**Unit 3 Individual Project**

Student Name

College of Business and Management, Colorado Technical University

MGMT498

Professor’s Name

Date

**Unit 3 Individual Project**

Introduce the topics you will cover in your paper. Use 12 pt. Times New Roman font, double space, and indent each paragraph throughout your assignment. Each paragraph should include a topic sentence, at least 2 qualifier sentences, and a transition, for a total of 4 sentences. Use APA in-text citations where your references are used. Do not change the document margins. The assignment should be 3–5 pages (not including the title page and reference page).

**Company Overview**

Write a brief overview of your chosen company. Describe what the company does, its main products or services, and any key information to provide context for your analysis.

Type your response here.

**Financial Ratios Selection**

Write an introductory sentence or two. Then, fill in the table below.

Type your response here.

|  |  |  |
| --- | --- | --- |
| **Enter Company Name** | | |
| **Ratio** | **Enter Year** | **Enter Year** |
| **Liquidity Ratio (Enter Ratio Name)** |  |  |
| **Leverage Ratio (Enter Ratio Name)** |  |  |
| **Profitability Ratio (Enter Ratio Name)** |  |  |
| **Source: Enter your source for the information** | | |

**Ratio Analysis**

Write an analysis of the three selected ratios. Explain what each ratio measures and why it is important. Describe how your company performed in each ratio over the past 2 years. Discuss what the results mean for the company’s financial health. Make sure you have in-text citations.

Type your response here.

**Income Statement Analysis**

Review the income statement from the last 2 years in the annual reports. Focus on gross margin, operating margin, and net margin. Complete the table below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Enter Company Name Incomplete Statement Analysis** | | | | |
| **Margin Type** | **Company**  **Year** | **Industry**  **Year** | **Company**  **Year** | **Industry**  **Year** |
| Gross Margin |  |  |  |  |
| Operating Margin |  |  |  |  |
| Net Margin |  |  |  |  |
| **Source: Enter your source for the information** | | | | |

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Write a comparison between your company’s margins with the industry average for these areas by addressing the following:

* Determine whether the company is performing better or worse than the industry average.
* Explain what these comparisons reveal about the company’s profitability and efficiency

Type your response here.

**Financial Health Assessment**

Summarize the company's overall financial condition, using findings from the ratio and income statement analyses. Assess the company’s strengths, weaknesses, and at least one area for improvement, with a clear explanation of why this area needs attention. Make sure you have in-text citations.

Type your response here.

**Conclusion**

Summarize the main points of your paper. Be sure to proofread your assignment for organization, grammar, punctuation, and APA style.

**References**

Cite sources alphabetically in APA format. The following are some examples of references cited in APA format:

Gliddon, D. G., & Rothwell, W. J. (2018). *Innovation leadership*. Routledge.

<https://login.proxy.cecybrary.com/sso/skillport?context=137758>

Khan, M. A., Ismail, F. B., Altaf, H., & Basheer, A. (2020). The interplay of leadership styles, innovative work behavior, organizational culture, and organizational citizenship behavior. *Sage Open,* *10*(1), <http://dx.doi.org.proxy.cecybrary.com/10.1177/2158244019898264>

Kmec, J. (2012, March 13). Where’s the boss? And what counts as “work”? *The Society Pages*. <https://thesocietypages.org/socimages/2012/03/13/wheres-the-boss-and-what-counts-as-work/>