



Stock Research Beginners Guide

Directions: Choose 5 companies that you are familiar with as an avid shopper/consumer. Remember some companies may be owned or/a subsidiary of a larger company (ex. Lincoln Motors is owned by Ford). After choosing your company, using fundamental research resources (i.e www.Seekingsalpha.com) complete the table below by reviewing the stock prices over the course of a year from today. At the end, you need to identify why you think the company would be a good investment opportunity. Pay attention to the trend of the stock. Is it constantly going up? Down? Inconsistent?

Company Name	Stock Symbol	Stock 1 year ago	Stock 6 months ago	Stock 3 month ago	Stock 1 days ago	Stock 5 days ago	Stock today



1. Explain why you think these stocks would be a good investment/trade:
 - A.
 - B.
 - C.
 - D.
 - E.
2. Would this be a long term investment? (Yes/No)
3. If Yes, How long? (1 wk, 6 months, 1 Year, more)
4. How much capital are you willing to invest?
5. How much of your investment capital are you willing to lose?
6. How much profit are you looking to gain?