Company Research Assignment

At the beginning of the class, you will be assigned a company. During the week, we will do several exercises that have to do with researching some aspect of a company. You will use your company for all of these exercises. At the end of the week, you will present an analysis of your company to the class.

The best place to start is to Google your company by name and look for its 10K filing. This is the annual report that a US company must provide the SEC if it is listed on a US stock exchange. The 10K will give you some company background, management’s view of risks, and the three basic financial statements. There is also a lot of financial details that we are not concerned with so read what appears important and skip the details.

Other possibilities are to look for current news about the company, its press releases, etc. Investment sites are a good source of data since much of what you will want to learn is also important to investors. My final suggestion is to go to the main library and ask to talk to Adam Shambaugh, the Business & Management librarian.

Your deliverable at the end of the week will be a 10-15 minute presentation on your company. At a minimum, I expect that you will cover these items,

- The company’s business model
- The value chain of its industry
- An analysis of its returns (growth, profitability, working capital usage, liquidity, etc.)
- Challenges it faces concerning growth
- Challenges it faces concerning costs and working capital
- IT Risks that it faces

You can organize your presentation any way you want, but please limit it to 6-8 slides.