

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Yin Lei

**ENTERPRISE INVESTMENT VALUE ANALYSIS BASED ON THE
HARVARD ANALYSIS FRAMEWORK
-TAKING PFIZER PHARMACEUTICALS AND ROCHE
PHARMACEUTICALS AS EXAMPLES**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

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Admitted to Master`s thesis defense on
" ____ " _____ 2021
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Minsk, 2021

GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 67P, 17 figures, 8 tables, 43 sources.

FINANCIAL STATEMENT ANALYSIS; PHARMACEUTICAL INDUSTRY;
HARVARD ANALYSIS FRAMEWORK; INVESTMENT RECOMMENDATIONS

The aim of the study is to help investors make effective investment decisions. This paper chose the two big pharmaceutical enterprises: the Pfizer and Roche.

Object of the research: This paper takes Pfizer and Roche as the research objects, and selects the financial data from 2016 to 2019. Pfizer Inc. is an American multinational pharmaceutical corporation. Pfizer is one of the world's largest pharmaceutical companies. Roche is the largest pharmaceutical company in the world and the leading provider of cancer treatments globally.

Subject of the research: The Harvard Analytical Framework can comprehensively evaluate the financial status and development status of a company, and provide better investment advice to investors and managers.

Research methods: Comparative analysis, Literature research method, Case analysis, Expert assessments.

Realm of the possible practical application: Based on the Harvard analytical framework, this paper makes a comprehensive analysis of the financial data and company profiles of Pfizer and Roche. Through horizontal comparison and vertical comparison, the research results obtained are not only helpful to provide suggestions for investors, but also helpful to provide some reference for enterprise managers.