**Stock Analysis & Portfolio Management – Capstone Project**

**5Ws + HOW framework**

For understanding the requirements of the client , we have followed the 5Ws +HOW Framework. Below is the summary of the questions posed to the client and the responses received.

**Questions and Response from Client**

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |
| **Who?** | Who is the Client assigned to you? | Who are the primary investors or shareholders contributing to the investment fund? | Who will be managing the investment portfolio on behalf of the client? | Who are the key individuals involved in setting the investment horizon? | Who are the key stakeholders in the client's financial journey? |
| Response  Received for above: | Ms. Alexandra Kolishnyick, Daughter of a renowned Ukrainian business tycoon | Ms. Alexandra Kolishnyick, through her savings accumulated from her parents' support for her daily expenses | Portfolio Manager Specialize in conservative investing style. | Ms. Kolishnyick & Advisor | Ms. Kolishnyick & family |
| **What?** | What is the client's risk tolerance? | What are the total funds that the client is willing to invest? | What are the potential risks associated with the investment fund? | What is the Investment horizon? | What are the expected returns on the investment? |
| Response  Received for above: | Reserved and conservative | Total savings from parents | Market fluctuations | Long-term (College Tenure) | Stable & Steady growth |
| **When?** | When did the client decide to pursue investment opportunities? | When does the client intend to start investing the funds? | When is the best time to allocate funds into the selected securities? | When does the client intend to withdraw the returns? | When will the investment horizon end? |
| Response  Received for above: | Upon future aspirations and goals | Upon deciding suitable investing options. | When the client is ready to Invest. | When starting an NGO with her peers | At the end of her college education. (About 3-4 Years) |
| **Which?** | Which investment products align with the client's risk tolerance and investment objectives? | Which industries or sectors are represented within the investment fund? | Which of the securities will provide the best returns? | Which asset classes are included in the investment fund? | Which Industries within the investment fund have historically performed well? |
| Response  Received for above: | Conservative equity stocks with study growth aligning with risk profile. | Various Tech stocks with diversified business models. | Tech stocks which are study and future growth potential. | Equity Stocks. | Technology based companies like Apple, Amazon and Google. |
| **Where?** | Where is the client currently located? | Where are the investment funds currently held? | Where does the client wish to invest the available funds? | Where does the investment horizon stand in terms of market conditions and economic outlook? | Where will the client access information regarding the investment fund's performance? |
| Response  Received for above: | Primarily in the US | In the form of savings in the clients account. | Allocated across study growth stocks. | Around 3 to 4 years depending on the college tenure and formation of NGO | Regular Email updates of Fund Performance. |
| **How?** | How does the individual intend to use the returns from the investment? | How does the investment fund adjust its portfolio in response to market conditions? | How will market volatility impact the selected securities? | How will the investment strategy be adjusted if Ms. Kolishnyick's investment horizon needs to be extended due to changing circumstances? | How does the individual intend to use the returns from the investment? |
| Response  Received for above: | Establish an NGO with her peers, focused on supporting the sub-Saharan African region | Initial investing of savings from the support received from Ms. Kolishnyick’s parents. | The portfolio with Beta value slightly higher than market will be have slightly greater than the market. | The strategy focuses on long-term assets to match Ms. Kolishnyick's goals. ANy adjustments due to horizon changes are made after client discussion. | Philanthropic endeavors for establishing an NGO with her peers, focused on supporting the sub-Saharan African region. |

**Based on the responses received, we have built the profile of the client as below:**

**Step 1: Understanding the Client**

**1.0 Background**

Ms. Alexandra Kolishnyick, daughter of a renowned Ukrainian business tycoon is a potential client. Ms. Kolishnyick is a reserved and conservative individual, valuing simplicity and humble living. Having primarily received her education in the US, she's currently excelling academically and harbors aspirations of attending an Ivy League college for her Bachelor's degree. Furthermore, she intends to establish an NGO with her peers, focused on supporting the sub-Saharan African region, a cause emotionally significant to her and supported by her family. Financially, she has substantial savings accumulated from her parents' support for daily expenses, yet she adamantly refuses further financial aid for her NGO, aiming to invest her savings during college to fund the initiative upon maturity.

**1.1 Investor Persona**

* Not inclined to disclose investment amounts.
* Prefers conservative investments with promising stability.
* Seeks comprehensive reports detailing investment strategies.

**1.2 Business Task:**

Tailoring investment portfolios to align with Ms. Kolishnyick's unique requirements.

**1.3 Business Objectives:**

* Identify pertinent trends in investment.
* Apply trends to cater to client needs.
* Formulate an investment strategy influenced by identified trends.

**Step 2: Customized Investment Strategy**

**2.0 Investment Approach**

Considering Ms. Kolishnyick's reserved nature and conservative preferences, our investment approach prioritizes stability and potential growth. Given her future plans to establish an NGO, investments must be carefully curated to ensure the matured amount can effectively finance the initiative.

**2.1 Portfolio Composition**

* **Diversified stock selection:** Prioritize stable stocks with promising growth potential, aligning with Ms. Kolishnyick's conservative stance.
* **Ethical investment options:** Incorporate socially responsible investment avenues, resonating with her intentions to support the sub-Saharan African region through her NGO.
* **Long-term investment horizon:** Emphasize investments with enduring value, facilitating the accumulation of funds for her future philanthropic endeavors.

**2.2 Investment Metrics**

* **Risk-adjusted returns:** Evaluate potential investments based on risk-adjusted returns to ensure a balance between stability and growth. Returns should be at par or better than Market Returns.
* **Financial sustainability:** Assess the financial viability of potential investments to safeguard the maturity of her savings for NGO funding.

**Step 3: Implementation And Monitoring**

**3.0 Execution Plan**

* Execute the investment strategy in alignment with Ms. Kolishnyick's preferences and long-term goals.
* Regular monitoring and reassessment of portfolio performance to adapt to evolving market conditions and client needs.

**Conclusion:**

By tailoring the investment strategy to Ms. Kolishnyick's conservative nature, ethical aspirations, and long-term goals, we aim to facilitate the growth and sustainability of her savings, ultimately enabling her to realize her vision of establishing an impactful NGO in the sub-Saharan African region.