Company Financial Analysis Project – 55 Points

Instructions: Your task is to perform a financial analysis on the two companies your group was assigned. Use a presentation method of your choice (PowerPoint, Prezi, or Google Docs), to present your analysis.

Note: Good resources to use for this project are company websites and annual reports.

Things to include in your presentation are:
1. Background of each company.
2. Explanation of how the companies are related.
3. Breakdown of each financial statement:
   a. Balance Sheet (Compare/contrast each part: assets, liabilities, owner's equity)
   b. Income Statement (Which of your companies has higher total revenue? Expenses? Net Income/Loss? Explain why.)
   c. Statement of Cash Flows (How much incoming/outgoing for each company)
4. Which of your companies would your group invest in? Why?
5. Provides links to your resources.

When you are finished, upload your project to Dropbox (Business Principle's Shared Folder: *Company Financial Analysis Projects*)

Company Financial Analysis Project RUBRIC - 50 Points

Group Members:
_____

	Target (5pts)	Acceptable (3pts)	Unacceptable (1pt)
Company Backgrounds & Relatedness (*2 = 10 pts)	Includes detailed background information on each company and explains how they are related.	Includes minimal background information on each company. Includes how they are related.	Doe not include background information on one company, or does not include how they are related.
Balance Sheet Analysis (*2 = 10 pts)	Analysis includes all 3 parts of the balance sheet for each company.	Analysis missing 1 part of the balance sheet for one or both companies.	Analysis missing 2 or more parts of the balance sheet for one or both companies.
Income Statement Analysis (*2 = 10 pts)	Analysis includes all parts of the income statement for each company.	Analysis missing 1 part of the income statement for one or both companies.	Analysis missing 2 or more parts of the income statement for one or both companies.
Statement of Cash Flows Analysis (*2 = 10 pts)	Analysis includes incoming/outgoing cash for each company.	Analysis missing incoming or outgoing cash for one or both companies.	Analysis missing incoming and outgoing cash for one or both companies.
Investment Recommendation	Provides a complete investment recommendation based on facts.	Provides a recommendation, but does not reflect facts.	Provides a vague recommendation.
Professionalism	Project reflects neatness and effort. 3 images/charts included.	Project reflects some effort. 1-2 images/charts included.	Project lacks effort/neatness. No images/charts included.
Grammar and Mechanics	No errors in spelling, punctuation, or capitalization.	There are 1-3 errors in spelling, punctuation, or capitalization.	Contains more than 3 errors in spelling, punctuation, or capitalization.