**Purpose of Assignment**

Students should understand how to use the financial information and tools learned in the class on a public company, obtain public company SEC reports, and use that data to calculate a company's financial ratios and their comparison to industry or competitor standards.

**Assignment Steps**

**Resources:** Tutorial help on Excel® and Word functions can be found on the Microsoft® Office® website. There are also additional tutorials via the web that offer support for office products.

**Select** one of the publicly traded corporations listed below and obtain the most current SEC Form 10-K (annual financial report) from the company's web site (Do not use the Annual Report that is sent to shareholders):

* Lowes Corporation
* Kroger Corporation
* Harley Davidson Corporation
* Apple Corporation
* Intel Corporation
* **Marriott Corporation My choice.**
* Berkshire Hathaway Corporation
* PepsiCo Corporation
* Procter and Gamble Corporation
* General Electric Corporation

**Calculate** and **analyze** the following ratios for your selected company for the last two years from the SEC Form 10-K:

* Current Ratio
* Inventory Turnover
* Debt Ratio
* Time Interest Earned
* Gross Profit Margin
* Equity Multiplier
* Return on Assets
* Net Profit Margin
* Return on Equity (Use three ratio DuPont method)

**Compare** and **contrast** your company's ratios to industry and competitor standard ratios obtained from Yahoo Finance, Morningstar, MotleyFool, Macroaxis or other Internet sources, and provide a detailed answer and analysis as to why your company's ratios are different than the industry/competitor standard.

**Prepare** your analysis in a minimum of 875 words in Microsoft® Word. The use of Microsoft® Word tables is encouraged.

**Cite** the source of the industry/competitor ratio information.

**Format** your assignment consistent with APA guidelines.