

BCOR 4003

Financial Analysis of FOEs

In Chapter 6, Sisodia et al. present their analysis of the financial performance of the FoE companies. While very interesting, their analysis is also a bit dated. Your assignment is to update their information on one of the FoEs as well as a competitor (of your choice) in the same market segment. This should include a graphic representation of both firms' performance for the last 10 years, analysts' current analysis and recommendations for the FoE, and your own analysis of (a) how the company has performed since the book was written—has it maintained its position, fell behind, or actually improve; (b) your explanation for any changes; and (c) your forecast for the future (i.e., will it continue to outperform the market as described in the book?).

We will focus on just the FoEs that are publicly traded; the firm you are responsible for will be based on the first letter of your last name:

<u>FoE</u>	<u>Last Name</u>
Amazon	A – Be
CarMax	Bf- By
Caterpillar	C
Commerce Bank	Da – Dn
Costco	Do – F
eBay	G
Google	H – J
Harley-Davidson	K
Honda	L
Jet Blue	Ma – Mn
Johnson & Johnson	Mo – O
Southwest	Pa – Pe
Starbucks	Pf – Pz
Timberland	R
Toyota	Sa – Sl
UPS	Sm – T
Whole Foods	W – Y