

Annual Report Exercise

Do an internet search for the annual report for a company you are interested in. Use this report along with any other resources you wish to answer the following:

1. What is an annual report?
2. Find the balance sheet. (be careful to see if any 0's have been dropped)
 - a. What are the company's total assets? Liabilities and Owner's Equity? Why are these equal?
3. Find the income statement. (be careful to see if any 0's have been dropped)
 - a. Find the revenue and the net income for the most recent year. Why are these different?
4. Find the company's net income over the past 3 years. Evaluate the numbers with a sentence describing what you see happening. (be careful to see if any 0's have been dropped)
5. Find the price of 1 share of stock for the company. How has the company's stock price performed for the past few years?
6. Find any commentary in the report (or elsewhere – be sure to include the reference) that talks about the future of the company OR any challenges/opportunities the company sees in its future. Write a few sentences explaining what you found.
 - Identify the sources you used.

PLEASE BE SURE TO DO THE FOLLOWING:

#1 – Answer ALL questions thoroughly (18 points: 3 points/question = accurate/correct answer, 2 points/question = deficient answer/unclear or did NOT use complete sentences for the answer, 1 point/question = minimum effort as the data/work isn't clear/accurate/understandable, 0 points = not done). Feel free to use this document and simply insert your answers after each question. Please write your answers in complete sentences insuring you are clear and concise in your answers.

#2 – Provide the source(s) from which you gathered the information. Be sure to be very clear – if it is a web address, be SURE you are providing an accurate web address. (5 points for an accurate source/web address(es)).

#3 – Provide a cover page for your assignment that includes your name, date, class & section number, and title of assignment. (2 points)