**Lead company Peer company 1 peer company 2**

****

To begin with, one lead company and two peer companies have been given in the same segment for comparison. Three companies in total (One Lead Company + Two Peer Companies).

1. The tentative outline of the report is given below:

▪ Introduction- covering a brief on the lead company. The basic details of the company’s activities, operations, product umbrella, market share, its competitors and any major news in the last five years (start with the recent news).

▪ Industry Outlook: This section should cover the peer companies in the same industry segment. Economic significance, Govt. initiatives, market size, demand drivers, challenges and road ahead. The major trends(Export Import, Production and growth) in the industry in the last five years.

▪ Common Size Analysis-(using five-year data) of key information from financial statements of the lead company with its peers along with explanation with visualization charts

▪ Ratio Analyses- briefly introduce each ratio before undertaking the analysis. The ratios to be covered are given below: a. Profitability Ratio b. Liquidity Ratio c. Solvency Ratio

▪ Conclusion- This section should bind together the findings of the analysis and present the group’s view on the particular industry segment.

Ratio Analyses- briefly introduce each ratio before undertaking the analysis. The ratios to be covered are given below: a. Profitability Ratio b. Liquidity Ratio c. Solvency Ratio

Conclusion- This section should bind together the findings of the analysis and present the group’s view on the particular industry segment.

1. 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:

a. 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.

b. 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. Ensure that the graphs and other figures are adequately formatted with proper headers and legend.

1. Common size analysis (using five-year data) of key information from financial statements of the lead company with its peers.

a. 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. Ratio Analyses of the lead company with its peers. 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:

i. Profitability Ratios. Ensure that your data is consistent with the numbers reported on the report and excel file. 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 hasto be created followed by a brief write up.

ii. 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.

iii. 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.

1. 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.

* **guidelines**

*<The report has to be strictly submitted in a PDF/ DOC format. Any other format will not be considered for grading.****Please ensure to include all the sections in the report as the group will be graded based on the report***

*The report* ***must not exceed 10 pages*** *excluding the Cover Page and Appendix.*

*The excel file is mandatory and will be used as a reference.*

*Please ensure consistent formatting in the report (Text format- Times New Roman, 12 font size in the body of the report, 14 font size for the headings)*

*Any project report found copied/ plagiarized with another person (group) or content matching with published sources will not be graded and marked as zero.*

*Please ensure timely submission as a post-deadline assignment will not be accepted.*

**Instructions:**

You must prepare a written report.

**Your report must not exceed ten pages (excluding cover and index).**

1. The tentative outline of the report is given below:

* **Introduction**- covering a brief on the lead company. The basic details of the company’s activities, operations, product umbrella, market share, its competitors and any major news in the last five years (start with the recent news).
* **Industry Outlook**: This section should cover the peer companies in the same industry segment. Economic significance, Govt. initiatives, market size, demand drivers, challenges and road ahead. The major trends(Export Import, Production and growth) in the industry in the last five years.
* **Common Size** **Analysis**-Analysis-(using five-year data) of key information from financial statements of the lead company with its peers along with explanation with visualization charts
* **Ratio Analyses-**briefly introduce each ratio before undertaking the analysis. The ratios to be covered are given below:
  1. Profitability Ratio
  2. Liquidity Ratio
  3. Solvency Ratio
* **Conclusion-**This section should bind together the findings of the analysis of the lead and the peer company and also present the group’s view on the particular industry as a whole.

* You have to submit 2 files:
  1. **Report**- The report has to be strictly submitted in a PDF/ DOC format. Any other format will not be considered for grading. **Please ensure to include all the sections in the report as the group will be graded based on the report.**
  2. **Excel File**: This is mandatory and will be used as a reference.
* Please ensure consistent formatting in the report (Text format- Times New Roman, 12 font size in the body of the report, 14 font size for the headings)
* Any project report found copied/ plagiarized with another person (group) or content matching with published sources will not be graded and marked as zero.
* Please ensure timely submission as a post-deadline assignment will not be accepted.
* Kindly go through the attached template to get an idea of how to go forward with the assessment.