

COMPANY FINANCIAL COMPARISON PROJECT

Course Title:	Accounting
Project Name:	Company Financial Comparison Project
Time:	6 hours

Objectives: Upon the completion of this project the students will be able to do the following:

- Research specific information on the Internet.
- Compare and analyze financial information.
- Prepare a comparison analysis in a chart form using Excel.
- Prepare a written analysis from findings.
- Print out an excel chart onto a transparency.
- Present an analysis conclusion in front of a group.
- Demonstrate good communication skills.
- Recommend strategies to increase a company's profits.

Materials Needed:

- ✓ Computer
- ✓ Printer
- ✓ Spreadsheet software
- ✓ Disk
- ✓ Transparency
- ✓ Paper
- ✓ Pencil
- ✓ Textbook

Resources Needed:

- ✓ Internet

Student Handouts:

- 2 - company profile forms
- 1 - company comparison forms
- 1 - project evaluation form

Interdisciplinary Involvement: Accounting and Computer Applications

Project requirements:

- Choose two comparable companies. (for example: Pizza Hut and PaPa Johns, WalMart and K-mart, Lexus and Mercedes etc. Be sure the company information is available on the Internet.
- Complete a company profile form for each company.
- Print out a copy of each company's Balance Sheet.
- Print out a copy of each company's Income Statement.
- Complete the comparison analysis form.
- Interpret information in written form and identify strategies to increase net income.
- Prepare a comparison chart that identifies the following areas for each company.
 - Total assets
 - Total current liabilities
 - Total liabilities and owner's equity
 - Total liabilities
 - Total revenue
 - Total expenses
 - Net income (after taxes)
- Print comparison chart out on regular printer paper and submit to teacher for transparency printing approval.
- Print comparison chart out on a transparency for presentation purposes.
- Make presentation.

Company Financial Comparison Project Grade Sheet Evaluation Form

Name of Companies: _____

Student Name: _____

	Points Possible	Points Earned	Items being evaluated
Requirements:			
Complete a company profile for each company	20 points		<ul style="list-style-type: none"> • Internet information printout sheets • Company Profile forms
Print out of each company's balance sheet	10 points		<ul style="list-style-type: none"> • Printouts of Balance Sheets
Print out of each company's Income Statement	10 points		<ul style="list-style-type: none"> • Printouts of Income Statements
Comparison analysis	26 points		<ul style="list-style-type: none"> • Company Financial Comparison forms
Written analysis	24 points		<ul style="list-style-type: none"> • Findings • Suggested strategies to increase net income
Prepare spreadsheet	20 points		<ul style="list-style-type: none"> • Graph printout
Presentation	15 points		<ul style="list-style-type: none"> • Communication skills • Voice projection • Organization • Poise
Total	125 pts.		
FINAL GRADE			

Comments:

COMPANY PROFILE

Name _____

Directions: Provide the following information from the Internet on your chosen company. Fill out a separate Company Profile form for each company.

Name of company:

Company's Address:

Phone number:

Sector:

Industry:

Description of the business:

(this information will be listed in the Business Summary, Corporate Profile, or something similar.)

Number of employees:

President or Chief Executive Office (CEO):

Company Financial Comparison Analysis

Name _____

Directions: Use the company financial information that you were required to print from the Internet to provide the following information. Write the name of your companies on the spaces provided at the top of the table.

Name of Companies... _____

Total Assets		
Total Current Liabilities		
Total Liabilities and Shareholder's Equity		
Total Liabilities		
Total Revenue		
Total Cost of Sales		
Total cost of Sales % of sales		
Total Operating Selling and General Expenses		
Total Operating Selling and General Expenses % of sales		
Total Expenses		
Total Expenses % of sales		
Total Net Income / Loss		
Total Net Income / Loss % of sales		