

2. Write-up for Your Project

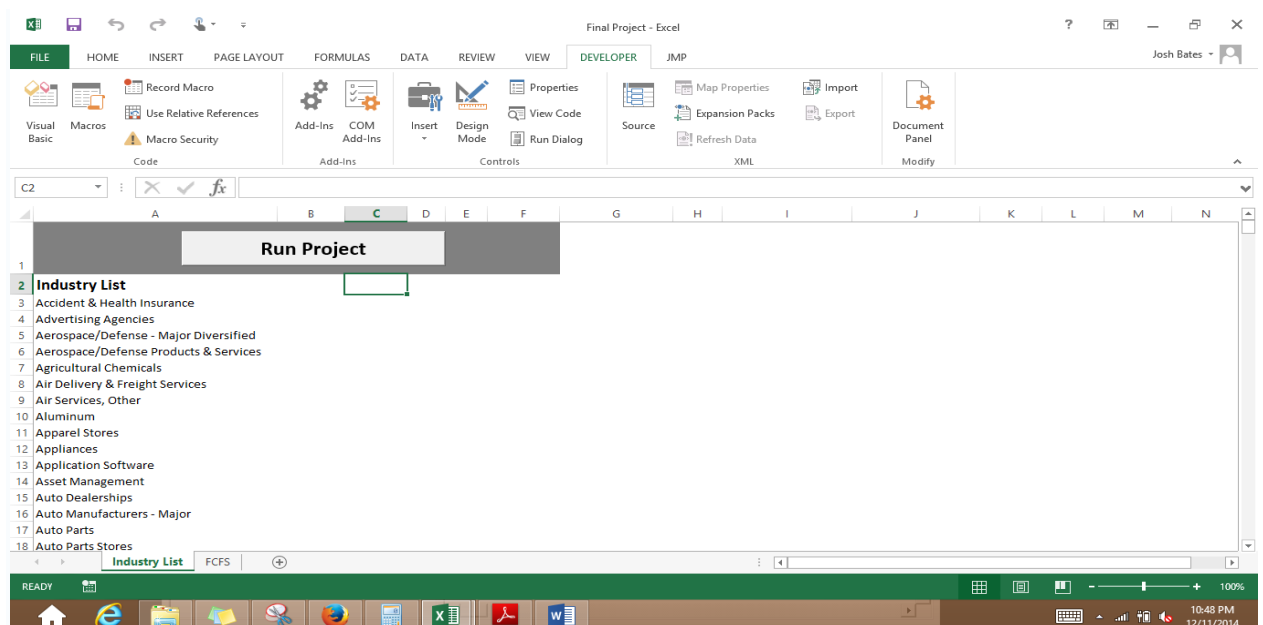
2.1 Your write-up must be formatted as a PDF document.

2.2 Executive summary of the project. This should contain a description of the business along with an overview of the system you built

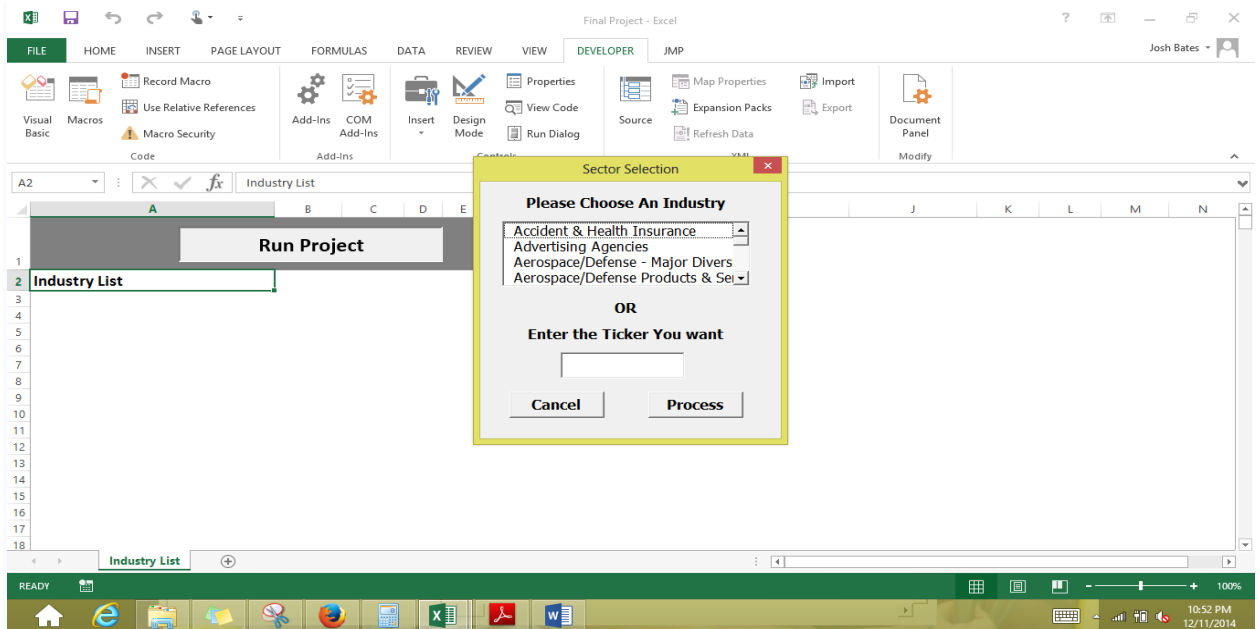
- I am currently in Silver Fund. This is an MBA class where we analyze and pick stocks to purchase then we spend really money that was donated to the school and buy them.
- There are several key indicators that somebody should look at before deciding to spend several hours investigating and analyzing a particular stock. The system I built is meant to help me grab an industry perform a key indicator analysis and rank all of the stocks in a given industry. Once I have the rankings, the next step is to pull financial sheets so I can begin the process of analyzing the stocks. There is also a function that will allow me to pick a specific stock and pull financial data on that stock. This is the scope of my project. Later, I plan on building in the analysis functionality into the VBA code, but I knew I would not have time to complete this part of the project.

2.3 Implementation documentation. Provide a concise, well-organized documentation of what you actually did for your solution. You may want to use tables or bulleted lists to describe the components of your solution and their role in the overall task. In any case, you should provide a textual description of the elements so it is clear what you have done, why it was included, how it is intended to be used in the task. Screen captures may be helpful in illustrating what you have done.

- The first thing I decided was to add buttons to each sheet. I chose not to change the ribbon because I wanted to add sheets and buttons as I went. I felt this would be easier and more consistent for a future user in the long run. Below is a picture of the first screen and button that needs to be clicked.



- After the first button is clicked the macro will ping a website and update the industry list with the latest and greatest industry list. It will also pull up a user form that will allow someone to select the industry or pick an individual stock. See screen shot below



- If you input a specific ticker it will ping another website and immediately pull open the Income statement and balance sheet and format it so you can begin to perform your analysis. This is the art part of the project and beyond the scope of what I submitted. See below screen shot.

The screenshot shows an Excel spreadsheet with the 'Income Statement' for INTC. The table includes columns for Historical data (2010-2012) and Forecast data (2013-2014). The data is as follows:

	12/31/2013	12/31/2012	12/31/2011	12/31/2010	12/31/2009
Income Statement					
Sales	52,708	53,341	53,999	43,623	35,127
Cost Of Goods	21,187	20,190	20,242	15,132	15,566
Gross Profit	31,521	33,151	33,757	28,491	19,561
Selling & Administrative & Depr. & Amort Expenses	19,230	18,513	16,280	12,903	13,850
Income After Depreciation & Amortization	12,291	14,638	17,477	15,588	5,711
Non-Operating Income	320	235	304	457	-7
Interest Expense	0	0	0	0	0
Pretax Income	12,611	14,873	17,781	16,045	5,704
Income Taxes	2,991	3,868	4,839	4,581	1,335
Minority Interest	0	0	0	0	0
Investment Gains/Losses	0	0	0	0	0
Other Income/Charges	0	0	0	0	0
Income From Cont. Operations	9,620	11,005	12,942	11,464	4,369
Extras & Discontinued Operations	0	0	0	0	0
Net Income	9,620	11,005	12,942	11,464	4,369
Depreciation Footnote					

- If, however, the person selects the industry the macro will ping 2 different websites. The first website will grab all stocks and their tickers. Because some of the tickers are foreign stocks and we are not allowed to trade foreign stocks I wrote code that removes all foreign stocks. The second website begins to populate a new sheet called Company List with several key indicators. Once the key indicators have been gathered the macro will create an average, rank the individual companies and put them in descending order. Therefore the highest scoring stocks will be at the top. See screen shot below.

Get Financials												
Company Name	Ticker Symb	Market Cap	PE Ratio	MB Ratio	EV/EBITDA	PEG Ratio	Share Volun	Short Ratio	Price Momentum	Dividend Payout Ratio	Beta	Score
AVERAGE		12,561,974,423	13.83	4.75	22.98		0.58	0	27.71%	-1094.43%	0.00%	-11
Active Health Foods, Inc.	AHFD	490,960	0	0	0		0	1,908,880	0	-98.75%	0	-85
Paradise Inc.	PARF	11,680,000	0	0.55	106.78		0	103	0.00%	-25.00%	4.00%	0.2
Jammin Java Corp.	JAMN	22,360,000	0	10.24	-2.62		0	180,116	0	-54.76%	0	4.3
Rocky Mountain Chocolate Facto	RMCF	79,290,000	22.12	3.71	10.23		0	10,334	0.10%	8.64%	76.00%	0.9
Tootsie Roll Industries Inc.	TR	1,770,000,000	28.43	2.53	16.53		0	81,788	14.40%	-5.58%	31.00%	1.2
Mondelez International, Inc.	MDLZ	64,060,000,000	19.17	2.08	15.06		1.6	8,162,300	0.60%	12.64%	29.00%	1.1
The Hershey Company	HSY	21,990,000,000	27.07	14.11	14.9		2.45	1,042,600	2.50%	5.00%	54.00%	0.6

- After the macro as ranked the companies you can click the Get Financials button and it will ping yet a third website and pull in the Income statement and Balance sheet for the top 2 companies in the ranking. See screen shot below.

The screenshot displays an Excel spreadsheet titled "Final Project - Excel" with a ribbon at the top showing tabs for FILE, HOME, INSERT, PAGE LAYOUT, FORMULAS, DATA, REVIEW, VIEW, DEVELOPER, and JMP. The spreadsheet is organized into columns labeled A through Z. The main data area is divided into two primary sections: "Income Statement" and "Balance Sheet". Each section has columns for "Historical" data and "Forecast" data. The "Income Statement" section includes rows for Sales, Cost of Goods Sold, Gross Profit, Selling & Administrative Expenses, Research & Development, and various income and expense items. The "Balance Sheet" section includes rows for Assets (Cash, Receivables, Inventory, Other Current Assets, Total Current Assets, Non-Current Assets, Total Assets) and Liabilities & Shareholders' Equity (Accounts Payable, Current Portion Long-Term Debt, Current Portion Capital Lease, Other Current Liabilities, Total Current Liabilities, Long-Term Debt, Non-Current Capital Lease, Other Non-Current Liabilities, Total Liabilities, Shareholders' Equity). The bottom of the spreadsheet shows a summary of financial ratios and metrics.

- This is the end of the scope of my project. I can now begin to go in and create my forecasts so I can do DCF analysis of the 2 top companies

2.4 Discussion of learning and conceptual difficulties encountered. Let me know what you learned by going through this project. If there are elements you wanted to include but could not get to work, discuss these in this section. Please be sure that you have tried to solve the problem, including asking the professor for assistance, before giving up.

- I had a hard time trying to go to a website find a hyperlink and selecting the hyperlink. I had to ask Professor Meservy for help and he had to figure out a work around because the IE agent he gave us in class wasn't working properly.
- I have ran into a problem with the overall performance of the code. It is inefficient and you will need to have good internet access for this to work. I asked the Professor and Nathan to take a look and have done my best to reduce inefficiencies.
- There are several elements I started to include but were beyond the scope of what I submitted. I have commented them out so that I can work on them after finals for my own person use. There are 2 subs commented out plus 2 spots where a button has been commented out. The 2 subs are buildDCFSheets & doAnalysis. Please don't ding me. I plan on finishing these after the fact and they were beyond the scope of my original project.

2.5 Assistance: If you had substantial help from another person or persons on this project, please disclose the nature and amount of help you received in this section. If you did not receive substantial assistance, state so here.

- I feel that I did not receive substantial assistance. I asked the professor to help me with one thing and the TA to help me with another.

2.6 Write-up detail. The write-up should be of sufficient detail that the professor could grade your project just by examining the write up. That is, the write up should stand on its own merits in discussing the project without needing to refer the reader to any of the workbook for clarification.