Stock Project

Introduction [redacted]

The goal of the stock project is for you to pick and analyze a company you might want to work for. The analysis will be of the company financials, articles you read and areas of interest to you personally.

I. Getting Started:

Pick a publicly traded United States company, that you can easily get information on, and where you would consider working. Yahoo is a great place to find stock information.

Go to www.yahoo.com and click on the tab labeled Finance on the top of the page. Once in the finance page enter the name of the company you would like to do research on in the search bar and find the company's stock ticker symbol.

It is important that you pick a company you are interested in, that is a publicly traded United States' company, and that you can easily get data on.

II. What You Need to Find (everything that is highlighted and underlined needs to be included in the report).

1. Start your report with **a description** of what the company does and a brief history. You can find this at finance.yahoo.com. Enter your stock's ticker symbol (if you do not know the symbol, there is a symbol lookup just to the right of the box) in the box at the top of the page and click on the search icon. When you get to the companies page, click on profile. Profile is one of the sections you can click on just under the company's stock symbol. That is where you will find the history and a brief description of the company. You can copy and paste this for this section of the project.

2. Include in report **current annual financial statements**. Starting again at Yahoo's Financial page, go to your companies information page and click on Financials. The Income statement and balance sheet information will be on that page. If the financials are not listed, then I would suggest go to company's web site and see if you can locate them there. Financial statements to include in this project are as follows:

    - Income Statement (last 2 yrs. by year)
    - Balance sheet (last 2 yrs. by year)

3. **Review the <u>auditor's opinion</u>.** It should say," <u>In our opinion, the following financial statement presents fairly in all material respects the financial position of</u>…". If it says anything else, be carefully because, it may mean you cannot believe the financial statements! The opinion will be in the annual report or the SEC 10K report. It will be right after the notes to the financial statements, which are right after the financial statements. If you can't find the auditors opinion on yahoo.finance, then I would search the company's website or do a search on sec.gov.

4. **<u>Chart the recent stock prices for at least one year.</u>** This is also available on Yahoo, finance section (under chart). Click on chart at the side of the profile page. You can also compare your company's stock price to a competitor's or to several indexes (this is good for some extra credit).

5. **<u>Next is your analysis.</u>** Look at the material you have found (look at the conversations section and you will find out what's the latest talk about the company) and see what you can discover. Include in your analysis section of this project the following information.

   The financial statements:

   1 Are sales up from last year?
   2 Are expenses up more or less than sales?
   3 Is the net income up from last year (Why)?
   4 Are total assets up?
   5 Are total liabilities up?
   6 Did the company have a positive cash flow (how much)?

   Find and comment on the following:

   1 Are they introducing new products?
   2 Are they expanding into new markets?
   3 Are they innovative?
   4 What has been their business strategy during the pandemic?
   5 How do the experts rank them compared to competition?
   6 What part of the company's sale are from outside the US and how important is that to the company?

6. **<u>Positive/Innovative information:</u>** In this section add your own **<u>research</u>** on your stock**.** Focus on areas that are important to you! Do you care if a company ecologically sensitive? Do you want a company that has international offices? Are you concerned with women's Issues or Minority Issues? What about leading technology? Many magazines have lists of "best companies to work for". More financial data can be found at sites such as Glassdoor.com, Hoover's, Yahoo and Morningstar (http://www.morningstar.com/) are good places to look. Do not be limited by my suggestions, just make sure the research is from a reputable firm.

7. **Negative information:** Look in places other than the corporate website. Look on facebook, be creative in finding bad information.

8. **And last please include:**

   - Your Experiences with the company and its products
   - Experiences of Friends and Family with the company and its products
   - Would you work there (mandatory)
   - Would you invest your money there (mandatory)

   This section is …. how do YOU feel about the company as an investment and a place to work? I want you to make this personal. This assignment is all about looking at a ton of dry information and developing real actionable opinions.

   You need to give it some thought, and I want to read your opinion. This section needs to be about ½ to 1 page long.

III. The Report:

Start with a nice cover page followed with a table of contents. *The title page must have your name on it.*

The table of contents should include:

1. Brief description (in your words) and history of the company
2 Most current annual financial statements (balance sheet, income statement, cash flow statement)
3 The auditor's opinion
4 Research – summaries of current articles, press releases, etc.
5 Charts of the stock's prices
6 Your analysis

I do not accept this project to be delivered to me by email! You must upload your project in the section designated on blackboard by the due date stated on the syllabus.

IV. This is the most popular way to earn extra credit!

You can make your presentation very professional or very eye catching. Make it stand out and look good! You can earn up to an extra 5% for this on final grade!

Additional Items to include for Extra Credit:
- Comparing your company to a competitor
- Comparing your company to its industry
- Find anything that is really news worthy about the company
- Anything extra that would be useful to any investor

I look forward to reading your stock project.