

ACCY801 Project Report

Guidelines

- 1- Select a **Public listed** company of your choice (from any sector/industry for example, Real Estate, Construction, Industrials or Services sector etc.) with financial statements data available for the years 2016 to 2020.
- 2- ~~Analyse, assess and highlight the market and financial position of your company. Conduct S.W.O.T analysis for the company highlighting main financial and market strengths, weaknesses, opportunities and threats.~~
- 3- You are required to review the financial statements and collect all relevant and available data.
- 4- Trend analysis is an aspect of financial analysis that tries to predict the future movement based on past data. Trend analysis is based on the idea that what has happened in the past gives traders an idea of what will happen in the future. For this purpose, the following data for your selected company and its benchmark are to be enclosed and analysed as part of your ratio analysis for the years 2016 to 2020:

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|---|------------------------|----|---|
| 1 | Total Assets | 9 | Earnings Per Share (EPS) |
| 2 | Total Owners' Equity | 10 | Dividends Per Share (DPS) |
| 3 | Total Liabilities | 11 | Total Sales (or Total Revenues) |
| 4 | Return on Assets (ROA) | 12 | Net Operating Profits (Profit for the year) |
| 5 | Return on Equity (ROE) | 13 | Retained Earnings |
| 6 | Operating Cash Flows | 14 | Debt Ratio (Financial Leverage) |
| 7 | Investing Cash Flows | 15 | Net Working Capital |
| 8 | Financing Cash Flows | 16 | Assets Turnover |

- 5- Your report should include the following elements:
 - a. Introduction and **overview of the company** (2-3 pages).
 - b. Comparative cross-sectional and Industrial analysis, which should include:
 - i. **Horizontal analysis** tables of the financial statements for the years 2019 & 2020 – Main Company.
 - ii. **Trend Analysis** and relevant charts for the years 2016 to 2020– Main Company and Benchmark
 - iii. **Vertical analysis** tables of the financial statements used for the year 2020 – Main Company
 - iv. **Financial Ratios** (2019 & 2020)–Main Company & Benchmark
 - 1- **Liquidity analysis** (Net Working Capital; Current Ratio)
 - 2- **Activity analysis** (Inventory Turnover; Receivables Turnover; Payables turnover; Assets turnover)
 - 3- **Solvency and Debt Management** (Debt Ratio; Times Interest Earned Ratio)
 - 4- **Profitability analysis** (ROA; ROE; EPS)
 - c. Conclusion and suggestions.
- 6- Project report's format guidelines are mentioned below.

The report should not be more than 20 pages long, be of A4 size, with the suggested following layout: (i) top margin 2.5 cm; bottom margin 2.5 cm; left margin 3.5 cm; and right margin 2.5 cm. (ii) Papers must be written for compatibility with: Word for Windows; with the suggested font and format attributes: Arial font, size 12; single line spacing paragraph; and justify alignment. The page numbers have to be centred at the bottom of the page. References need to be in APA format.

7- Note: Submit your project as per the guidelines mentioned below:

1. Attach on top of the project a complete cover sheet (with you name and student ID number)
2. Submit your project with the all attachments onto Turnitin through Moodle. A Moodle link will be provided later to upload the project.

Marking Scheme

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|--|-------------|
| Report format and Originality | 10% |
| Report Content and Clarity | 15% |
| Company Profile and SWOT | 15% |
| Horizontal and Vertical (Common Size) Analysis | 15% |
| Trend and Ratio Analysis: Profitability Analysis; Liquidity Analysis; Activity or Management Effectiveness; and Debt Management (Solvency) Analysis. | 25% |
| Conclusions and Recommendations | 20% |
| Total | 100% |