

Equity Research (EQR)

Group Work Assignment

Masters in Finance (Elective Course)

2020/2021, 1st Semester

DEADLINE: 02/11/2020 (written report & presentation)
04/11/2020 presentation (in class)

MEMBERS: 5 students

REPORT: submit a written a report in .doc format through Aquila, limited to **2,500 words** (not including tables/figures)

FORMAT RECOMMENDATIONS: Arial, size 10, multiple spacing 1.2x, about 5cm on the left (or right) hand side for figures and tables

PRESENTATION: submit the presentation in a .ppt or .pdf format

DESCRIPTION:

The development of a comprehensive **Industry Overview** and **Competitive Position** for a specific industry (Chapter 3), which should include *at least*:

- a discussion of the drivers of industry profitability;
- a discussion of the competitive environment of the industry (demand and supply sides);
- the definition of a group of peer companies to perform a comparative analysis;
- the contrast of the main strategies of these companies;
- a SWOT analysis for 2 to 3 companies in the industry;
- the development of Porter's Five Forces framework for the industry; and
- a risk matrix for peer companies in the industry.

The grading will be based on a written report (25%) and an oral presentation (15%).

Each student should choose an industry from the list below based on *first-come, first-served* (kick-off: TBA).

Students are strongly encouraged to consider a company in the industry for the development of an Equity Research Report as Master's Final Work (MFW) – Project.

The presentation is limited to 10 minutes, and an additional 10/15 minutes for Q&A. Students from other groups are allowed and encouraged to pose questions during the Q&A portion of the presentation.

INDUSTRIES: *

Group	Industry Classification (Reuters - TRBC)	Some Players (publicly traded)	
[1]	Hotel	<ul style="list-style-type: none"> - Accor SA - Hilton Worldwide Holdings Inc - InterContinental Hotels Group - Marriott International Inc 	<ul style="list-style-type: none"> - Melia Hotels International SA - NH Hotel Group SA - Rezidor Hotel Group AB - Wyndham Worldwide (TRYP)
[2]	Food Retail & Distribution	<ul style="list-style-type: none"> - Axfood AB - Carrefour SA - Jerónimo Martins SGPS SA - Kesko Oyj 	<ul style="list-style-type: none"> - Migros Ticaret AS - Tesco PLC - Walmart Inc
[3]	Water & Wastewater Treatment	<ul style="list-style-type: none"> - California Water Service Group - Essential Utilities, Inc. - SABESP - Severn Trent Plc 	<ul style="list-style-type: none"> - United Utilities Group PLC - Veolia Environnement SA - York Water Company
[4]	Sea Transport	<ul style="list-style-type: none"> - AP Moeller - Maersk A/S - Dampskibsselskabet Norden A/S - DFDS AS - Hapag Lloyd AG 	<ul style="list-style-type: none"> - HMM Co Ltd - Matson, Inc. - MSC S.A. - Sinotrans Limited
[5]	Health & Healthcare	<ul style="list-style-type: none"> - Abbott Laboratories - Amgen Inc. - Bristol Myers Squibb (BMS) - F. Hoffmann-La Roche AG 	<ul style="list-style-type: none"> - Johnson & Johnson - Novartis International AG - Novo Nordisk A/S - Pfizer Inc.
[6]	CFA Challenge	Sonae SGPS SA (company's industry overview)	

* Students should contact the supervisor of each industry to narrow the scope of the industry

Written Report Evaluation Form

Group/Team: _____

Students: _____

Criteria	Max points	Score	Comments
Key Drivers of Industry Profitability <i>Description of the industry and the key drivers of revenues and costs</i>	20		
Competitive Environment of the Industry <i>Macroeconomic influence on the industry (including a supply and demand analysis)</i>	50		
Peer Companies <i>Comparative analysis, including strategies</i>	30		
SWOT <i>Evaluation of SWOT elements and contrast with peers</i>	10		
Porter's Five Forces <i>Detailed description of each force and identification of the degree of threat (radar/spider chart)</i>	40		
Risk Matrix <i>Identification of main risks, risk matrix and description on how these risks can be mitigated</i>	40		
Other Headings	10		
Total	200		

Grade	0-20		
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Presentation Evaluation Form

Group/Team: _____

Students: _____

Criteria	Max points	Score	Comments
Argument <i>Did they show a deep understanding of the topic?</i> <i>Did they use data effectively to support their statements?</i>	60		
Materials <i>Quality of materials (presentation and supplementary)</i>	20		
Questions <i>Were they able to answer all questions effectively?</i>	40		
Team Involvement <i>In the presentation and Q&A</i>	30		
Poise <i>Were they confident?</i> <i>Were they convincing?</i>	30		
Time management <i>Did they manage the time for the presentation and Q&A properly?</i>	20		
Total	200		

Grade	0-20		
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