* **Overview**

This final project financial analysis requires that you choose a publicly traded U.S. company and complete the following:

* + Obtain the three most recent annual reports.
  + Identify the industry and obtain industry statistics.
  + Perform a complete financial analysis of the company's financial statements—horizontal, vertical, and changes in ratios—for the last two years.
  + Identify and discuss impact of international trade on the company's financial statements.
  + Identify specific risks of your company's international trade.
  + Compare all ratios to industry averages.
  + Evaluate the company's ratios against the industry averages.
  + Identify and analyze important segments (percentage of sales, or subsidiaries).
  + Analyze cash flows.
  + Arrive at a conclusion based on your analysis.

Prepare a 10–12 page analysis of the latest two years of financial statements of a publicly traded company, considering any ethical implications and consequences while applying theories, methods, and analytical tools studied in the text, including financial statement and ratio analysis and capital structure.

**Project Objectives**

To successfully complete this project, you will be expected to:

* + Apply the theories, models, and practices of finance to the financial management of the firm.
  + Assess the impact of ethical, regulatory, and tax considerations on financial policy decisions.
  + Evaluate alternative methods of financing a firm in diverse economic environments.
  + Integrate financial analysis into general business management planning and decision making.
  + Demonstrate an understanding of the diverse financial challenges encountered by a modern global firm.
  + Engage in research of appropriate financial sources to support conclusions.
  + Communicate in a manner that is professional and consistent with expectations for members of the business professions.