



## Lesson 6—Handout 3

# Stock Research

### Directions:

#### Part 1

Select two companies from the list of stocks included on the Dow Jones Industrial Average. Write the names of the companies below.

- \_\_\_\_\_
- \_\_\_\_\_

Use newspapers, corporate websites and online news sources to research information about both companies you selected. Information should include:

- **Who**—Name of the company.
- **What**—Description of the company and its business, major products or services that it produces, name of president and CEO (may be the same person) along with other leaders that you feel are important.
- **When**—Founding date, dividend payment schedule.
- **Where**—Location of headquarters, production facilities or major markets.
- **How much**—Information about the performance of the stock, including price, revenue, total sales, profit margin, earnings, value of company, dividends and yield over the past year.

#### Part 2

Create an investor information sheet about both of your companies. Provide information that a person should consider before purchasing stock in the company. The sheet should include:

- Information about the company that you gathered in your research.
- Graph of the stock price for the last year.
- Major competitors or related companies.
- Your assessment of the future prospects for the company (see note).

Note: When you assess the future of the company, consider economic developments that would help the company make profits and grow in coming years. Also, consider threats to the company's future growth or profitability. For instance, does the company produce goods or services that are increasingly popular? Are competitors from around the world threatening the company's market share?