

Working in pairs, select a publicly-traded company that you will research and analyze. Conduct web research (Yahoo Finance, Google Finance, the company's website, and other locations) and obtain a copy of the company's annual report. Prepare a 5-minute presentation in PowerPoint that addresses the topics below – thoughtfully and thoroughly.

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1. **Company Summary:** Provide a 100-word overview of what your company does and how it makes money.
2. **Annual Report:** Include highlights from the company's most recent annual report and summarize the main points of the Chairman's letter from the beginning of the report.
3. **Reasons to Invest:** Provide 5 reasons why an investor might want to invest in the stock of this company.
4. **Risks of Investing:** What are 5 possible risks an investor is taking by purchasing this stock? (look in the annual report)
5. **Reasons to Issue Stock:** Provide 5 reasons (projects, expansions, new products, etc.) why this company might have chosen to sell stock to investors. Be specific.
6. **Sources of Funds:** Every organization requires money for day-to-day activities. What are 5 main sources of funds for this company?
7. **Uses of Funds:** What are 5 main uses of funds for this company – both current expenses and capital expenditures? (look in the annual report)
8. **Factors Affecting Value of Stock:** What are 5 main factors affect the value of this company's stock? For each of these items, give a brief description (in your own words), and give an example of how this item might cause the value of the stock to increase (or decrease) in value. (see CFIN for a list of factors and look in the annual report for ideas)
9. **Competition:** Who are this company's main competitors, both direct and indirect? Describe the competitive situation among these companies (how they compete, who the leaders are, etc.).
10. **Economic Impact:** Explain how economic conditions might affect the stock value of the companies in this industry. How have they affected the stock of your company?
11. **Demographic Impact:** As consumer spending patterns change, some companies benefit while others suffer. Demographic trends such as population shifts can affect the profits and stock prices of various companies. Explain how these changes impact your company.
12. **Social Impact:** Describe recent social trends or government actions that might have a positive or negative influence on the stock value of the companies in this industry.
13. **Goals:** Identify recent and current goals of the company. Determine the extent to which these goals have been achieved.
14. **Financial Impact:** Assess how the company's financial performance has affected its stock price. Look at trends on its income statement and balance sheet. How has the business been doing? Why?
15. **Future Success:** Describe potential actions that might be appropriate for future company success.