# *420-E01-HR Final Comprehensive Assignment*

Date assigned: Tuesday, May 3, 2016

Date assignment due: **Friday, May 20, 2016**

**Learning Objectives**

Upon successful completion of this assignment, the student will be able to:

* Create a formal report
* Auto generate tables in Microsoft Word
* Create graphs and charts in Microsoft Excel
* Apply Porter’s forces to a Canadian company
* Analyze a code of ethics
* Assess a companies’ e-commerce strategy
* Perform basic financial analysis on an annual report

To do:

**Create a Word document called YourUserId\_E01\_A06\_Final.docx, and save it in the Assignment folder in the 420-E01 folder in your H drive.**

1. Prepare a **formal** report document analyzing Amazon.com for the fiscal year 2015.

As a public company, the financial statements are published. A copy can be found at:

<http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-reportsAnnual>

(Refer to the 2015 Annual Report)

1. Write 1 – 2 paragraphs providing an overview of the Amazon.com, including a summary of its mission statement, its products and target market.
2. Define the following types of information systems and for each type of system, give an example of one that Amazon.com would likely use:
3. TPS
4. ERP
5. DSS
6. SCM
7. Analyze Amazon.com based on Porter’s five Competitive Forces. Explain each of the five competitive forces and determine whether Amazon.com has a high or low threat of each force, and explain why.
8. Analyze Amazon.com based on Porter’s Strategies for Competitive Advantage. Explain each of the five strategies and determine whether Amazon.com’s uses the strategy, and explain why. As part of this, include a description of their Amazon Prime program and how this relates to Porter’s Strategies.
9. The Amazon.com Code of Business Conduct and Ethics can be found at the following link <http://phx.corporate-ir.net/phoenix.zhtml?c=97664&p=irol-govConduct> Answer the following questions, in paragraph form:
10. Explain the purpose of a code of conduct.
11. Describe Amazon.com’s code of conduct relating to reporting violations of the Code (Section IX).
12. Identify which Codes of Conduct would be in violation if an Amazon.com employee were to attempt to bribe a government official, or “cook” the financial books (i.e. false reporting).
13. Read about the Business Intelligence software that Amazon.com offers at <https://aws.amazon.com/quicksight/>; <https://aws.amazon.com/blogs/aws/amazon-quicksight-fast-easy-to-use-business-intelligence-for-big-data-at-110th-the-cost-of-traditional-solutions/>
14. Define the terms big data, data analytics and business intelligence (from class).
15. Describe QuickSight and describe an example of how users can uses data analytics with QuickSight(from the article/video).
16. How does Amazon.com leverage off the AWS to provide this BI service?
17. Explain the four main types of E-Commerce (B2B, B2C, C2B, C2C). Define which category/categories Amazon.com falls under.
18. The ratios below are shown with the current Amazon.com value. For each ratio, describe what the ratio calculates and explain whether or not it is a good value.
19. Quick ratio – 0.774
20. Debt/equity ratio – 3.89
21. P/E ratio – 531
22. Refer to the 4 year consolidated performance data for Amazon.com at <https://www.google.com/finance?fstype=ii&q=NASDAQ:AMZN>

Create a chart in Excel that captures the balance sheet for each year of 2012 to 2105, showing Total Assets, Total Liabilities, and Total Equity. Plots each of the four years on the x axis and the total asset, liabilities and equity on the y axis. Ensure that your chart has a title, legend, and labels on both axis. Paste the chart into your document, with a paragraph describing it.

1. Refer to the balance sheet (page 41, “Consolidated Balance Sheets”) and income statement (p 40 and called a “Consolidated Statements of Comprehensive Income”) from the Amazon.com’s 2015 annual report
2. Describe the purpose of a balance sheet and an income statement.
3. Did Amazon.com’s assets increase or decrease over the year? Explain.
4. Did Amazon.com’s liabilities increase or decrease over the year? Explain.
5. Based on net income, did Amazon.com have a better or poorer year in 2015 compared to 2014?
6. Looking at (diluted) earnings per share, has the performance of Amazon.com improved or declined since 2013?
7. Add a title page, with your name, the course, the title of the report and the date.
8. Auto-generate the table of figures and table of contents for the document.

**Marking Scheme**

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| --- | --- |
|  | Marks |
| Report Format – title page, table of contents, table of figures, footer | 5 |
| Overview | 5 |
| Types of Information Systems | 8 |
| Porter’s Competitive Forces Analysis | 10 |
| Porter’s Competitive Advantage Analysis | 10 |
| Code of Ethics analysis | 6 |
| Business Intelligence | 6 |
| E-Commerce types | 4 |
| Ratio analysis | 8 |
| Excel Chart | 10 |
| Balance Sheet & Income Statement Analysis | 10 |
| English | 5 |
| Total | 87 |

**To submit**

The following file should be uploaded to Moodle:

* YourUserName\_E01\_A06\_Final.docx