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The Pacific Business Review (PBR) is an International Refereed Monthly Journal of the Pacific Institute of Management, Udaipur. It is available online as well as in hard print to be published thereafter. The journal would carry empirical research based studies as well as popular articles on management, business and economic scenario. It proposes to cover diverse areas of management viz. marketing, production, finance, human resource management, operations research, materials management, management of change organization culture, organization development, knowledge management, time management, stress management and so on. It also proposes to cover business and economic affairs, pertaining to industry, commerce, international trade, services, foreign direct investment, foreign portfolio investment, business processes outsourcing, world trade organization (WTO), GATT, GATS, TRIPS, TRIMS, WIPO & Regional Trade Agreements etc.

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Fundamental Analysis Using One Way Anova - A Study on Selected FMCG Companies in India

Dr. Somnath Das

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Abstract

In which company to invest or purchase shares is an important question for every investor. Fundamental analysis can help such investor to select company/s to invest. In this study our focus is on FMCG sector. For analysis seven leading FMCG companies have been selected. Such companies are Britannia, Dabur, Godrej, HUL, ITC, Marico and Nestle. Different profitability ratios like Net Profit Margin, Total Assets Turnover Ratio, Operating Profit Margin, Earnings per share, Dividend per share, Dividend Pay-out ratio, Return on Capital Employed, Return on Equity have been used in this study. Du Pont 5 points analysis is being used to calculate ROE for measuring joint effect of ratios. From the study we found that Nestle, ITC and HUL are profitable sectors where investor can invest. After considering the joint effect of ratios we found that Godrej is the risky profitable concern of the selected companies. Though there is significant difference in variables of the selected companies.

Key Words: Fundamental analysis, Profitability ratios, Descriptive Statistics, One way ANOVA

JEL CODE: G32, G33, G35

Introduction

At present scenario, we are badly affected by COVID 19 CORONA