* **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.