

The Effectiveness of Improving Non-Oil Saudi Export Through Ma'aden Aluminum Company

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Abstract

Saudi Arabia is a major producer of natural oil and one of the largest exporters of crude oil in the world. More than 80% of the total Saudi exports go in favor of oil. Saudi Arabia being in the middle of the Arab world and has a significantly important geographical location with an abundance of the natural resources of minerals and so on; all of that is reflected on the development and prosperity of the growing economy of the kingdom and the trade balance. From here the government of Saudi Arabia is keen to promote non-oil exports before running out of oil reserves. Ma'aden Aluminum Company is the major key player of aluminum industry in Saudi Arabia; with grow administratively and financially day after day. This study attempts to find out how the company can play its part in improving the country's overall exports; and provides in-depth analysis of the company's financial health through SWOT analysis of the company, financial ratio analysis, company's valuation and free cash flow model. Regression analysis also provides the linear relationship among the Saudi non-oil exports growth and Ma'aden Aluminum Company's export. The results of this study show that the company can play a significant role in improving the overall Saudi Arabia exports.

Keywords: Export, Non-oil industries, Performance Analysis, Business Development.

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