

W5: Page

The required book reading for this module is chapter 12.

Thank you.

Société Bic

Please review Bic's [2016 Registration Document](https://www.bicworld.com/en/file/3435) (<https://www.bicworld.com/en/file/3435>).

In the discussion section that follows, I would be interested in your answer to the following questions:

- What does Bic do?
- For the most recent fiscal year only, what was Bic's return on capital employed, free cash flow return on capital employed, growth in operating income per fully diluted share, growth in free cash flow per fully diluted share, growth in book value per fully diluted share, growth in tangible book value per fully diluted share, and liabilities to equity ratio?
- Does Bic have a bright future based on breadth analysis, forces analysis, moat identification, and market growth assessment?

Thank you