**PAPER CONTENT GUIDELINES AND GRADING:**

* Assume you have the opportunity to buy stock in three different amusement parks.
* Below is a chart containing some basic financial information on the three amusement parks:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Six Flags | sea world | cedar fair  |
| Information from the income statement |
| Total Revenue | $1,175,793,000 | $1,460,250,000 | 1,159,605,000 |
| Total Expenses | $839,257,000 | $1,262,377,000 | 881,273,000 |
| Information from the balance sheet |
| Current Assets | 300,924,000 | 142,204,000 | 203,717,000 |
| Total Assets | 2,534,919,000 | 2,442,474,000 | 2,038,319,000 |
| Current Liabilities | 231,671,000 | 221,085,000 | 198,219,000 |
| Total Liabilities | 1,873,479,000 | 1,862,939,000 | 1,558,850,000 |
| Number of Shares of Stock | 140,000,000 | 1,000,000,000 | 55,950,000 |

* Complete the template chart on Blackboard by calculating each amusement park’s:
	+ Net Income ($)
	+ Return on Sales (%)
	+ Current Ratio
	+ Stockholder Equity ($)
	+ Return on Equity (%)
	+ Debt to Equity (%)
	+ Earnings Per Share ($)
	+ **KEYS:**
		- Be sure to list all ratios in the proper units.
		- Some ratio's may not be meaningful if the net income is negative!
		- Remember to multiply times 100 to move the decimal point *before* listing amounts as a percent (%).
* Determine which amusement park is the best investment based on the ratio analysis.
* Go to [Yahoo! Finance - Business Finance, Stock Market, Quotes, News](http://finance.yahoo.com/) and find one article providing qualitative information as to why you should or should not invest in this amusement park or the industry overall.
	+ **Hint:** Try clicking/reading the headline page links.

**Write an Executive Summary with the chart attached addressing the following points:**

* Summarize the findings of your ratio analysis on each amusement park including: *(Worth 10 points each = Total 30 points)*
	+ Important low and high points
	+ What do the ratios tell you about the company's operations?
* What qualitative information did you find and summarize its impact on your decision? *(Worth 20 points)*
* Provide a final overall choice and explain why. *(Worth 10 points*)
* List all sources in MLA format. *(Worth 10 Points)*
* Spelling and Grammar Corrected! *(Worth 10 Points)*
* Completed Ratio Chart with correct calculations (20 points)

**PAPER FORMAT REQUIREMENTS and ORDER:**

* Pages 1-2: Executive Summary - Approximately 2 pages.
	+ Double spaced
	+ 12 points Times New Roman, Arial or Tahoma Font
	+ In top right hand corner list:
		- Your Name
		- Date
		- BMGT1101
* Page 3 and thereafter: Charts with Ratio Calculations and Answers
	+ Do not use a separate Excel document.
		- Must be included in one Word Document after the Executive Summary.
* Last Page: Sources listed in MLA Format

**SUBMISSION REQUIREMENTS:**

* Submit to Turnitin.com by the due date.
* Submit to Blackboard links and attach your Word Document by the due date.
	+ Should be attached as **one** document!