

Introduction to Business

Stock Market Project

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Table of Contents

Introduction	3
Rationale	4
Lowe's Company Stock Record	6
Lowe's Company Profit/Loss Graph and Information	7
Lowe's Company Personal Appraisal	8
Microsoft Corporation Stock Record.....	9
Microsoft Corporation Profit/Loss Graph and Information	10
Microsoft Corporation Personal Appraisal.....	11
Proctor & Gamble Company Stock Record	12
Proctor & Gamble Company Profit/Loss Graph and Information	13
Proctor & Gamble Company Personal Appraisal.....	14
Sony Corporation History	15
Sony Corporation Stock Record.....	16
Sony Corporation Profit/Loss Graph and Information	17
Sony Corporation Statistical Information.....	18
Sony Corporation Recent Developments	19
Sony Corporation Future Growth Prospects.....	20
Sony Corporation Personal Appraisal.....	21
Wal-Mart Stores Inc. History.....	22
Wal-Mart Stores Inc. Stock Record.....	23
Wal-Mart Stores Inc. Profit/Loss Graph and Information.....	24
Wal-Mart Stores Inc. Statistical Information.....	25
Wal-Mart Stores Inc. Recent Developments	26
Wal-Mart Stores Inc. Future Growth Prospects.....	27
Wal-Mart Stores Inc. Personal Appraisal.....	28
Bibliography	29

Introduction

The object of this project is to introduce the student to the stock market. Its main function is to teach the students how to research companies through the financial pages of "The Wall Street Journal", while making them aware of economic factors that cause fluctuation in the market. By completing this project, students will learn terminology associated with the market as well as how to prepare a formal business report.

To complete this assignment, the student is given \$25,000.00 in fictitious money to invest in five different companies. The five companies chosen are to be tracked during a three-week period. Because this project is completed virtually, there is no risk of losing any real cash. The students are encouraged to buy low, sell high, and show their profit or losses from each company investment at the end of the tracking period.

This is the perfect project for those who know nothing about the stock market, and for those who want to learn more. I did not know anything about the stock market, so this project proved beneficial to me especially. In completing this project, I learned so much about the history of the companies I selected, which in turn, I found quite interesting.

Above all, I now know how to read stock market charts, what ticker symbols are, and how to find out what causes affect the rise and fall of stock prices in particular companies. I also learned that choosing a company to invest in should not be based on the fact that you might like the products that company produces. I learned that you should choose a company to invest in based on that particular company's financial information, including its rating in the stock market.

I chose to split my \$25,000 among my five chosen companies as close to equal as possible. All together I spent a total of \$24,998.09. At the end of the three week tracking period I sold all my stock for a total of \$25,422.47. Even though I lost money with a couple of my chosen companies, I did make out with the overall project. In the end, after combining all the money I made from my sale of stock, I made a profit of \$424.38.

Rationale

Lowe's Companies Inc. (LOW)

As of February 1, 2009, Lowe's Companies Inc., had a total recorded revenue of \$48,230 billion. This figure was only \$53 billion lower than the prior year. Also, this year's figure is higher than that of 2006, in which total revenue was recorded at \$43,243 billion. I chose this company because I feel that they have the best choice of products and the prices are great. I spent the last three years completely remodeling my entire home which has been in my family since 1923. Thanks to Lowe's prices, I was able to accomplish this. I think what really helped me pick this company is that Lowe's has been in business for 60 years now so they must be doing something right.

Microsoft Corporation (MSFT)

The Microsoft Corporation's received revenue, as of July 2, 2009, totaled \$58,437 billion. This was down compared to the prior year in which total revenue was recorded at \$60,420 billion. However, this year's total is much higher than that of the year 2006, which was recorded at \$44,282 billion. I truly believe that Sony's stock could go up at any given time because of the need for its products. The best reason I have for wanting to invest in Microsoft is because I could not live without Microsoft. I use many of Microsoft's products for school, designing websites, and just running my computer. I use Microsoft Windows Vista 64 bit Home Edition.

Proctor & Gamble Co. (PG)

As of July 2, 2009, Proctor & Gamble's recorded total revenue was \$ 79,029 billion. Although 2009's total is lower than that of 2008, in which total revenue was recorded at \$ 81,748 billion, it is still much higher than that of 2006, in which total revenue was recorded at \$ 68,222 billion. This company has been in business since 1837. Wow! That is reason enough for me to choose this company. I believe a company that has been in business that long must have good morals and core values. I think the question here should be "Why would you not invest in this company?". I doubt you'd find many reasons not to. Also, many of the products I have used throughout my life have come from this company.

Sony Corporation (SNE)

Sony's received revenue, as of April 2 2009, totaled \$77,299.90 billion. Although, this is down from the prior year, ending April 2 2008, which totaled \$88,714.10 billion, I am still very interested in the Sony Corporation because they are big on electronics and the motion picture and music industries. The Sony Corporation owns Sony Pictures USA who is also the owner of the new Michael Jackson "This Is It" movie that will be coming out with never before seen footage of Michael in the last three months of his life. The movie will be in theaters everywhere starting October 28, 2009 and will only last for two weeks. Tickets go on sale September 27th. I think Sony's stock will go up during this time. Especially because of this movie. Today the cost of Sony stock is \$28.40.

Wal-Mart Stores Inc. (WMT)

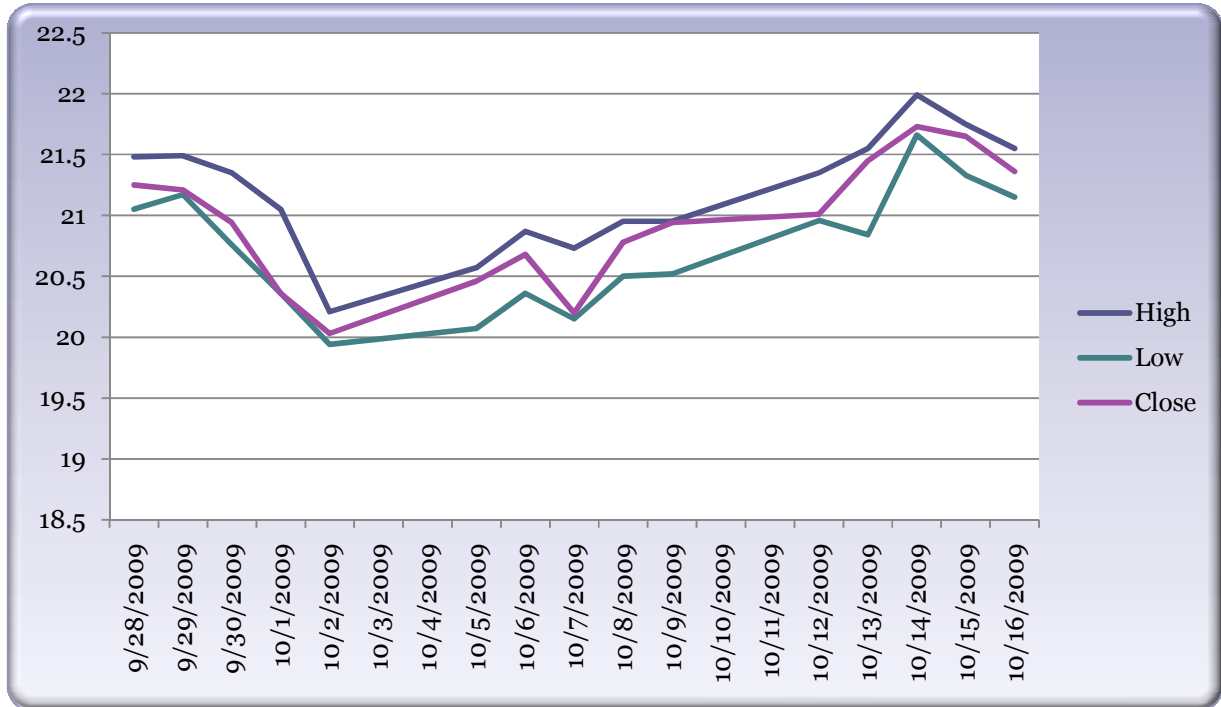
Wal-Mart Stores Inc. has been able to increase its revenue every year. Since February 2, 2006 when its total revenue was recorded at \$312,101 billion, Wal-Mart's revenue has continued to climb each year, totaling \$405,607 billion as of February 2, 2009. This is very impressive to me. Also, I am very interested in Wal-Mart because I worked there. Wal-Mart is a huge company that sells to millions every hour. Although, they do waste a lot, they do know how to make money. I am interested in seeing if this would be a good company to invest in if I do have the money to do so in the future. This is the best way to see if it would be worth my time.

Lowe's Company Stock Record



Lowe's Company (LOW)						
Week #1	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	09/28/2009	8,242,818	21.48	21.05	21.25	+0.20
Tuesday	09/29/2009	8,733,725	21.49	21.17	21.21	-0.04
Wednesday	09/30/2009	12,404,555	21.35	20.76	20.94	-0.27
Thursday	10/01/2009	17,532,110	21.05	20.36	20.36	-0.58
Friday	10/02/2009	19,367,568	20.21	19.94	20.03	-0.33
Week #2	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/05/2009	15,603,119	20.57	20.07	20.46	+0.43
Tuesday	10/06/2009	18,792,307	20.87	20.36	20.68	+0.22
Wednesday	10/07/2009	15,145,232	20.73	20.15	20.20	-0.48
Thursday	10/08/2009	15,740,346	20.95	20.50	20.78	+0.58
Friday	10/09/2009	17,089,220	20.95	20.52	20.94	-0.16
Week #3	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/12/2009	10,092,459	21.35	20.96	21.01	+0.07
Tuesday	10/13/2009	18,072,319	21.55	20.84	21.45	+0.44
Wednesday	10/14/2009	17,717,858	21.99	21.66	21.73	+0.28
Thursday	10/15/2009	11,666,876	21.75	21.33	21.65	-0.08
Friday	10/16/2009	11,405,508	21.55	21.15	21.36	-0.29

Lowe's Company Profit/Loss Graph and Information



Tracking Dates: 09/28/2009 - 10/16/2009

Purchase Price: \$21.05

Purchase Date: 09/28/2009

Number of Shares Purchased: 237

Total Amount Spent on Stock: \$4,988.85

Price When Sold: \$21.55

Sale Date: 10/16/2009

Total amount Received on Stock Sale: \$5,107.35

Net Profit: \$118.50

Lowe's Company Personal Appraisal

I purchased 237 shares of Lowe's stock at a price of \$21.05 per share. I sold all my stock at the end of the three week tracking period for \$21.55 per share, which made me a profit of \$118.50. During the entire three week tracking period, Lowe's stock prices stayed right around \$20-\$21 per share. Although Lowe's is rated second to Home Depot, I think Home Depot stands to lose from Lowe's blows in the future. Lowe's is worth the risk.

Microsoft Corporation Stock Record

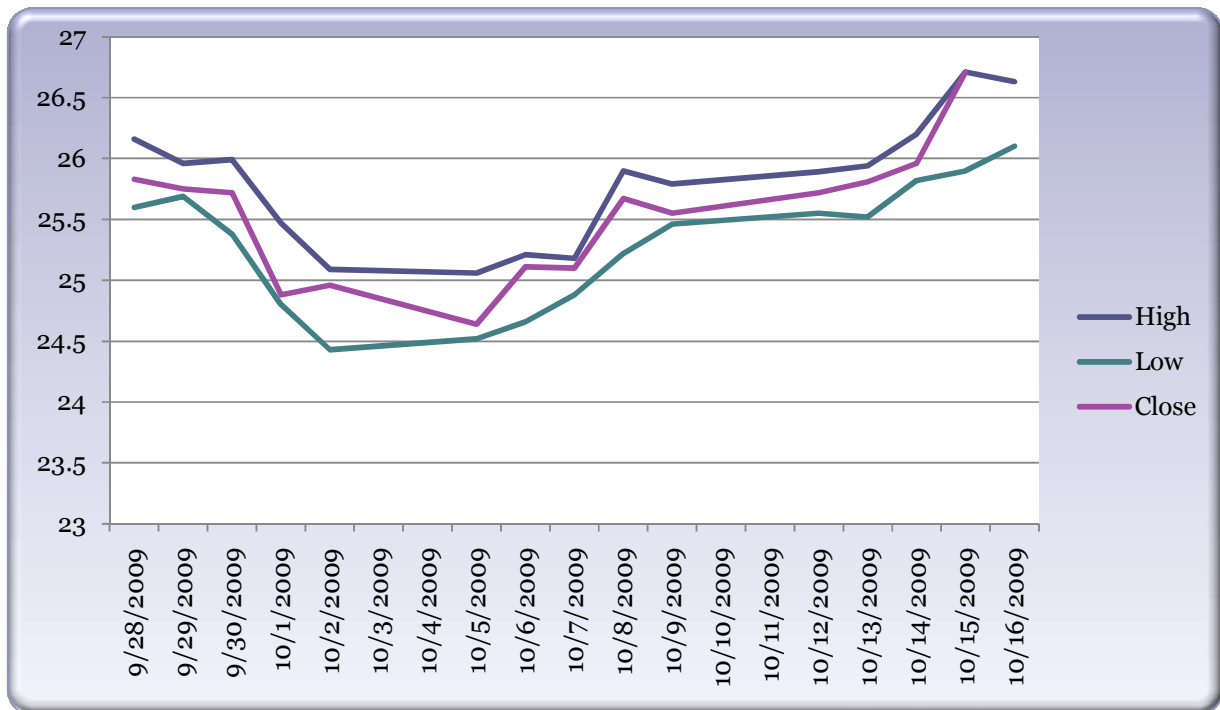


Microsoft Corporation (MSFT)						
Week #1	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	09/28/2009	44,361,485	26.16	25.60	25.83	+0.28
Tuesday	09/29/2009	39,050,278	25.96	25.69	25.75	-0.08
Wednesday	09/30/2009	63,537,684	25.99	25.38	25.72	-0.03
Thursday	10/01/2009	75,958,097	25.47	24.80	24.88	-0.84
Friday	10/02/2009	51,226,259	25.09	24.43	24.96	+0.08

Week #2	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/05/2009	60,809,818	25.06	24.52	24.64	-0.32
Tuesday	10/06/2009	48,795,241	25.21	24.66	25.11	+0.47
Wednesday	10/07/2009	38,473,856	25.18	24.88	25.10	-0.01
Thursday	10/08/2009	60,521,239	25.90	25.22	25.67	+0.57
Friday	10/09/2009	39,522,259	25.79	25.46	25.55	-0.12

Week #3	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/12/2009	29,153,569	25.89	25.55	25.72	+0.17
Tuesday	10/13/2009	37,748,964	25.94	25.52	25.81	+0.09
Wednesday	10/14/2009	45,365,489	26.20	25.82	25.96	+0.15
Thursday	10/15/2009	65,620,101	26.71	25.90	26.71	+0.75
Friday	10/16/2009	56,500,866	26.63	26.10	26.50	-0.21

Microsoft Corporation Profit/Loss Graph and Information



Tracking Dates: 09/28/2009 - 10/16/2009

Purchase Price: \$25.60

Purchase Date: 09/28/2009

Number of Shares Purchased: 196

Total Amount Spent on Stock: \$5,017.60

Price When Sold: \$26.63

Sale Date: 10/16/2009

Total amount Received on Stock Sale: \$5,219.48

Net Profit: \$201.88

Microsoft Corporation Personal Appraisal

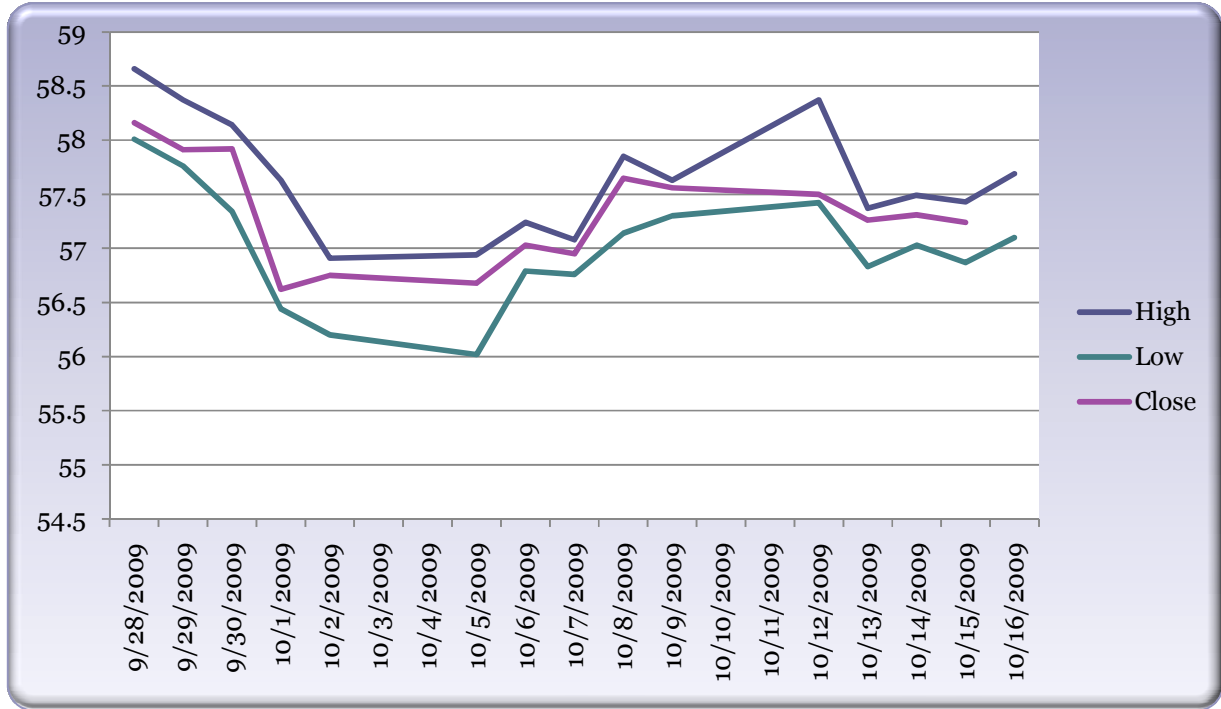
I purchased 196 shares of Microsoft stock at a cost of \$25.60 per share. At the end of the three week tracking period I sold all my stock for \$26.63 per share, making me a profit of \$201.88. Though Microsoft's shares are low in cost, they remained in the \$25-\$26 range during the entire three weeks. Because of Microsoft's much needed technology, I think it is a great company to invest in.

Proctor & Gamble Company Stock Record



Proctor & Gamble Company (PG)						
Week #1	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	09/28/2009	9,008,149	58.66	58.01	58.16	+0.15
Tuesday	09/29/2009	7,625,208	58.37	57.76	57.91	-0.25
Wednesday	09/30/2009	14,047,261	58.14	57.34	57.92	+0.01
Thursday	10/01/2009	15,894,270	57.63	56.44	56.62	-1.30
Friday	10/02/2009	13,088,732	56.91	56.20	56.75	+0.13
Week #2	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/05/2009	10,879,969	56.94	56.02	56.68	-0.07
Tuesday	10/06/2009	12,000,179	57.24	56.79	57.03	+0.35
Wednesday	10/07/2009	7,608,800	57.08	56.76	56.95	-0.08
Thursday	10/08/2009	12,817,012	57.85	57.14	57.65	+0.70
Friday	10/09/2009	6,467,150	57.63	57.30	57.56	-0.09
Week #3	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/12/2009	7,928,211	58.37	57.42	57.50	-0.06
Tuesday	10/13/2009	11,280,428	57.37	56.83	57.26	-0.24
Wednesday	10/14/2009	8,385,651	57.49	57.03	57.31	+0.05
Thursday	10/15/2009	11,795,201	57.43	56.87	57.24	-0.07
Friday	10/16/2009	12,249,674	57.69	57.10	57.44	+0.20

Proctor & Gamble Company Profit/Loss Graph and Information



Tracking Dates: 09/28/2009 - 10/16/2009

Purchase Price: \$58.01

Purchase Date: 09/28/2009

Number of Shares Purchased: 86

Total Amount Spent on Stock: \$4,988.86

Price When Sold: \$57.69

Sale Date: 10/16/2009

Total amount Received on Stock Sale: \$4,961.34

Net Loss: \$27.52

Proctor & Gamble Company Personal Appraisal

I purchased 86 shares of Proctor & Gamble stock at a cost of \$58.01 per share. At the end of the three week tracking period, I sold all my stock for \$57.69 per share giving me a loss of \$27.52. If I had invested real money in this company, I would not have sold my stock so soon, which in turn, may have proved profitable since this is a well established company. Since Proctor & Gamble has been in business since 1837, they must be doing something right. On top of that, I lost less than \$30. I feel this is a good company to invest in.

Sony Corporation History



Sony was founded in Tokyo by Masaru Ibuka and Akio Morita in 1946. It was first named Tokyo Telecommunications Engineering Corporation, which began with just a little more than \$1,500. The power megaphone was the company's first product, which was released in less than a year from opening. (M.K., 2009)

The incorporation of Tokyo Telecommunications Engineering came after the war for the purpose of establishing an ideal factory that would stress a spirit of freedom and open-mindedness, where engineers who were sincerely motivated could exercise their technological skills to the highest level. The Tokyo Telecommunications Engineering Corporation wanted to help reconstruct Japan by elevating the nation's culture through dynamic technological and manufacturing activities. The company wanted to promptly apply highly advanced technologies, such as radio communications and similar devices, which were developed during the war, into common households by promoting the use of home electric appliances. It also wanted to actively participate in the reconstruction of war-damaged communication networks by providing the technology needed to do so. Another purpose of the company's incorporation was to promote the education of science among the general public. (Sony, 2009)

In the middle 1950's, the Tokyo Telecommunications Engineering Corporation looked to go global, but decided to change its name because the initials TTK were already taken. The company came up with the new name, "Sony," by combining the Latin word for sound, "sonus," with the American nickname for boys, "sonny." Also, for trade-marking reasons, the company wanted a new name that was a word not found in any language. In 1958, the company's name was officially changed to Sony Corporation. Sony launched its United States branch in 1960 and eight years later it opened a branch in the United Kingdom. Sony continued to grow by expanding into Spain and France in 1973. In 1986 it started operations in Germany. After 63 years of being in business, and as of March 2009, Sony employed more than 171,000 people and its annual revenue was almost \$8 billion, with almost \$1.5 billion in profit. Sony is still headquartered in Tokyo and has almost 100 affiliated companies outside of Japan. Sony's major successes include, but are not limited to, the Walkman that was released in 1979, which Sony is best known for, and the Play Station game console which was first released in 1995. (M.K., 2009)

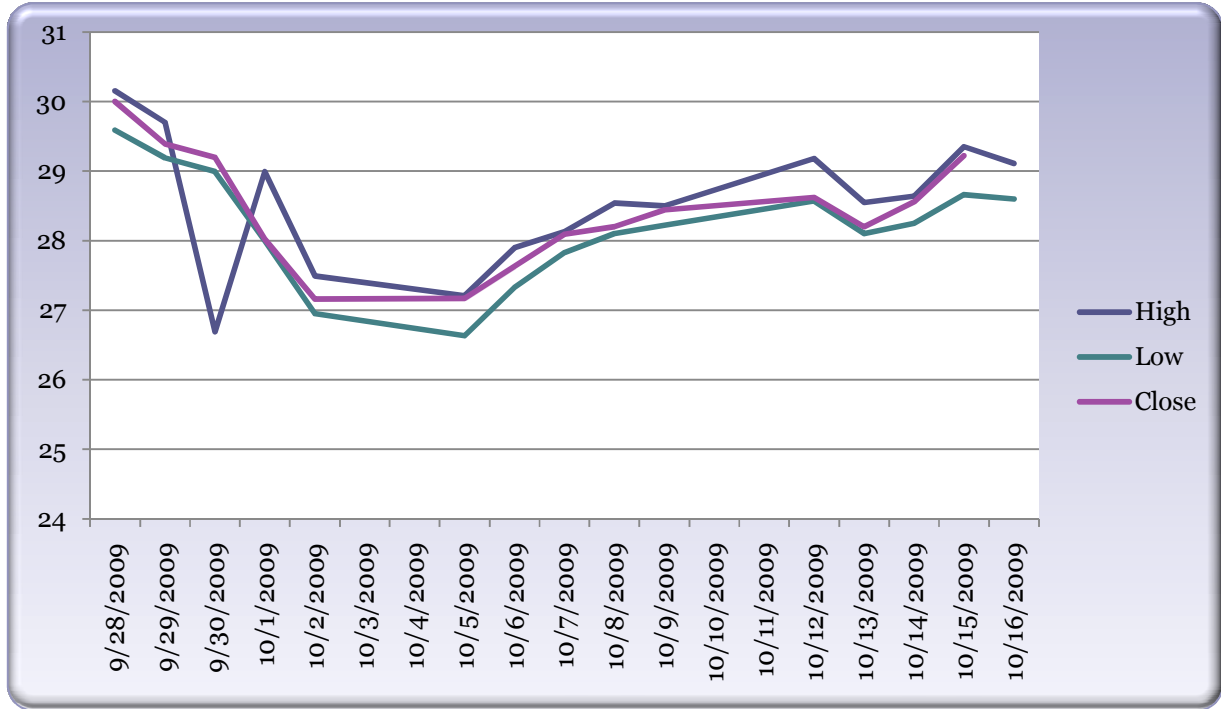
Other major product successes include, home audio, portable audio, video cameras, digital still cameras, DVD-video players/recorders, digital-broadcasting receiving systems, LCD televisions, projection televisions, CRT-based televisions, PC, printer system, broadcast and professional use audio/video/monitors and other professional-use equipment, LCD, CCD and other semiconductors, optical pickups, batteries, audio/video/data recording media, and data recording systems. Sony's current Chairman, President, and Chief Executive Officer is Howard Stringer and the company has a financial rating of eight out of ten. (Sony, 2009)

Sony Corporation Stock Record



Sony Corporation (SNE)						
Week #1	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	09/28/2009	997,998	30.15	29.59	30.00	+0.57
Tuesday	09/29/2009	813,651	29.70	29.19	29.39	-0.61
Wednesday	09/30/2009	1,086,305	29.69	28.99	29.20	-0.19
Thursday	10/01/2009	1,291,329	28.99	28.00	28.02	-1.18
Friday	10/02/2009	1,210,652	27.49	26.95	27.16	-0.86
Week #2	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/05/2009	1,443,373	27.21	26.63	27.17	+0.01
Tuesday	10/06/2009	837,155	27.90	27.33	27.63	+0.46
Wednesday	10/07/2009	853,191	28.13	27.83	28.09	+0.46
Thursday	10/08/2009	967,341	28.54	28.10	28.20	+0.11
Friday	10/09/2009	658,290	28.50	28.22	28.44	+0.24
Week #3	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/12/2009	531,335	29.18	28.57	28.62	+0.18
Tuesday	10/13/2009	1,851,459	28.55	28.10	28.20	-0.42
Wednesday	10/14/2009	1,874,130	28.64	28.25	28.56	+0.36
Thursday	10/15/2009	2,079,001	29.35	28.66	29.22	+0.66
Friday	10/16/2009	984,616	29.11	28.60	28.88	-0.34

Sony Corporation Profit/Loss Graph and Information



Tracking Dates: 09/28/2009 - 10/16/2009

Purchase Price: \$29.59

Purchase Date: 09/28/2009

Number of Shares Purchased: 168

Total Amount Spent on Stock: \$4,971.12

Price When Sold: \$29.11

Sale Date: 10/16/2009

Total amount Received on Stock Sale: \$4,890.48

Net Loss: \$80.64

Sony Corporation Statistical Information

Common Stock Company

Sony Corporation

1. Present Price (3)	\$28.88	
2. Price/Earnings Ratio (3)	NM	
3. Present Dividend (3)	\$0.33	
4. Financial Rating (2)	8 out of 10	
5. Rating Service (2)	StockScouter	
6. Current Ratio (4)	1.05	
7. Total Debt (4)	15.06B	
8. Sales (\$mil) (1)		
2009:	\$79,456.60	
2008:	\$89,344.00	
2007:	\$70,380.70	
9. Net Profit (\$mil) (1)		
2009:	\$1,017.00	
2008:	\$3,720.60	
2007:	\$1,071.80	
10. Price Range (5)	High	Low
2009:	57.19	18.09
2008:	59.84	42.73
2007:	52.29	37.24

11. Summary Recommendations:

I think Sony is a good company to invest in even though this year's low was a mere \$18.09. I believe that you just have to know when to hold them and know when to fold them.

1. (Morningstar, 2009)
2. (StockScouter, Sony Rep 1 Ord Shs ADR: Stock Rating Summary, 2009)
3. (NYSE, Sony Corp, 2009)
4. (IQ, Sony Corporation (SNE) Key Statistics, 2009)
5. (Standard & Poor's Net Advantage, 2009)

Sony Corporation Recent Developments

Sony has recently hired newcomer writer, Peter Craig to start development of the third installment of the movie "Bad Boys." This project is in its early stages, but Sony hopes that the script will reunite director Michael Bay, producer Jerry Bruckheimer, and stars Will Smith and Martin Lawrence. (Billington, 2009)

However, Sony also recently said that it is putting a stop on development spending until April 1, the start of its next fiscal year. This halt is intended for the buying of new scripts, or source material such as books to turn into movies, and cutting checks to writers to start work on projects that were recently set up. Sony said that it will still shell out money for existing priority projects and new ones it deems irresistible. One such priority project is the Michael Jackson documentary movie "This is It," which Sony paid \$60 million for the rights to just this past summer after the death of Michael Jackson. (Eller, 2009)

Because of the ongoing decline in DVD sales, Sony is forced to curtail spending on development. It is surprising that Sony ran through their annual development budgets half-way through the year, but they are hoping to make a fortune with the "This is It" movie which will only run for two weeks in theaters everywhere starting October 28, 2009. The movie has already sold out hundreds of screenings via online ticketing services. (Eller, 2009)

On October 12, 2009 at exactly midnight, Michael Jackson's never-before released song single titled "This Is It," will be unveiled to the world. Also, Michael Jackson's "This Is It Internationally" two-disc album will be released to the public on October 26th and in North America on October 27th to coincide with the October 28th worldwide release of the motion picture. (MichaelJackson.com, 2009)

Sony Corporation Future Growth Prospects

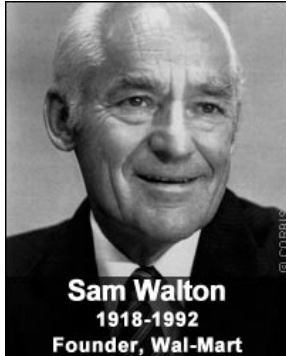
In response to the deteriorating global economy, Sony announced on December 9, 2008 a series of measures it has designed to improve its profitability and drive future growth. By using these measures, Sony plans to achieve group-wide cost reductions within its electronics segment estimating 250 billion yen during the fiscal year ending March 31, 2010. Measures that have already been confirmed include the following:

"Sony will close TV design and manufacturing operations at Sony EMCS Corporation's Ichinomiya TEC by June 2009, with Japan operations to be consolidated at Inazawa TEC. With the anticipated growth of emerging markets and the resulting demand for more entry-level models, Sony will pursue further OEM/ODM deployment and a far-reaching asset light strategy. Sony is standardizing global hardware and software design and integrating its design and R&D resources around the world. Certain aspects of software development will be outsourced to off-shore vendors, for example in India. The company is targeting a global headcount reduction of approximately 30% across its TV design operations and related divisions by the end of the fiscal year ending March 31, 2010. To strengthen its competitive position and ensure unified development, design and manufacturing operations, Sony will move and consolidate its resources for small and mid-size LCD panel operations to Sony Mobile Display Corp. (headquartered in Aichi, Japan), and its battery operations to Sony Energy Device Corp. (headquartered in Fukushima, Japan). Corporate Executive Officer and Corporate Executive bonuses for the fiscal year ending March 31, 2009 will be substantially reduced. In addition, plans are in place to decrease fixed remuneration. In particular, the three Representative Corporate Executive Officers will waive their entire bonus amount for the fiscal year ending March 31, 2009. With regard to management level employees, bonus and base salary are also to be reduced. In order to optimize human resources, Sony will introduce an early retirement program supporting employees to take up new opportunities beyond the Sony group." (Sony Corporation, 2009)

Sony Corporation Personal Appraisal

I purchased 168 shares of Sony stock at a cost of \$29.59 per share. At the end of the three week tracking period, I sold all my stock, making only \$29.11 per share. Although I lost \$80.64, I still feel that Sony is a good company to invest in. As for the Michael Jackson movie helping Sony, I feel this to still be true, but it may take some time to show. Of all the companies I chose to invest in, I lost the most with this company, however, it does have a financial rating of 8 out of 10, therefore, I think this is still a good company to invest in.

Wal-Mart Stores Inc. History



Wal-Mart was founded in 1962 by Sam Walton when he opened the first Wal-Mart Discount Store in Rogers, AR. In 1968, Wal-Mart expanded into Sikeston, MO and Claremore, OK. On October 31, 1969, Wal-Mart officially incorporated. In 1970, Wal-Mart opened its first Distribution Center, the Wal-Mart Home Office in Bentonville, AR, and began selling shares of stock over the counter as a publicly-held company. By 1971 Wal-Mart operated in five states and experienced its first stock split. The second split came a year later after the company was approved and listed on the New York Stock Exchange.

Sam Walton had many theories and ideas when it came to success, motivation, and pleasing the customer. In 1975 he introduced the "Wal-Mart Cheer" to his associates. Most of the associates who have met Sam will tell you how inspiring of a person he was. You never knew when Sam would show up at any given Wal-Mart Store. When he did, he would choose an associate to question. Some associates would make sure they knew answers to certain questions just in case Sam showed up and picked them to talk to. They didn't want to disappoint him by not knowing the answers. Sam was a firm believer of the 10-foot rule and expected his associates to abide by it. The 10-foot rule states that anytime you come within ten feet of a customer, or fellow worker for that matter, you should always greet them with a smile, a hello, or a "May I help you?"

In 1983 the first Sam's Club was opened in Midwest City, OK and Wal-Mart was ranked #1 among general retailers for the eighth year in a row by Forbes Magazine. In 1988 the first Wal-Mart Supercenter was opened in Washington, MO, by which time 99 percent of all Wal-Mart stores had bar-code scanning capabilities. The year 1990 saw Wal-Mart become the nation's #1 retailer. This same year, the Wal-Mart Visitors Center was opened in the location of Sam Walton's original store, the Walton's 5-10. Wal-Mart went international when it opened up a store in 1991, located in Mexico City. A year later, on April 5, 1992, and at the age of 74, Sam Walton passed away.

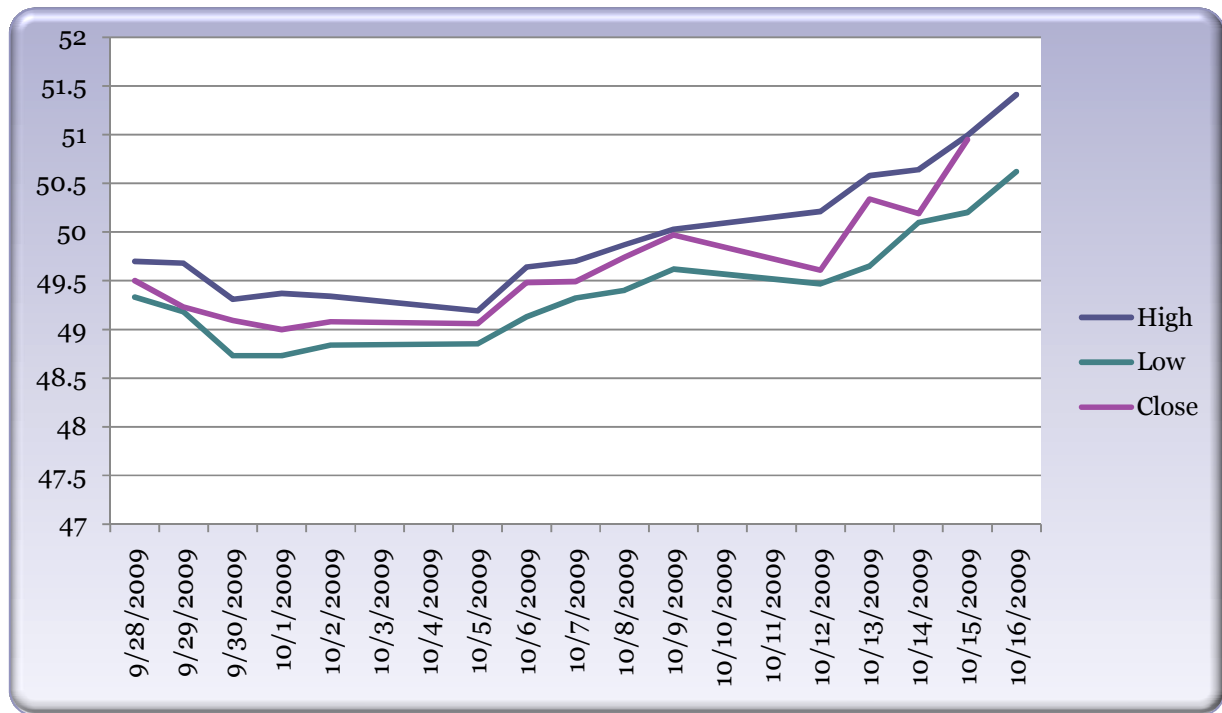
In 1997 Wal-Mart became the United States' largest private employer. By 2006, Wal-Mart had 6,779 locations and a record sales of \$345 billion. Wal-Mart's 3000th international store opened in Sao Paulo, Brazil in November of 2007, and by 2008, Wal-Mart had more than 590 Sam's Club locations nationwide and more than 100 locations internationally. Wal-Mart's current President and Chief Executive Officer is Mike Duke. (Wal-Mart, 2009)

Wal-Mart Stores Inc. Stock Record



Wal-Mart Stores Inc. (WMT)						
Week #1	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	09/28/2009	14,792,881	49.70	49.33	49.50	+0.03
Tuesday	09/29/2009	17,106,562	49.68	49.18	49.23	-0.27
Wednesday	09/30/2009	22,092,814	49.31	48.73	49.09	-0.14
Thursday	10/01/2009	22,467,023	49.37	48.73	49.00	-0.09
Friday	10/02/2009	15,094,001	49.34	48.84	49.08	+0.08
Week #2	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/05/2009	14,220,491	49.19	48.85	49.06	-0.02
Tuesday	10/06/2009	17,583,608	49.64	49.13	49.48	+0.42
Wednesday	10/07/2009	11,622,987	49.70	49.32	49.49	+0.01
Thursday	10/08/2009	14,962,631	49.87	49.40	49.74	+0.25
Friday	10/09/2009	16,383,239	50.03	49.62	49.97	+0.23
Week #3	Date	Sales Vol.	High	Low	Close	Net Ch.
Monday	10/12/2009	16,357,971	50.21	49.47	49.61	-0.36
Tuesday	10/13/2009	20,855,253	50.58	49.65	50.34	+0.73
Wednesday	10/14/2009	16,072,602	50.64	50.10	50.19	-0.15
Thursday	10/15/2009	21,685,266	50.99	50.20	50.95	+0.76
Friday	10/16/2009	16,543,776	51.41	50.62	51.22	+0.27

Wal-Mart Stores Inc. Profit/Loss Graph and Information



Tracking Dates: 09/28/2009 - 10/16/2009

Purchase Price: \$49.33

Purchase Date: 09/28/2009

Number of Shares Purchased: 102

Total Amount Spent on Stock: \$5,031.66

Price When Sold: \$51.41

Sale Date: 10/16/2009

Total amount Received on Stock Sale: \$5,243.82

Net Profit: \$212.16

Wal-Mart Stores Inc. Statistical Information

Common Stock Company	Wal-Mart Stores Inc.	
1. Present Price (3)	\$51.22	
2. Price/Earnings Ratio (3)	\$15.10	
3. Present Dividend (3)	\$1.09	
4. Financial Rating (2)	7 out of 10	
5. Rating Service (2)	StockScouter	
6. Current Ratio (4)	0.857	
7. Total Debt (4)	45.24B	
8. Sales (\$mil) (1)		
2009:	\$405,607.00	
2008:	\$378,799.00	
2007:	\$348,650.00	
9. Net Profit (\$mil) (1)		
2009:	\$13,400.00	
2008:	\$12,731.00	
2007:	\$11,284.00	
10. Price Range (5)	High	Low
2009:	63.85	43.11
2008:	51.44	42.09
2007:	52.15	42.31

11. Summary Recommendations:

I think Wal-Mart is an excellent company to invest in. Since 2007, Wal-Mart's sales have continued to rise. According to the Standard & Poor's stock report on Wal-Mart, WMT scored higher than 100% of all companies for which an S&P Report is available.

1. (Morningstar, Inc., 2009)
2. (StockScouter, Wal-Mart Stores Inc: Stock Rating Summary, 2009)
3. (NYSE, Wal-Mart Stores Inc., 2009)
4. (IQ, Wal-Mart Stores Inc. (WMT) Key Statistics, 2009)
5. (Standard & Poor's Net Advantage, 2009)



Wal-Mart Stores Inc. Recent Developments

Since Wal-Mart launched \$4 fees on a host of generic drugs purchased at its stores years ago, it is now expanding nationwide, a prescription mail-delivery program. This program offers customers a 90-day supply of 300 generic drugs for \$10. There are no enrollment, membership, or mailing fees for this program. The service offers free mail delivery for the 300 generic drugs and for more than 3,000 other brand and generic prescriptions listed at other prices. This program is intended for those who are home-bound or live too far from a pharmacy so that they too can get their prescription drugs at low prices. Another program was also started that allows companies to buy their prescriptions directly from Wal-Mart pharmacies instead of going through a third-party known as a pharmacy-benefits manager. (Kathy Shwiff, 2009)

Also, Wal-Mart announced on October 14, that it will launch a new solution to no-contract cell phones called "Straight Talk." Starting October 18, 2009, Straight Talk will be available exclusively at more than 3,200 Wal-Mart stores nationwide and will bring to the market a new low price for no-contract wireless service. It will also offer two prepaid plans now available to customers nationwide at \$30 and \$45 a month. All Straight Talk plans are available only in Wal-Mart stores and online at www.Walmart.com and www.StraightTalk.com. (Data, 2009)

Wal-Mart Stores Inc. Future Growth Prospects

During the time that Lee Scott was CEO of Wal-Mart, the company announced a series of measures it planned to take concerning sustainability regarding future growth. The company's long-term initiative is to move to 100% renewable energy and zero waste. To accomplish this, Wal-Mart is "encouraging suppliers to drop polyvinyl chloride (PVC) packaging, installing efficient LED lighting, eliminating 35 million pounds of carbon dioxide annually, helping to educate consumers about compact fluorescent light bulbs (CFLs), selling hundreds of millions of them, and saving the equivalent output of several coal-fired power plants, and teaming up with BP (NYSE: BP) and SunPower (Nasdaq: SPWRA) to put solar systems on the rooftops of stores in California and Hawaii." (Shute, 2009)

Wal-Mart also plans to offer product sustainability ratings. When shopping for a particular product, customers will be able to compare different name brands for various metrics, such as water used or waste produced in the product's lifecycle, through sustainability indexing. (Shute, 2009)

Wal-Mart Stores Inc. Personal Appraisal

I bought 102 shares of Wal-Mart stock for a cost of \$49.33 per share. At the end of the three week tracking period, I sold my stock for a price of \$51.41, making me a profit of \$212.16. I made more from investing in this company than any of the others I chose. I think this was the best choice out of all my companies. Wal-Mart is definitely worth investing in.

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