

# **FINANCIAL ANALYSIS SIMULATION**

# THE CHALLENGE

YOU'RE INTERVIEWING FOR A TOP ROLE AT THE SAULNIER GROUP, A LEADING FINANCIAL CONSULTING FIRM. AFTER PASSING SEVERAL TOUGH TESTS, YOUR FINAL CHALLENGE IS HERE: YOU'LL RECEIVE ANONYMIZED FINANCIAL DATA FROM VARIOUS COMPANIES AND MUST MATCH EACH SET TO THE CORRECT COMPANY AND DESCRIPTION. YOU'LL ALSO NEED TO EXPLAIN YOUR REASONING AND RATE YOUR CONFIDENCE IN EACH DECISION.

# The Decision

Review your matches, enter your rationale, and select a confidence level in each match. Once you are ready, submit your decisions. Good luck!

## Rationale

- A American Express** ▼
- B Ford Motor Co** ▼
- C Salesforce.com** ▼
- D Yum! Brands, Inc** ▼
- E Southwest** ▼

The company's balance sheet reflects a high proportion of receivables (72.4%) and a significant allocation to cash and short-term investments (18.1%), with no inventory. This suggests that the company operates in the financial services sector, specifically involving credit issuance and management. The lack of inventory turnover

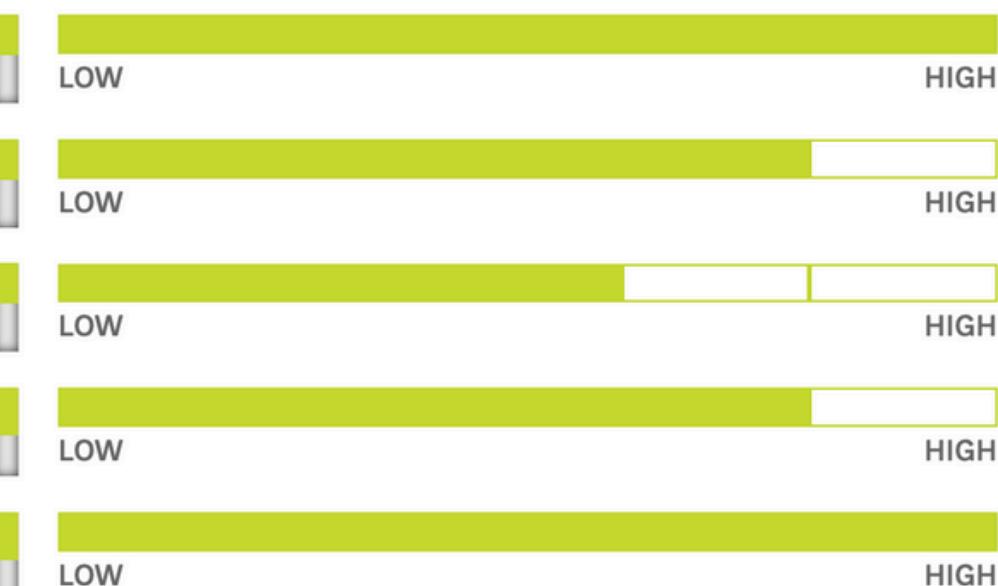
This company exhibits a very high percentage of assets invested in Property, Plant & Equipment (14.3%) and inventory (4.0%), indicating a capital-intensive operation with substantial physical asset requirements. The cost of goods sold is high (65.7%), typical of a manufacturing business. Additionally, the company carries significant

This entity shows no inventory, a high proportion of intangible assets (goodwill & other intangibles at 39.6%), and substantial expenditures in Selling, General & Administrative Expenses (56.5%) as well as Research & Development (14.8%). The company also has minimal tangible assets and relatively high accounts receivable

This company demonstrates extremely high inventory turnover (127.4x) and a very short inventory holding period (2.9 days), which are typical for the quick-service restaurant industry, where inventory (food ingredients) must be used quickly to ensure freshness. The cost of goods sold represents 50% of revenue, and Selling, General &

This company has a very high proportion of assets invested in Property, Plant & Equipment (70.2%) and minimal inventory. Such a structure is typical of an airline, where physical assets like aircraft dominate the balance sheet, and inventory levels are negligible. The company also has modest SG&A expenses (1.1%) and relatively

## Confidence Level



[← Return to Analyze](#)

[Submit Decisions](#)

# AMERICAN EXPRESS

American Express is a global financial services firm offering credit cards, financing, and travel-related services to individuals and businesses of all sizes.

**72,4 %**  
Receivables

**14,1 %**  
Return on Equity

**7,6 %**  
Profit Margin



# SOUTHWEST

**Southwest** - a major airline in the United States that formerly operated on a low-cost carrier model. It is the fourth-largest airline in North America when measured by passengers carried.

70,2 %

Plant, Property &  
Equipment

58,2 %

Retained Earnings

79,4 %

COGS





# FORD MOTOR CO

Ford Motor Company is a major American automaker founded in 1903 by Henry Ford. It's headquartered in Dearborn, Michigan, and is one of the oldest and largest car manufacturers in the world.

**40,6 %**  
LT Investment and  
LT Assets

**28,1 %**  
Other Current Liabilities

**79,4 %**  
COGS

# SALESFORCE.COM



Salesforce is a leading cloud-based software company known for its customer relationship management (CRM) platform. Founded in 1999, it helps businesses manage sales, marketing, customer service, and more. It's also a major player in AI and business automation tools.

**48,2 %**  
Total Current  
Liabilities

**39,6 %**  
Intangible Assets

**123,9**  
Days Sales Outstanding

# YUM INC.

## WHAT OUR CLIENTS SAY



Yum! Brands is a global fast-food company operating over 45,000 mostly franchised restaurants, including KFC, Pizza Hut, and Taco Bell, across 130+ countries.

**127,4x**  
Inventory Turnover

**32%**  
Property, Plan & Equipment

**3 Days**  
Inventory Held