**OL 501: Business Foundations**

**Corporate Report Analysis & Research Project**

**Worksheet E; Module Topic 7, 8 and 9; Due Week 9**

Using financial reports and management statements from the current Annual Report, information from any additional filings, and additional information found through outside research, answer the following questions:

**1.** What percent of the U.S. Gross Domestic Product (GDP) does the industry your firm represents comprise?

**2.** Make two lists indicating the micro-economic and the macro-economic factors that have had an impact on the firm’s performance (revenue, expense, demand, etc.) in the current year:

|  |  |  |
| --- | --- | --- |
| **Micro-economic factors** |  | **Macro-economic factors** |
|  |  |  |
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**3.** Considering all the factors you listed in the micro/macro-economic factors table in #2 above, please answer the following questions:

1. Which two factors have had the biggest impact? Explain your reasoning.
2. Do you anticipate that these factors will continue to have an impact in coming reporting periods? Explain your reasoning.

**4.** Were management actions, if any, have been taken to shore up any performance issues impacted by these factors?

1. What, if any, actions were taken?
2. How effective does the firm’s response seem to be, and by what measure?
3. Recommend at least one additional response the firm could make.

**5.** What is your prediction for next year’s performance, specifically in terms of the income statement, the balance sheet, and cash flow based on any continuing impact the market economic factors may have on the firm?