CIS120 Project: Business Report

# Overview

You will create a report on one of the companies listed in the data sources section. Your report will include formatted charts, graphs, historical data and a comparison with two competitors in the same industry. You will create a brief history of the company and the industry. You will create a brief report on what you infer from the data about your company.

# Submission Instructions:

Create ONE Word document with the following required information:

* Part 1: Table 1 and analysis **report using Word.**
* Part 2 Table 2 and analysis **report using Word.**
* Save document as “your\_name\_business report” without the quotes

Create ONE Excel Spreadsheet with the following information:

* Part 3 Table 3 + Figure 1 (Graph)
* Save document as “your\_name\_business report” without the quotes

Upload both documents to D2L Assignments.

# Data Sources

You may select any of the following ticker symbols for the company you are reporting on. Once you have selected a company, stay within the same column, and use two of the others listed for your comparison:

|  |  |  |
| --- | --- | --- |
| **Semiconductor Manufacturers** | **Semiconductor Equipment**  **Manufacturers** | **Computer Memory**  **Manufacturers** |
| INTC | AMAT | MU |
| AMD | ADR | SSNLF |
| TXN | KLAC | WDC |
| IBM | LRCX |  |
| FCS | TYO |  |
|  |  |  |

**Stock Charting Sites** <http://stockcharts.com/freecharts/index.html><https://www.tradingview.com/>

**Financial information / Company Metrics** <http://www.google.com/finance><http://money.cnn.com/><http://finance.yahoo.com/>

# Part 1 Company Profile (Word Document)

Create a table of the stock fundamentals for the company you select. The information must be organized as a table. The information must use a trading day **on or after** the starting date for this assignment as shown in D2L as the basis for the current information about the company, and must include:

* + Company’s legal company name
  + Location (city and state) of its corporate headquarters
  + Name of the President or CEO of the company
  + Date the company’s fiscal year closes (ends)
  + Exchange where the stock is traded and Company’s Symbol (Ticker)
  + For the following information, be sure to indicate the date and source: o
  + 52 week high
  + 52 week low
  + Current Share Price
  + Current Market Capitalization
  + Industry sector and classification

The information should take the form:

|  |  |
| --- | --- |
| **Company Name** | ACME XYZ Inc. |
| **Location** | Your Town, USA |
| **Exchange** | NYSE, DOW, etc. |
| **52 Week High** | Your Price (Date) |
| **52 Week Low** | Your Price (Date) |
| **Current Share Price** | Your Price (Date) |
| **Current Published P/E Ratio** | # (Date) |
| **Industry Classification** | Your Classification |

*Table 1 – ACME XYZ Inc. Fundamentals*

*(Source: Where you got the info / Date you got the info)*

Report:

You will create a brief (½ to 1 page - ~150 words) report describing the company’s industry, background, and market position in comparison to two of its industry competitors. Cite your sources!

# Part 2 Historical Stock Analysis and Fundamentals (Word Document)

Create a spreadsheet based on the prior four yearend (10K) summary reports of data for the following metrics:

**From Income Statement** (amounts are typically shown in millions except per share amounts)

* Total Revenue
* Cost of Revenue
* Total Gross Profit
* Net Income

**From Balance Sheet** (in most cases, you should show all amounts in millions)

* Total Receivables, Net
* Total Inventory
* Accounts Payable
* Total Assets
* Total Liabilities
* Total Equity
* Total Common Shares Outstanding

**From historical stock data**

Stock price at the end of the last three (3) fiscal years

(Note: be sure to indicate the fiscal year (FY) closing date)

See the example below:

## Historical Stock Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Ending (Date)** | **Ending (Date)** | **Ending (Date)** | **Ending (Date)** |
| Total Revenue |  |  |  |  |
| Gross Profit |  |  |  |  |
| Diluted EPS |  |  |  |  |
| Dividends Paid (if applicable) |  |  |  |  |
| Total Common Shares  Outstanding |  |  |  |  |
| Total Assets |  |  |  |  |
| Total Liabilities |  |  |  |  |
| Total Equity |  |  |  |  |
|  |  |  |  |  |
| Date |  |  |  |  |
| Closing Stock Price |  |  |  |  |
|  |  |  |  |  |

*Table 2 - ACME XYZ Inc. Stock Analysis*

*(Source: Where you got the info / Date you got the info)*

Report:

You will create a brief (½ to 1 page - ~150 words) report describing what you might infer about your company based on this information. For example, has your company been profitable (now or in the past), and is that changing? Has your company paid dividends, or does it retain earnings for new business opportunities (or is it losing money)? Would an investor be likely to buy shares in this company or if shares are owned would the investor likely sell them now? Why? Cite your sources!

# Part 3 Competitive Analysis (Excel Document)

In this part you will evaluate how your company has performed during the previous year in comparison to its direct industry competitors. You may use the information sources listed above to select competitors.

The format of your data should include a general title line, above four columns, each with its own column-specific title line, as described below.

Main title: The main title should be a merged cell, 4 columns across, that contains a centered descriptive title in a font size 16 or larger with a colored (not B/w or grey shade) background.

**Column 1**: will contain the date for each historical quote (the closing dates for the stock price for the end of this year, as well as for the end of each month for the year). A trading day is when stocks are bought and sold on the market for the stock. The header for this column should be “Closing Date”, and the dates should be shown using a “Month Day, Year” format (e.g., January 1, 20XX).

**Column 2**: will contain the historical stock prices for your assigned company. The header will be the company’s ticker symbol, which should be at least 12-point font in bold, underlined, and centered. Underneath that will be the stock prices correlating with the closing dates in the left column. These prices are the price the stock was at the end of the trading day, which are the prices typically listed on any site when reporting daily stock prices. Stock prices should be formatted as currency.

**Column 3**: will contain the corresponding historical stock prices for a direct industry competitor of your assigned company (you may select the company). The header will be the company’s ticker symbol, which should be at least 12-point font in bold, underlined, and centered. Underneath that will be the stock prices correlating with the closing dates in the left column. Stock prices should be formatted as currency.

**Column 4**: will contain the historical stock prices for a second direct industry competitor of your assigned company (you may select the company). The header will be the company’s ticker symbol, which should be at least 12-point font in bold, underlined, and centered. Underneath that will be the stock prices correlating with the closing dates in the left column.

Stock prices should be formatted as currency. **7**

Be sure to include an appropriate caption below your comparison information (e.g., “Table 3. Competitor Comparison Data” and your source), as shown below (note – you **do not** have to convert your range to an Excel table):

## Stock Price Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| **Closing Date** | **ACM** | **MCA** | **CAM** |
| 12 months prior to today’s date | $26.00 | $25.00 | $31.00 |
| etc. | $25.00 | $35.00 | $26.00 |
| etc. | $35.00 | $35.00 | $30.00 |
| etc. | $25.00 | $31.00 | $33.00 |
| etc. | $34.00 | $31.00 | $34.00 |
| etc. | $35.00 | $25.00 | $27.00 |
| etc. | $31.00 | $29.00 | $28.00 |
| etc. | $34.00 | $35.00 | $27.00 |
| etc. | $28.00 | $31.00 | $25.00 |
| Two months prior to today’s date | $27.00 | $27.00 | $35.00 |
| One month prior to today’s date | $26.00 | $35.00 | $29.00 |
| Today’s date | $26.00 | $31.00 | $32.00 |

*Table 3 – Competitor Comparison Data*

*(Source: Where you got the info / Date you got the info)*

Create a Stock Price Graph

For this task, you should use the stock price data developed in section 3 to create a stock price comparison graph. Your graph should be a line graph, and the easiest way to do it is to select the table you just created, including each column header, the click the “Line” icon in the “Charts” section of the “Insert” tab.

Be sure you add appropriate captions to the X (date) and Y (closing price) axis, as well as a chart title. For example, select the “Chart Tools” section in the “Insert” ribbon. You can use the “Layout” option to revise the labels section of your graph to enter the chart and axis titles.

Be sure to include an appropriate caption below your stock price analysis figure (e.g., “Figure 1. Stock Price Analysis”), as shown below:

