

ABSTRACT

CECILIA. Comparative evaluation of the financial performance of Unilever company with financial analysis to the Procter&Gamble company (guided by Mrs Zhou Jiao & Mr. Adrie Putra). This thesis aims to find out where to position Unilever company financial statements so that the company can measure the financial performance based on financial ratios is the ratio of liquidity, activity, solvency, profitability and dupont system. As a company sells goods sold quickly, it requires analysis of financial statements in view of the company's performance, where the analysis of financial statements is a way that can be used to secure the company's property and serves to examine the company's accounting operations, the company's financial operations and evaluation of effectiveness. Methods of data analysis in research is to use comparative descriptive method from year to year as well as compared to the Procter & Gamble company. The results of research in general is based on the analysis of liquidity, activity, solvency, profitability and dupont system, that Procter & Gamble has a better performance of the Unilever company.

Key Word : *Financial Statement; Analysis Ratio; Performance Comparison*