



Fin 3301-Principles of Finance

Research Project

Fall semester 2025

The objective of this report is to familiarize students with real life market events, obtaining financial information from various public sources and evaluating this information.

Students can find relevant information on the internet, annual reports, TV, radio, newspapers, magazines, and personal interviews with knowledgeable experts.

This exercise enables students to gain a deeper understanding of the subject matter, fostering critical thinking and enhancing their ability to apply concepts in practice..

As you will learn in FIN 3301, one of the most important attributes of a financial manager is the ability to communicate. With respect to this assignment, you will simply share what you know and have learned about a company of your interest, its financial position, how events in the market will affect your company, and why this company meets requirements for investment.

Correct answers	Assessment
1-4	Beginning
5-8	Developing
9-10	Accomplished

Company History & Profile :

- In which year was your company established?
- What is your company's Internet address?
- What is your company's primary line of business?
- What is the size of your company as measured by the number of employees?
- Who is the current CEO/General Manager of your company?
- Who is the major shareholder of your company?

(Provide the link where you found the data)

Financial Ratios :

- What is your company's Current Ratio for 2023-2024?
- What is your company's Total Asset Turnover for 2023-2024?
- What is your company's Debt Ratio for 2023-2024?
- What is your company's Return on Equity (ROE) for 2023-2024?

(Do this section as a table and provide the formula, calculation, result, the meaning of each ratio, and the link where you found data)

Interpretation of Results:

- Compare the results of your company's ratios with one of its competitors.
(Add graphs comparing your company performance to the competitors with a combined analysis graph.)
- Based on the results of your ratios, how do you think the company is doing? Would you recommend buying the stock of the company? Why? *(Provide your own opinion)*