**Detail**

* **Report format – this is not an essay**

**Structure**

* **Title page**
* **Contents page**
* **Introduction**
* **Strategic Analysis**
* **Financial Statement Analysis**
* **Stock Market Analysis**
* **Summary and Conclusion**
* **Bibliography**
* **Appendices**

**Title and contents page**

* **Title page**
  + **Module name and number**
  + **Name of company (can use company logo)**
  + **Student number**
  + **Do not put your name anywhere on the report**
* **Contents page**
  + **Should list sections and subsections with page numbers**

**Introduction**

* **Name and status of company**
* **What sector/market is it in?**
  + - Industry sector
    - Segmental analysis - both sector and geographical
    - Strategic business units (SBUs, Divisions)
* **Company history**
  + - When did it start-up?
    - What has it done since start-up?
    - What major acquisitions/mergers/spin-offs have occurred?
    - Is it under a major strategic change? If so, why?

**Strategic Analysis**

* **Broad environment**
  + PEST or PESTEL analysis
* **Industry**
  + Background to the industry – regulatory background, size, structure, major companies, etc.
  + Porter’s Five (or Six) Forces
* **Company**
  + Analyse company strategy and compare with at least one competitor.

**Financial Statement Analysis**

* **The structure of the analysis is up to you, but try to analyse by theme (e.g. revenue, costs, profits, NCA, debt structure, etc.) rather than by technique (trend, common size, ratios, etc.)**
* **You need to analyse the key financial statements (income statement, balance sheet and cash flow statement) and to show evidence of this.**
* **5 years of financial statement data is required.**
* **Try to relate financial performance with the strategies discussed in the Strategic Analysis section.**

**Stock Market Analysis**

* **Share price performance**
  + Compare with stock market, industry and competitors (not necessarily in that order)
  + Graphs are essential and make sure I can read them
    - Professor marks your handed-in copy, so a black and white version of comparisons is usually unreadable.
* **Stock market indicators**
  + Discussion of EPS and P/E
  + Discussion of dividend policy and D/Y

**Conclusion**

* **Short summary of your findings overall**
  + Can include a SWOT analysis
* **How do you think the company is performing and what are its future prospects?**
* **Would you recommend an investor to invest in this company?**
  + There is no right or wrong answer in this section, unless you completely go against your own analysis without justification!!

**Bibliography and referencing**

* **Different referencing styles are allowed**
* **You need to reference within the main text and/or table.**
* **If you take something directly from the company report, website, etc., make it clear that you have done so.**
* **Do NOT plagiarise from market research reports, the web , etc.**
* **Do NOT copy from each other**

**Appendices**

* **Suggested contents**
  + Company history table
  + PEST or PESTEL table
  + Porter’s 5 (or 6) Forces table
  + Company strategy tables.
  + Income statement, balance sheet and cash flow statement plus associated analysis.
  + Ratios, with definitions
  + SWOT analysis in a table format
* **Professor only mark the appendices if you direct me to them via a reference in the main text.**