* Introduction

*< A brief on the lead company. The basic details of the company’s activities, market share, its competitors and any major news in the last five years (start with the recent news)*

* *Brief introduction of lead company*
* *Operations, capacity and markets*
* *Brand and Product umbrella*
* *Market share and top competitors*
* *Major news of previous five year.>*
* **Industry Outlook**

*< This section should cover the peer companies in the same industry segment. The major trends in the industry in the last five years*

* *Economic significance (Contribution to the economy) & Government Initiatives for the Industry*
* *Market size (Year on year growth in production or market capture) & Demand drivers (Major demand drivers for the industry)*
* *Production and growth trends (Year on Year growth)*
* *Export Import trends (5year trend) & Peer companies*
* *Challenges & Road ahead>*
* **Collection of Data**

<*Standalone Balance Sheet, Income Statement, and Cash flows for the last five years for the lead company and the peer companies should be sourced from the same database to maintain consistency (preferably the respective company websites). Keep the following points in mind while collating the data:*

1. *The financial statements should be presented in a properly formatted MS Excel workbook. All the data pertaining to a company should be added in a single sheet with names of the company being clearly mentioned. The calculation of ratios and other data should be carried in the same excel workbook and will be a part of the final submission. Don’t copy ratios from the internet or any data source.*
2. *Don’t report financial statements on the word document. Create separate tables or graphs (if necessary) containing the ratios for the word document where the analysis needs to be written down. Proprietary content.* >

* Common Size Analysis

*< Analysis using five-year data of key information from financial statements of the lead company with its peers*

1. *You need to present common size analysis only for the income statement for five years. Common size analysis for the detailed financial statement should be presented in the excel sheet and will be used as a reference to evaluate the analysis. The analysis should be carried out in the same excel sheet with proper cell referencing.*
2. *Also explain the report your analysis that you have generated from the income statement vi various data visualization charts>*

* Ratio Analysis

*< The selection on the number of ratio calculation shall be decided by the group. However, the majority of the information conveyed by the financial statements should be the criteria on the selection of the ratios to be calculated. The analysis of the different ratios should be done keeping in mind the competitive framework of the industry (comparative analysis). The following are ratio segments to be calculated:*

1. *Profitability Ratio - Profitability from the various perspectives, like, equity stakeholders (ROE), asset (ROA) etc. should be calculated for all the 5 years. For each ratio calculated, a separate table has to be created followed by a brief write up.*
2. *Liquidity Ratio - Liquidity from various perspective, should be calculated for all the 5 years. For each ratio calculated, a separate table has to be created followed by a brief write up.*
3. *Solvency Ratio - Solvency from the various perspective, should be calculated for all the 5 years. For each ratio calculated, a separate table has to be created followed by a brief write up*.*>*

* Conclusion

*<The group’s assessment on the financial health of the company and your position on the as an external stakeholder will form the conclusion of this report.>*