**Final Project: Company Analysis and Report Assignment Instructions**

Overview

During this course, you will complete a final project. The purpose of the final project is to allow you to use all of the concepts studied during the course to analyze a publicly traded company of your choice. After completing the analysis, you will submit a report on the financial condition of the company.

Instructions

* Choose any publicly traded company of your choice
* Locate the company’s latest published annual report
* Review the balance sheet, income statement, and statement of cash flows
* Calculate a minimum of 7 ratios from the ratios studied during the course
* Complete an analysis of the financial condition of the company based on the ratio analysis and additional information found in the annual report
* Your final report should consist of the following:
  + Overview of the company and its industry
  + Products/services offered
  + History of the stock price
  + Results of the financial ratio analysis
  + Key financial highlights and lowlights found in the annual report
  + Key points from the CEO’s letter to shareholder’s in the annual report
  + Recommendations to the company on how to improve its financial performance for the future.
  + Provides the decision on whether to invest or not in this company with supporting information based on the financial analysis completed.
* Length of assignment – The final project should be 5 to 7 pages, not including the financial statements and the ratio analysis, which should be placed in the Appendix. The assignments should be submitted in a Word document with spreadsheets embedded in the Word document, as needed.
  + A cover page is also required, but not part of the 5 to 7 pages of content. A properly formatted reference page and corresponding in-text citations are also required.
* You should use APA formatting
* A minimum of five scholarly citations are required
* Acceptable sources include scholarly articles published within the last five years and your textbook.

Note: Your assignment will be checked for originality via the Turnitin plagiarism tool.