

Microeconomics Research Project Corporate Business and Financial Analysis

In this corporate business project, choose one of the publicly listed companies in the global stock markets. Collect data and information to answer the research questions below. For relevant concepts and theories, refer to the theories covered in lectures 12-17 (slides and notes) and corresponding textbook chapters. The final report must be organized in PowerPoint presentation slides. Sources and links must be provided for all data information and research findings. Please follow all instructions and keep your answers clear, concise, and concrete. Academic integrity policy applies.

I. Brief Introduction

1. Founding year, location, founders, governance, management, industries/sectors/products
2. Provide a timeline of company milestones, including the year and place of IPO, global expansions

II. Financial Analysis: list in tables for the most recent three years data

1. Revenue composition: by region/country and by product category (apply pie chart)
 2. Accounting Profit: by region/country and by product category (apply pie chart)
 3. Expenses composition: by cost of sales, R&D, SG&A, interests, taxes (apply pie chart)
 4. Asset composition: by cash, securities, inventories, tangible properties (apply pie chart)
 5. Liability composition: by different debt instruments (apply pie chart)
 6. Owners' Equity: by stock shares, retained earnings, and others (apply pie chart)
 7. What are the direct costs (fixed and variable costs) from the Income Statement in 2021FY?
 8. What are the capital costs (equity and debt) from the Cash Flow Statement in 2021FY?
 9. What are the operating costs (sales, marketing, administration) from the Income Statement?
 10. What are the company's most important assets categories? Are they tangible or intangible?
 11. Which is the company's most important source of financing, debt or equity?
 12. What is the difference between company's book value and market value?
- Note: analyze the costs as a percent of the total revenue and study the cost structure of the business.

III. Market Structure

1. What market structure does the company fit to? What are the major competitors?
2. How much market power does the company have? Apply some measurements.
3. What is the market share of the company? By product/industry category over time.
4. What are the major entry barriers of the company's business, in theory and in practice?
5. What is the key business model/mode/competitive advantage of the company?
6. How are the company's products and services differentiated from its major competitors?
7. For what reasons has the company been subject to government regulation or antitrust lawsuit?