

Stock report – Stepped submissions: Preliminary Business Description and Industry Overview

from the report Instructions:

Business Description

In this section you describe the firm's "story". What is their business/product, etc.? Are there multiple segments of the business? What is their industry? Is there something about their history that is important (founding, mergers, ...)? What is their geographical coverage? Are there features about this company that sets it apart from the crowd? Typically (though there can be exceptions), discussion of management is not particularly special.

This business description section will usually be quite short, but after reading it, an investor should know what this company does, and have some idea about what you think is special about it (if anything).

Industry Overview and Competitive Positioning

In this section you describe the industry for your target company. What does this industry do, what are major opportunities and risks to the industry (which will of course also affect your firm), and who are the major players? This is where you also discuss your target firm's market share, and if they have any competitive advantage.

For the preliminary submission, you should have at least the beginnings of the above, but it would be best to have this as complete as possible. In the final report this part will probably be on the order of 800 words (about 1 full page using the template formatting), but do not fill with "fluff" just to increase your word count. (and depending on your firm & industry, a good report could vary from this by quite a bit)

For this preliminary, you should aim to have at least half that.

Out of a possible 5 points, we will grade this only as "substantially done" (5), "weak" (3), or nothing done (0).

This will be checked against Turn-it-In, and you will see that result after you submit. As noted elsewhere, exact matches we will assess as though you didn't do that.

However, you have the opportunity to improve this before submitting the final report, for which we will grade this on the 0-5 Likert scale described in the instructions.