

Activity Sheet 3: Research Guidelines

Individual Completing
Research: _____

Companies
Researched: _____

Each member of your Stock Market Game team must research two public companies for in preparation for your team making its stock selections.

TIPS: You will find answers to the questions below on www.nyse.com or the companies' websites. On www.nyse.com, click search and type the company's name. If you go to the company website (follow the link from the NYSE website) to find information for investors and media. For example, at the bottom of www.mattel.com, click on "investors and media" for information about the stock and products.

1. What is the 52-week hi and low?

Company 1:

Company 2:

2. What is the P/E Ratio?

Company 1:

Company 2:

3. What is the current price of the stock?

Company 1:

Company 2:

4. Explain what the company is and does?

Company 1: _____

Company 2: _____

5. Are there any new products the company plans to make public soon?

Company 1: _____

Company 2: _____

6. What impact does the condition of the economy have on the products and services of this company?

Company 1: _____

Company 2: _____

7. What type of risk do you think you are taking when you invest in these companies? Why?

Company 1: _____

Company 2: _____

8. Based on your research, will you recommend this company to your team for potential investment? Why?

Company 1: _____

Company 2: _____

Activity Sheet 3: Research Guidelines

Answers may vary

Individual Completing Research:

Companies Researched: *Toyota & Target*

Each member of your Stock Market Game team must research two public companies for in preparation for your team making its stock selections.

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1. What is the 52-week hi and low?

Company 1: *\$1.24/74.79*

Company 2: *\$59.77/44.70*

2. What is the P/E Ratio?

Company 1: *This is not available at the NYSE site*

Company 2: *16.32*

3. What is the current price of the stock?

Company 1: *\$101.76*

Company 2: *\$46.15*

4. Explain what the company is and does?

Company 1 Toyota Motor Corporation primarily conducts business in the automotive industry. Toyota also conducts business in the finance and other industries. Its business segments are automotive operations, financial services operations and all other operations. Its automotive operations include the design, manufacture, assembly and sale of passenger cars, recreational and sport utility vehicles, minivans and trucks and related parts and accessories. Toyota's financial services business consists primarily of providing financing to dealers and their customers for the purchase or lease of Toyota vehicles. Its financial services also provide retail leasing through the purchase of lease contracts originated by Toyota dealers. Toyota's other operations business segment includes the design and manufacture of prefabricated housing and information technology-related businesses, including certain intelligent transport systems and an e-commerce marketplace called Gazoo.com.

Company 2: Target Corporation (Target) operates large-format general merchandise discount stores in the United States, which include Target and SuperTarget stores. As of January 28, 2006, the Company owned 1,166 stores, leased 77 stores, and operated 154 combined stores for a total of 1,397 locations. As of January 28, 2006, Target's total retail area was

178,260,000 square feet, with 150,318,000 square feet under Target general merchandise stores and 27,942,000 under SuperTarget stores. Target offers an assortment of general merchandise and a more limited assortment of food items in its stores. SuperTarget stores offer a line of food items along with general merchandise. The Company's credit card operation represents an integral component of its core retail business. It offers credit to qualified guests through its REDcard products, including the Target Visa and Target Card. The Company also operates Target.com, an online business.

5. Are there any new products the company plans to make public soon?

Company 1: *newer and better alternative fueled vehicles.*

Company 2: *opening many 29 new stores around the country.*

6. What impact does the condition of the economy have on the products and services of this company?

Company 1: *The higher the price of gas, the more popular the alternative fuel vehicles will be.*

Company 2: *The higher the price of gas, the more people will want to shop at stores with great values.*

7. What type of risk do you think you are taking when you invest in these companies? Why?

Company 1: *Moderate because this company is a growth stock because it is investing in many areas and developing new products, but there is the risk of competition from other companies.*

Company 2: *Moderate because this company is a growth stock because it is opening up many new stores but there is competition with others like Wal-Mart.*

8. Based on your research, will you recommend this company to your team for potential investment? Why?

Company 1: *Yes I would invest here, because of the potential for future growth. They are investing in new types of cars as well as new products.*

Company 2: *This company is a bit more risky because they are opening so many new stores and have a lot of competition. Still they have good advertising.*