

Lowes (my company) peer would be ~~Lowes~~ Home Depot

You can use the company assigned for you for the project and one of its peer competitor.

For this discussion you will get financial information using
www.morningstar.com website.

Please log in www.morningstar.com

Type the stock symbol in the search window. This is the window just below the title **MORNINGSTAR** on the top of the screen.

Once you have your company page, click on Key Ratios.

Click on Full Key Ratios Data .

ROE and its components for DuPont formula can be found under Profitability.
Debt/equity ratio can be found under Key Ratios – Financial Health.

To get the list of competitors now you need to click on Analysis - and click on Competitors.

Your assignment:

Please also note that your answers should be written in your own words. Don't use quotes from the articles.

You are expected to make your own contribution in a main topic as well as respond with value added comments to at least two of your classmates as well as to your instructor.

In your initial response to the topic you have to answer all questions.

No plagiarism.

1. Find ROE, Net profit margin (listed as net margin), asset turnover, financial leverage for the *last three years* for your company. You also may use debt/equity ratio in your analysis.
2. Find ROE, Net profit margin (listed as net margin), asset turnover, financial leverage for the *last year* for its major peer competitor. You also may use debt/equity ratio of peer competitor in your analysis.
3. Has the company's ROE changed over the last three years? What was the main factor that influenced this change?
4. Compare the ratios of your company to the peer competitor. If the management of the company would like to improve their return on equity, what should the management of the company do?
5. Reflection – the students also should include a paragraph *in the initial response* in their own words reflecting on specifically what they learned

from the assignment and how they think they could apply what they learned in the workplace.