

**COMPARATIVE ANALYSIS OF THE PERFORMANCE OF
THE TEXTILE INDUSTRY IN PAKISTAN BEFORE AND
DURING COVID-19 PANDEMIC**

THESIS

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**FAISAL MAHMOOD
NIM: 14030121419016**

**MASTER OF BUSINESS ADMINISTRATION
FACULTY OF SOCIAL AND POLITICAL SCIENCES
UNIVERSITAS DIPONEGORO
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APPROVAL

Thesis Title : Comparative Analysis Of The Performance Of The
Textile Industry In Pakistan Before And During Covid-19
Pandemic
Student's Name : Faisal Mahmood
Study Program : Master of Business Administration
Department : Business Administration

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Supervisory Team

Supervisor 1



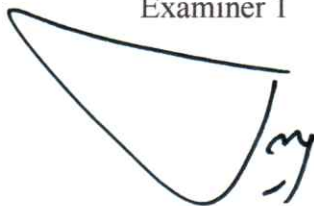
Dr. Andi Wijayanto, S.Sos, M.Si
NIP: 197503152008011014

Supervisor 2



Dr. Widiartanto, S.Sos, MAB
NIP: 197208251999031001

Examiner 1



Prof. Dr. Ngatno, MM
NIP: 196205061988031006

Examiner 2



Dr. Hari Susanta Nugraha, S.Sos, M.Si
NIP: 195403091980031003

STATEMENT OF THE AUTHENTICITY

I, the undersigned below:

Full name : Faisal Mahmood
Student ID Number : 14030121419016
Place / Date of Birth : Pakistan / 05-12-1995
Department/Study Program : Master of Business Administration
Address : Rusunova UnDip

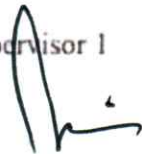
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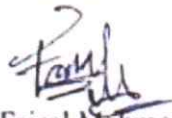
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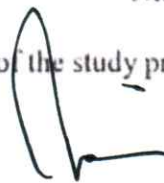
Dr. Andi Wijayanto, S.Sos, M.Si
NIP. 197503152008011014

Semarang, 10 April 2023
Who made the statement,



Faisal Mahmood
NIM. 14030121419016

Head of the study program



Dr. Andi Wijayanto, S.Sos, M.Si
NIP. 197503152008011014

ABSTRACT

Comparative Analysis Of The Performance Of The Textile Industry In Pakistan Before And During Covid-19 Pandemic. By Faisal Mahmood. NIM: 14030121419016. Master of Business Administration, Universitas Diponegoro.

This study aims to assess the financial performance (FP) of Pakistani textile firms before and during the Covid-19 Pandemic. The performance of firms was assessed using Return on Equity (ROE), Return on Assets (ROA), and Total Asset Turnover (TATO). A quantitative method to compare and analyze the financial performance of 14 textile firms before and during the pandemic, and the data was collected from financial statements, annual reports, and the Pakistan Stock Exchange (PSX). For ROA, the Wilcoxon Signed Rank test was employed, while for ROE and TATO, the Paired Sample t-test was utilized. The results show that, three firms on the PSX gained during the Pandemic, including Azgard Nine Limited, AN Textile Mills, and Ahmad Hassan Textile Mills, and others on the PSX fell according to ROA and ROE metrics. However, all organizations' performance has decreased as a result of TATO. The results show a significant difference in the FP of Pakistan's textile firms before and during the Pandemic, as measured by the ROA, ROE, and TATO. Effective environmental analysis can streamline the strategic management process for company executives, allowing them to assess the impact of the corporate environment on their organization's growth. This, in turn, can help with long-term planning for potential future pandemics

KEYWORDS: Return on Equity, Return on Asset, Financial Performance, Total Asset Turnover.

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