

ABSTRACT

The company's stock prices in the cosmetics and household goods sub-sector as well as the JCI experienced fluctuating movements. The cosmetics and household goods sub-sectors are UNVR, KINO, MBTO, MRAT and TCID. Intrinsic value is needed by investors to be the basis for making investment decisions. So that an investor needs to conduct fundamental analysis using company financial data or conduct stock valuations to support the right investment decisions.

This research aims to conduct projections of fair price appraisal of shares of companies in the cosmetics and household goods sub-sector listed on the Indonesia Stock Exchange. Data used were from 2016-2020 to calculate the historical performance of each company and projected from 2021-2025 based on three scenarios, pessimistic; moderate; and optimistic. The Discounted Cash Flow (DCF) method was used with the Free Cash Flow to Firm (FCFF) approach and the calculation of the Relative Valuation (RV) method with the Price to Book Value (PBV) and Price to Earning Ratio (PER) approaches. The results found that by using the DCF method, UNVR, KINO, and TCID were overvalued in all scenarios, while MBTO and MRAT were overvalued in the pessimistic and moderate scenarios and undervalued in the optimistic scenario. Meanwhile, by using the relative valuation method with the PER approach, in all scenarios, the intrinsic values of UNVR was overvalued, while KINO, TCID, MBTO and MRAT were undervalued. For the PBV approach, the intrinsic values of UNVR was overvalued in all scenarios, while KINO, TCID, MBTO, and MRAT were undervalued in all scenarios. Overall, UNVR shares were overvalued by -54,67%, KINO shares were overvalued by -81,27%, TCID shares were overvalued by -45,37%, MBTO shares were overvalued by -47,19%, and MRAT shares were undervalued by 15,65%.

Keywords: Discounted Cash Flow, Cosmetics and Household, Intrinsic Value dan Relative Valuation.