

Case 9: Investing in the stock market

The InvestFond company is considering the possibility of investing in shares on the stock market. They want to understand the risks and potential returns of such investments.

Questions:

1. What are the main risks associated with investing in shares on the stock market?
2. What factors can influence the return on investment in stocks?
3. What risk management strategies can the InvestFond company apply to protect its investments?