

Valuation Analysis – Group Assignment 1

Company and Industry Overview

Instructions:

This initial assignment is designed to give you an overview of the company you have selected to value and the industry in which the firm operates. The assignment is due on Monday, September 14th and includes two components, as described below:

1. Prepare a one-page company description for the firm you have selected. This description should cover the firm's business model, primary lines of business, key customers, major competitors, competitive advantages, market share, etc. If relevant, you may also want to include a discussion of the key sources of revenue, costs, and/or risk for the firm.

2. Prepare an industry overview of up to one page for the firm you have selected. This description should cover the overall industry outlook, growth opportunities and long-term prospects, potential risks, key competitors, etc.