



## COMMERCE

### Year 10

#### Assignment #-1

**Topic:** The World of Business

**Date issued:** Week 2, Term 1, 2004

**Date due:** Monday 16 February 2004

**Task:** This assignment has two purposes:

- 1) To complement the material covered in this topic, and
- 2) To prepare for the next topic which focuses on the Australian share market.

Your task is to present a profile of four public companies currently listed on the Australian Stock Exchange AND included in the ASX Schools' Sharemarket Game *Company list*. Each of the four companies is to be drawn from a different industry classification or sector.

The *Company list* can be found at:

<http://www9.asx.com.au/game/OfficialList> or with more details at

<http://www9.asx.com.au/game/OfficialListFull>

Each company profile is to be 250 - 300 words in length and be presented under the following headings:

- **Company name**
- **ASX code**
- **Industry/Sector group**
- **Key features of the company ( Introduce the company by outlining its principal activities/y, giving a brief historical sketch and mentioning the company's strengths )**
- **Share price (The current price, recent highs and lows, and dividend payments.)**
- **Outlook (Comment on the company's growth potential, its market share within the industry it belongs and identify its sustainable competitive advantage.)**
- **Risks (Comment on its debt position, its sensitivity to: competition, variations in costs, changes of government policy, consumer trends, etc. )**

#### Resources:

- There is no shortage of resource material for this assignment. Your first stop should be the Australian Stock Exchange website at [www.asx.com.au](http://www.asx.com.au)

From this site go to 'Company Research' then 'Company information' or 'Listed companies' to find a long list of companies and relevant information.

- Most companies have a website of their own. Track it down for more information.
- Magazines such as the 'Business Review Week' will be helpful. The business section of the daily papers is another source of current information.

**Presentation:**

- Closely follow the suggestions given in the *Student Guide to the Presentation of Assignments* document.
- Your assignment will be marked on the basis of how closely you followed the directions given, the accuracy of the material you presented and of course, the creativity, care and thought you have taken to present the material.

oo00oo