SEMESTER PROJECT
Format Outline

I. INTRODUCTION

A. Interest-Captivating-Engaging Introduction

B. Project Overview
   1. Target & Benchmark Selection Info – Why were they selected?
   2. Data Mining Information – How the data were collected
   3. Order in which material & analysis will be presented

C. Company Profile
   1. Section Introduction
   2. History
   3. Business Type: NAICS-SIC
   4. Fiscal Year End:
   5. Accountants/Auditors
   6. Corporate Board of Directors

D. General Environment Overview
   1. Section Introduction
   2. Sociocultural
   3. Demographic
   4. Economic
      a. Inflation/Deflation
      b. Recession/Expansion
      c. Currency Valuation/Exchange Rates
      d. Globalization
      e. Disposable Income
   5. Technological
   6. Political/Legal

E. Industry Overview
   1. Section Introduction
   2. General Description
   3. Concentration
   4. Trends-Challenges-Opportunities

F. Competitive Environment
   1. Customers
   2. Suppliers
   3. Unions
   4. Associations
   5. New Entrants
   6. Interest Groups
   7. Substitutes
   8. Competitors
   9. Creditors
II. PERFORMANCE ANALYSIS (CENTRAL CONTENT)

Section Introduction

A. Quantitative Analysis
1. Section Introduction
2. Grading analysis criteria
   a. What does this ratio measure
   b. Why did I grade it the way I did?
   c. What should the company do in order to improve your rating to the next higher number, or to sustain your 5-rating

3. Profit, Equity, & Share Value Management
   a. Section Introduction
   b. Grades & Discussions
      1.01 Revenue Productivity
      1.02 Gross Profit to Revenue (Gross Margin) \[Not included on “S” or “I” or “B” PSCs]\n      1.03 Operating Efficiency (larger #s = greater efficiency)
      1.04 Income Tax / Pretax Earnings
      1.05 Return on Equity
      1.07 Capital: Earned / Total
      1.08 Total Equity (Increase or Decrease)
      1.09 Basic EPS
      1.11 Share Price (Market Price)
      1.12 Price-Earnings Ratio
      1.13 Diluted EPS / Basic EPS
      1.14 Book Value Per Share
      1.15 Book Value Per Share / Market Value
      1.16 Dividends Per Common Share ($)
      1.17 Dividend Payout Ratio
      1.18 Dividend Yield Ratio
      1.19 Investment Productivity
      1.20 Projected Time to Investment Payback
      1.21 Price Potential
      1.22 Beta

2. Debt Management
   a. Section Introduction
   b. Grades & Discussions
      2.23 Current Debt to Total Debt
      2.25 Total Debt to Total Assets
      2.26 Current Assets to Total Assets
      2.28 Earnings to Debt Load Carrying Costs
      2.29 Current Cash Coverage Ratio
      2.31 Average Payment Period (days) - \[Not included on “I” or “B” PSCs]\n      2.32 Total Debt to Equity
3. Cash Management  
   a. Section Introduction  
   b. Grades & Discussions  
      3.33 Working Capital  
      3.34 Working Capital / Total Revenue  
      3.35 Current Ratio  
      3.36 Quick Ratio – [Not included on “S” or “I” or “B” PSCs]  
      3.37 Cash Flow Op Act to Revenue  
      3.38 Cash Emphasis  

4. Asset Management  
   a. Section Introduction  
   b. Grades & Discussions  
      4.39 Revenue / Total Assets  
      4.40 Net Income to Total Assets (ROA)  
      4.42 Average Collection Period (days) - [Not included on “I” or “B” PSCs]  
      4.44 Average Age of Inventory (days) - [Not included on “S” or “I” or “B” PSCs]  

B. Qualitative Analysis  
   Section Introduction  

3. Organizational Citizenship  
   a. Section Introduction  
   b. Grade analysis criteria  
      a. What does this ratio measure?  
      b. Why did I grade it the way I did?  
      c. What should the company do in order to improve your rating to the next higher number, or to sustain your 5-rating?  
   c. Grades & Discussions  
      5.29 Employee  
      5.30 Customer  
      5.31 Competitor  
      5.32 Directors  
         a. Director Independence? (Insider or Outsider)  
         b. Director Experience?  
         c. Duality?  
      5.33 Government  
      5.34 Environment  
      5.35 Community  
      5.36 Stockholder  
      5.37 Communication  
      5.38 Persona  
      5.39 Vendors  
         a. Creditors  
         b. Suppliers
2. Strategic Positioning
   a. Section Introduction
   b. Grade analysis criteria
      Same as 3b above.
   c. Grades & Discussions
      6.40 Vision and Mission
         a. Vision Statement
         b. Mission Statement
      6.41 Competitive Advantage
      6.42 General Environment
      6.43 Innovation
      6.44 Plans and Progress
   c. Long Term Growth Perspective
      1) Acquisitions
      2) Partnerships & Alliances
   d. Identify current and potential problems

III. CONCLUSION

1. Review – Clear Conclusions
   a. Company Profile
   b. General Environment Overview
   c. Industry Overview
   d. Quantitative Analysis
      1) Profit, Equity, & Share Value Management
      2) Debt Management
      3) Cash Management
      4) Asset Management
   e. Qualitative Analysis
      1) Organizational Citizenship
      2) Strategic Positioning
   f. Long Term Growth Perspective
   g. Highlight problems and make SPECIFIC recommendations for correcting problems

2. Final Opinion
   a. Stated with finality?
   b. Appropriate facts support statements?
   c. Recommendation - Invest in company or not?

IV. WORKS CITED
   a. There should be a minimum of 12 different references sources
V. APPENDIX

1. ALL PSC Template Pages
   a. Welcome Page with Personal ID Imprinted by Publisher
   b. Benchmark BS
      Includes Common Shares Outstanding?
      Unallocated Assets = 0?
      Unallocated Liabilities = 0?
   c. Benchmark IS
      Unallocated Expenses = 0?
   d. Balance Sheet (Target)
   e. Income & Ratios (Target)
   f. Q-Grade (Organizational Citizenship & Strategic Positioning)
   g. Q-Graph (Organizational Citizenship & Strategic Positioning)
   h. Grade Graph – Target (User vs. PSC Software)
   i. PF - Printable Graphs (Copy & Paste)
      1.01 Revenue Productivity
      1.02 Gross Profit to Revenue  [Not included on “S” or “I” or “B” PSCs]
      1.03 Operating Efficiency (larger #s = greater efficiency)
      1.04 Income Tax / Pretax Earnings
      1.05 Return on Equity
      1.07 Capital: Earned / Total
      1.08 Total Equity (Increase or Decrease)
      1.09 Basic EPS
      1.11 Share Price (Market Price)
      1.12 Price-Earnings Ratio
      1.13 Diluted EPS / Basic EPS
      1.14 Book Value Per Share
      1.15 Book Value Per Share / Market Value
      1.16 Dividends Per Common Share ($)
      1.17 Dividend Payout Ratio
      1.18 Dividend Yield Ratio
      1.19 Investment Productivity
      1.20 Projected Time to Investment Payback
      1.21 Price Potential
      1.22 Beta (Price Volatility)
      2.23 Current Debt to Total Debt
      2.25 Total Debt to Total Assets
      2.26 Current Assets to Total Assets
      2.28 Earnings to Debt Load Carrying Costs
      2.29 Current Cash Coverage Ratio
      2.31 Average Payment Period (days) - NOT INCLUDED in Banking (B) PSC
      2.32 Total Debt to Equity
      3.33 Working Capital
      3.34 Working Capital / Total Revenue
      3.35 Current Ratio
      3.36 Quick Ratio -  [Not included on “I” or “B” PSCs]
      3.37 Cash Flow Op Act to Revenue
      3.38 Cash Emphasis
      4.39 Revenue / Total Assets
4.40 Net Income to Total Assets (ROA)
4.42 Average Collection Period (days) - [Not included on “S” or “I” or “B” PSCs]
4.44 Average Age of Inventory (days) - [Not included on “S” or “I” or “B” PSCs]

2. PSC Support Documentation - Required
   a. Target’s Income Statement
   b. Target’s Balance Sheet
   c. Target’s Cash Flow Statement
   d. Benchmark’s Income Statement
   e. Benchmark’s Balance Sheet
   f. Benchmark’s Cash Flow Statement

3. Other Appendix Exhibits - Optional
   a. Board of Director Pictures & Bios (from Annual Report)
   b. 5-Year Stock Charts (from Yahoo Finance)
   c. Etc, etc. etc. (Be Creative)