Capstone Project: Stock Prices Analysis and Portfolio Management

5W1H Framework

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**Questions**

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |
| **Who?** | Who is the investor assigned to you? | Who takes the decision on amount of fund to be invested? | Who are to be consulted for the type of securities? | Who decides the investment horizon? | Who decides the financial goals? |
| **What?** | What are the key characteristics of the client relevant to this project? | 1. What are the sources of funds for the client to invest? 2. What is the size of investment planned by the client? | What are the type of securities preferred by the client?  What information does the client want from the firm? | 1. What is the time horizon of the proposed investment? 2. At what frequencies the client is willing to invest? | What are the financial goals of the client? |
| **When?** | When does the client wants to start the investment? | ---------? | ---------? | When/how long does the client intend to keep the funds invested? | When is she willing to get the benefit? |
| **Which?** | W---------? | ---------? | Which are the securities considered for investment? | ---------? | ---------? |
| **Where?** | Where does the client live? | ---------? | Where does the client wish to invest the available funds? | ---------? | ---------? |
| **How?** | How is she planning to achieve the goal? | How does the investment decisions are to be made? | How to choose the securities for the portfolio? | How is the frequency and time horizon of investment are to be decided? | How does the individual intend to use the returns from the investment? |

**Answers**

|  | **Client/Prospect** | **Investment fund** | **Securities** | **Investment horizon** | **Financial goals** |
| --- | --- | --- | --- | --- | --- |
| **Who?** | Ms. Alexandra Kolishnyick | Ms. Alexandra Kolishnyick | * Industry experts * Ms. Alexandra Kolishnyick | Ms. Alexandra Kolishnyick | Ms. Alexandra Kolishnyick |
| **What?** | * Daughter of Ukranian business tycoon * Has huge savings from the money sent by parents but doesn’t disclose how much * Wants to invest the money to fund an NGO she wants to establish * Conservative and wants to invest in stocks that gives good returns but are also stable * Active investor and wants a comprehensive report of the investment | 1. Savings accumulated from the money sent by parents for her daily use 2. Not known | Stocks that give good returns but that are stable  A comprehensive report comprises of necessary metrics about the performance of stocks in the portfolio | * Long term investment that gives a steady flow of returns * To start with the lumpsum fund in the beginning | To earn good but steady returns to support the charitable activities of the NGO she plans to start in Sub-Saharan Africa  Wants to invest her money in stocks |
| **When?** | Immediately |  |  | For a long term – as long as she wants to get involved in the charitable activities of her NGO | On regular intervals, on-going basis |
| **Which?** |  |  | 12 stocks from four industries |  |  |
| **Where?** | She lives in the US |  | Wants to invest in the US |  |  |
| **How?** | She plans to invest in a portfolio of stocks through an investment firm | The client is planning to invest her savings money in lumpsum investment. Any future investments is not known at this point of time | The 12 stocks need to be analysed for their risk/return performances and optimum portfolio needs to be arrived | In consultation with the client at regular intervals | To fund an NGO to work for the upliftment of people in Sub-Saharan Africa |