

Choosing a Stock

The purpose of this activity is for students to think through key questions about the current and potential operation of a company. Based on the answers to these questions, students can determine whether a company's stock might offer high or low, consistent or volatile returns.

Part 1: Choose a Company

Browse the Rapunzl App to find a company that interests you. Start with an industry you like, such as retail, healthcare, technology, etc, and go from there.

Part 2: Company Questionnaire

Using any background knowledge you have, supplemented with research on the company's website and reputable news sources, answer the following questions.

- What does this company do?

- Can this company keep up with current and future trends? Why?

- Is it a stable, established company or a young, high growth company?

- Which companies are its competitors?

- How well do you know this industry?