

BUSI 7110/7116: Financial Analysis The Financial Detective, 2016

Purchase the case, as discussed in class and on the course web page. Read it thoroughly and complete your analysis. Be prepared to discuss the case and your analysis in class on the due date. You may work in teams of up to 3 people, but everyone is expected to understand all parts of the analysis. You do not need any data or analysis beyond what is included in the case, what we have discussed in class, and your own logic/reasoning.

The case must be purchased from Darden Business Publishing from the link provided on the course web page.

Objective: For each of the eight industry pairs, use the financial statement and market information to calculate and analyze appropriate financial ratios. Then, determine which data corresponds to which firm (by “letter” name, not company name) for each pair of firms. You are not responsible for determining the actual company’s identity.

After analyzing the financial information and identifying the data that correspond to each firm (by “letter” name, not company name) in each industry pair, submit your answers online (see the link on the course web page) **by midnight on Sunday, September 15th**. No assignments will be accepted after that time.

Each TEAM will submit 1 assignment. Students are not to discuss the assignment with anyone outside of their team except Dr. Yost. Be sure to clarify among your team who the ONE person is that will submit your answers. Do not submit more than one per team.