

Company: APPLE

6 page

Notes: The information in your paper will be held confidential but you may change the name of the organization, individuals, etc. for security reasons. The length of the paper should be a minimum of 10 pages (not counting the cover sheet, reference page or appendix), double spaced, typed on 8 1/2 x 11 paper, 12 pt. font, with a minimum of ten scholarly references (not including any internal organizational documents). References and quotations must be properly documented using APA publication standards. In addition, the paper should include a *Cover Sheet* (see *Assignment Cover Sheet* in Appendix) and a one page *Executive Summary*.

Your Project Paper should be prepared as if you have been asked by your organization's decision makers to prepare an internal consulting report to be presented to a management team with your recommendation(s). The paper will include a summary of the topics covered in the course. It is impossible to incorporate everything covered in the class but things like a company's beta and return on equity would be interesting to the reader. You should incorporate the following sections into your paper but your paper is not limited to the suggestions below.

Include the APPLE financial statement; don't copy and paste put in your own words.

- **Brief History about the company that you select and get approved by the Instructor**
- Planning and budgeting concerns of the company
- The company's Financial Ratios and an industry comparison of the ratios
- Main products of the company
- Financial strategy and/or overall strategy of the company (SWOT analysis)
- Future prospects of the company based on your own opinion or relevant research such as Value Line or other Financial periodicals
- Current Stock price or a plotting of the stock price
- Do you recommend this company as a buy, sell, or hold type of stock
- Concluding thoughts, this is where students can add anything they feel about the company they have researched
- What you learned from the project
- References (Cite all references in your paper using APA format)
- Appendix (Include things you feel are relevant to your analysis). Do not simply attached financial documents to the body of the paper. If you want to include financial analysis or charts from a secondary source, place it in the appendix.

Plus
Power Point 6-7 slides