**FINAL PROJECT – 4710**

1. **Company Profile**

* Write a brief profile of the company you are assigned to including a description of their products or services and the markets they compete.
* Summary of their stock performance in the last year versus the market and closest competitors.

1. **Financial Analysis**

* The financial analysis should include, but not be limited to, the preparation of the latest 3-year financial statements (Income Statement, Balance Sheet and Cash Flow Statement)
* Provide an explanation of the results year-over-year including ratio and trend analysis.

1. **Projections & Valuations**

* Projections and Valuation Analysis for your assigned public company using Excel. The valuation analysis should calculate the assigned companies Enterprise Value using the following 3 methods of valuation:
  + Method #1 (stock price to calculate the EV)
  + Method #4 (Trading Comparable)
  + Method #6 (DCF Analysis)
* In addition to the analysis you need to provide a page or two of discussions on your analysis including the assumptions you used for driving revenues and expenses.
* Discussions on the results on your various methods of valuation and recommend if someone should **buy, hold or sell the stock.**

1. **Technical Analysis**

* Analyze the stock performance against the market (S&P 500) generating beta coefficient and other standard deviation results.