ABSTRACT

This research focuses on predicting the intrinsic value of four retailing companies in Indonesia for the year 2023 and providing investment decision recommendations. The study takes into account the impact of the pandemic on the country's economic growth and how it has affected consumer behavior and various industries, including the retail sector.

To determine the fair value of the companies' stocks, the research employs the Discounted Cash Flow (DCF) method with the Free Cash Flow to the Firm (FCFF) approach, as well as Relative Valuation (RV) methods using the Price Earnings Ratio (PER) and Price to Book Value (PBV) approaches. Historical financial data from 2017 to 2022 is used to project scenarios for 2023–2027, with pessimistic, moderate, and optimistic scenario.

The DCF analysis results suggest that in the pessimistic scenario, all four companies (ACES, MAPI, ERAA, and LPPF) are Undervalued, recommending buying their stocks. In the moderate scenario, ACES and MAPI are Overvalued and should be sold, while ERAA and LPPF are Undervalued and worth buying. In the pessimistic scenario, all four companies are Overvalued, advising to sell their stocks.

The Relative Valuation method using PER and PBV approaches also indicates undervaluation for all companies in the pessimistic scenario. In the moderate scenario, ACES, MAPI, and ERAA are Undervalued, while LPPF's PBV is Undervalued. In the optimistic scenario, ACES, MAPI, and ERAA remain Undervalued based on their intrinsic values of PER and PBV, while LPPF's intrinsic PER value is higher than its market PER value but still below the industry average.

Keywords: Stock Valuation, Intrinsic Value, DCF, FCFF, Relative Valuation, PER, PBV.