

Title

Student Name

FNCE 3001: Financial Management

Walden University

Instructor Name

Date

This is a template only. Refer to the assignment directions for more details on what should be included.

TABLE OF CONTENTS

EXECUTIVE SUMMARY 3

SWOT ANALYSIS..... 3

RECOMMENDATIONS AND JUSTIFICATIONS..... 4

CONCLUDING THOUGHTS 6

REFERENCES..... 7

TITLE

EXECUTIVE SUMMARY

In this section introduce your company and its current status (250 words minimum). How is it performing? Is it profitable? Is it gaining or losing market share? Has it introduced new products?

Below are three UNRELATED EXAMPLES of how to cite within a paragraph in APA format. You need to cite resources in your discussion post to support and justify your thinking:

Haag and Cummings (2003) base their information on their experience and concepts of IT at the time, and...

The authors base their information on their experience and concepts of IT at the time, and... (Haag & Cummings, 2003).

The authors base their information on their experience and concepts of IT at the time. They stated that "...IT is the most important aspect that needs attention by upper management" (Haag & Cummings, 2003, p. 89).

SWOT ANALYSIS

In this section include a comprehensive SWOT analysis about your chosen company (250 words minimum).

Strengths**Weaknesses****Threats****Opportunities****RECOMMENDATIONS AND JUSTIFICATIONS**

In this section, respond to the following prompts (1,250 words minimum):

Recommendation #1

Should the firm increase its capital expenditures to increase competitiveness?

What segments of the business get the most capital allocated to them and why? Justify your rationale for all your responses.

Recommendation #2

Should the firm increase growth by acquiring other companies for synergies or grow internally? Does it have the infrastructure to grow internally? If it is acquired by a competitor, how will the merger be integrated with regard to culture, overlapping businesses, etc.? Justify your rationale for all your responses.

Recommendation #3

Should the firm risk increasing its leverage (debt) to increase earnings and return on capital or keep the leverage the same (or even decrease it)? If it should increase it, explain why and by how much? Justify your rationale for all your responses.

Recommendation #4

Should the firm increase marketing spending? If so, by how much, and where should it be allocated? Should online marketing spending and international marketing increase by more than print ads? Justify any additional spending that is recommended. Justify your rationale for all your responses.

Recommendation #5

Should the firm increase/decrease R&D spending? If so, by how much? At what level do you feel your chosen firm would be spending too much on R&D? Justify your rationale for all your responses.

Recommendation #6

How should the firm go about controlling costs, including labor, health care, and pension liabilities? (GM and Ford need help in this department.) Justify your rationale for all your responses.

Recommendation #7

Should the firm expand overseas? If so, which markets should be focused on first and why? Justify your rationale for all your responses.

CONCLUDING THOUGHTS

In this section, explain the potential benefits your company will realize if it is able to execute your recommendations and describe the ramifications if it does not. (250 words minimum)

Note: The easiest way to include financial information is to use a financial website, such as those listed in the Final Paper Overview. You can use these websites to find a wealth of financial information on your company and its competitors by using the “Search” or “Get Quotes” feature and the stock ticker of your chosen company.

Be sure to use a minimum of three sources and cite them via APA. The entire assignment needs to be 2,000 words minimum.

Do not forget to include your references in APA format. You will need to write the references to any resources that you cite in your Assignment. Below are examples of references, including your course texts.

REFERENCES

Ross, S., Westerfield, R. & Jordan, B. (2014). *Essentials of corporate finance*. New York, NY: McGraw-Hill Irwin.

Below are UNRELATED REFERENCES from a journal, a newspaper, and website. These references are only intended to illustrate correct APA formatting:

Ismail, A., Mohamad, M. H., Mohamed, H. A.–B., Rafiuddin, N. M., & Zhen, K. W. P. (2010). Transformational and transactional leadership styles as a predictor of individual outcomes. *Theoretical and Applied Economics*, 17(6), 89–104.

Porter, E. (2014, May 13). The politics of income inequality. *The New York Times*.

Retrieved from <http://www.nytimes.com/2014/05/14/business/economy/the-politics-of-income-inequality.html?module=Search&mabReward=relbias%3Ar%2C%7B%22%22%3A%22RI%3A18%22%7D>

Walmart. (n.d.) Our business. Retrieved from: <http://corporate.walmart.com/our-story/our-business/>