***Applied Homework Assignment #1: Company Analysis***

This assignment maybe completed in groups of 2-3. Please email your report to [joseph.french@unco.edu](mailto:joseph.french@unco.edu).

Due on July 30th at 11:59pm.

* **Assignment details**

1. Select a publically traded company which you can obtain financial statements for at least the last 2 years.
2. Prepare a 2-3 page report making sure to include the items below and other information you deem relevant.
   1. Brief company background
   2. Compute the financial ratios for the past 2 years and evaluate the relative performance of your firm between 2016 and 2017 in the following areas
      1. Liquidity
      2. Capital structure
      3. Profitability
   3. What is your firm’s current PE ratio? What is the current PE ratio for two other firms in the same industry as your selected firm? What does this tell you about how the market views the future growth prospects for your selected firm vs. other firms in your in industry?
   4. Based on your analysis what is your personal assessment of your firm’s value and performance over the past year?