*Ticker Symbol*

How do identify a company? By a Ticker symbol. For example, Microsoft is “MSFT”, General Motors is “GM”. You can google “what is the ticker symbol for your company” or go to Yahoo finance, finance.yahoo.com and start typing the name of the company in “quick lookup” box.

*The Company Profile*

Once you select a company by entering the ticker symbol and clicking the search button, you are taken to the Summary Page. On this page you can find

* Market Capitalization: the value of all the company’s shares
* Earnings Per Share (EPS): the amount of net profit per share, commonly used to calculate the company’s financial health.
* Dividends: the cash, per share that the company mails out to the shareholders

Ignore most news articles since most are opinions and not based on events.

*Profile Page*

The profile page offers us some important information. The profile page gives a link to the company’s website, the company’s sector and industry, and a description of the company’s business.

*Investor Relations*

On the company’s homepage, we need to find the “Investors” link. It’s often called “Investor Relations”. Here we will find information such as news, annual reports, background on management, financial reports, and presentations.

*Stock Chart*

Back on the Summary page, you can click on the 1 year chart. It’s a good idea to see what the company’s stock price has done over the last year. If the price has made any dramatic moves up or down, it’s a good idea to investigate what kind of news came out that caused the stock price to change. You can get even more information by clicking on the “Interactive chart” link.

*Analyst Forecasts*

If you select the analyst link, you can investigate the expected revenue and earnings growth for next year. Here Yahoo Finance aggregates the forecasts of Wall Street analysts. You can see what the growth expectations are for EPS (earnings per share) and revenues (sales). This page shows the current year estimates and next year’s estimates, which indicates whether the firm is growing.