

Ratio Analysis Group Assignment

Each group is required to perform a ratio analysis on a pair of companies in the same industry and present its analysis in front of the class. Here are some general guidelines to follow:

1. Read the previous financial reports (ex: 10-K, 10-Q reports) for each company. (See below for sources to obtain financial reports.)
2. With your group, calculate the ratio of your choice for the past three years and examine the differences between your two companies. Speculate on the causes of the major differences between the two companies. Pose a few questions or hypothetical situations and answer them using the ratios that you have calculated.
3. The goal of this exercise is to understand the relationship between financial numbers, business, strategy, and enterprise value. It is acceptable if your analysis is not right, and therefore, it is not necessary to consult analyst reports on your two companies. If you do consult professional sources, please indicate which parts of your analysis were inspired by those sources.

Each group must hand in a hard copy of their slides plus email their TA an electronic version of their slides by the start of class on October 3rd.

Undergraduate Group Assignments:

Each undergraduate (U) group will be required to make a 10-minute presentation. Each group is assigned a company pairing as follows:

Presentation Day: Wednesday, October 3rd

Group U1: LinkedIn (LNKD) <-> Facebook (FB)

Group U2: Goldman Sachs (GS) <-> J.P. Morgan (JPM)

Group U3: Google (GOOG) <-> Yahoo (YHOO)

Group U4: AT&T (T) <-> Verizon (VZ)

Presentation Day: Monday, October 10th

Group U5: Caterpillar (CAT) <-> Deere & Company (DE)

Group U6: Anheuser-Busch (BUD) <-> Boston Beer Co (SAM)

Group U7: Procter & Gamble (PG) <-> Colgate-Palmolive (CL)

Group U8: Home Depot (HD) <-> Lowe's (LOW)

Graduate Group Assignments:

Each graduate (G) group will be required to make a **15-20 minute** presentation. Each group is assigned a company pairing and presentation day as follows:

Presentation Day: Wednesday, October 3rd

Group G1: Oracle (ORCL) <-> SAP AG (SAP)

Group G2: Comcast (CMCSA) <-> Time Warner Cable (TWC)

Group G3: Caterpillar (CAT) <-> Deere & Company (DE)

Sources to Obtain Company Financial Information:

[Yahoo! Finance](#)

[Google Finance](#)

[SEC.gov](#)

[CNN Money](#)

[Morningstar](#)

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