

Company Competition

Working with a partner, choose TWO publically traded competing companies (see examples below). Partner #1 will research one company and Partner #2 will research its competitor.

Create a presentation proving which is the better company to INVEST in. Your presentation must include the following information:

| General Company Information | Financial Information | Investment Information | Should I Invest? |
|---|---|--|--|
| <ol style="list-style-type: none">1. What does this company produce?2. How long have they been in business?3. What are their product/service innovations?4. Who is their CEO?5. Other important information related to this company (3-5) | <ol style="list-style-type: none">1. What is the company's total revenue?2. What is the company's gross profit?3. Profit margin?4. What are the growth rates for 2015 & 2016?5. Other important financial information (3-5) | <ol style="list-style-type: none">1. What is the company's stock symbol?2. P/E Ratio, Beta, Dividends, Average Volume?3. Market Capitalization?4. Moving average (30 day, 50 day or 200 day)?5. Other important investment information to consider (3-5) | <ol style="list-style-type: none">1. Why should I invest in this company? Is it a wise investment? |

Your presentation must:

- Be professional and factual
- Include images/video/music/etc.
- Thoroughly explain the required information
- Try to convince your audience that your company is better than the competitor

Suggested Sources:

finance.yahoo.com

nasdaq.com

nyse.com

Competing Company Examples:

| | | | | |
|-------------------|---------------------|--------------------------|---------------------|---------------------|
| Pepsi vs Coke | McDonalds vs Wendys | Apple vs Microsoft | Facebook vs Twitter | Ford vs GM |
| WalMart vs Target | Verizon vs AT&T | American Express vs Visa | Nike vs Under Armor | Lowes vs Home Depot |

Company Presentation
Evaluation

| Criteria | Possible Points | Your Points | Comments |
|---|-----------------|-------------|----------|
| General Company Information | | | |
| Financial Information | | | |
| Investment Information | | | |
| Should I Invest? | | | |
| Presentation: Creativity & Convincing Effort | | | |