


Taking a **CL** **OSER** Look at the Businesses Behind Our Stocks

For this project, I want you to select **one** of your stocks from the FS Stock Market Challenge. Then answer the questions below. Use MarketWatch.com for your research on the company.

Please **TYPE** your answers.

1. What is the company you chose to research?
2. What does this company do?
3. Create a list of possible cash receipts and cash payments for this business. Try to name at least three examples of each.

Hint: Use your imagination.

4. What are five variable expenses that this business has?

Hint: Use your imagination.

5. What are five fixed expenses they have?

Hint: Use your imagination.

6. What types of cash control measures do you think this company has to prevent theft and loss?

Hint: Use your imagination.

7. How do you think this company might manage their inventory? Give an example of their direct materials, work in process, and finished goods.

Hint: Use your imagination.

8. Calculate the company's working capital and current ratio. What do these numbers tell you?

Hint: Go to MarketWatch.com and enter the ticker symbol; select "Financials" and then select "Balance Sheet" for detailed financial data.

