For this project you will research and deliver an informative presentation about your chosen company. The presentation should be supported by quality material and **multiple sources**, use at least two sources to support each answer. For questions that involve critical evaluation, such as question 10, **do not** use the information provided by the company you are researching as your only source, go deeper.

General Overview: *40 Pts.______*

1. How long has the organization been in existence? Please briefly describe the history of the organization.
2. What is the purpose of the organization?
3. Does the organization have a mission statement? Vision statement? Clearly stated values? If so, please indicate and describe in detail why you think the organization is operating according to its mission, vision, and value statements. Provide examples that support your answer.
4. Where company facilities are located and what is produced at those locations?
5. How many employees does the organization currently have? What is the trend (increasing or decreasing employment over the past 5 years)? What factors have influenced this trend?
6. In which state and in what year did the company incorporate and go public?
7. The goods/services produced by the company and which are most profitable?
8. What are the organization's internal strengths and weaknesses? (Please justify your answer with specific evidence of strengths and weaknesses)
9. What opportunities and threats is the organization facing in the global economy? (Again, please justify your answer with specific evidence to support your answer)
10. Does the company practice good business ethics? Support your answer.
11. How effective is the senior management team of this organization? How do you know? Please justify your answer with details.
12. What is the type of organizational structure the company is using (i.e., mechanistic, organic)? Please support your answer with evidence.
13. Does the organization operate in a union environment? What affect does unions have on the company?

Financial: *40 Pts._____* (Hint: Create a **table and graph** to emphasis the data)

14. What are the organization's annual revenues? Expenses? Net profit/loss? How are these trending over the past 5 years? Why?
15. What are the organization's assets and liabilities for the most recent full year? How do these compare to the previous 5 years? Why?
16. What is the organization's cash flow from operations? How is it trending over the past 5 years? Why is it trending that way?
17. What is the company's current market cap?
18. What is the company's current stock price? Trend over the past 1, 3, & 5 years?
19. How much market share does the company currently enjoy in its market? How has this been trending over the past 5 years?

<u>Global Business & Competition</u>: 40 Pts. _____

20. Does this organization do business internationally? If so, where?
21. What are the effects of governmental regulation and laws on this company? If the company is operating internationally, include the impact of regulation by foreign governments.
22. Who are the major competitors and what strategies is the company using to compete in the marketplace?
23. If products are sold in the international marketplace, how do currency fluctuations affect its business? (Hint: Do not simply state that currency fluctuations are challenging or cite the definition, reflect on how this particular company has and deals with the issue)

<u>Marketing & Technology:</u> 40 Pts._____

24. What are the stages in the life cycle of the main/major products of this organization, and what is the marketing focus of each stage?
25. Who are the company's target markets? What strategies are being employed to reach the target markets?
26. How does the organization integrate technology in its operations?
27. How strong is the company brand and what strategies is it using to make it stronger? (Hint: Think of the brand value in terms of dollars.)
28. Has the organization made any acquisitions of other companies within the last 5 years? If so, what companies were acquired and why?
29. Has the company divested or sold any of its divisions or subsidiaries within the last 5 years? If so, which ones and why?
30. Who is the company's auditing firm?

<u>Conclusion:</u> 40 Pts. _____

31. Is the company sustainable as a leader within its industry?
32. Would you invest in the company? If yes would it be a long term investment or short term investment? What is the reason for your investment decision?