this case we only get data that we have only as some of the countries are not updating their data. In short, these data are limited for this group.

The aspects that need to be analyse is the GDP, the monetary policies, the inflation, the political condition and others need to be considered.