**Chapter 4: Equities**

**Equities: Stretch & Challenge Task**

![C:\Users\sbs\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\SEC5539E\Unum-falling-shares-article[1].jpg]()**Who would you like to own shares with?**

1. Take a company you are interested in investing in and record its share price movements for a week (5 days).
* Make sure you record the share price AT THE SAME TIME every day for 5 days.

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1. Do some background research into your chosen company.
2. Analyse the share price information you have gathered by making comparisons in the following way:
* Comparisons to previous periods (weeks, months, years)
* Comparison to other companies in the same industry sector.
1. Draw conclusions:
* What do these share price movements tell you about your chosen company?
* Why have these movements occurred?
1. Evaluate the key factors affecting the share price movement and the implications for your chosen company.

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* <http://www.bbc.co.uk/news/business/market_data/overview/>
* <http://markets.ft.com/research/markets/companies-research>
* <http://www.reuters.com/finance/stocks>
* Your chosen company website, annual reports, industry news.

![C:\Users\sbs\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\1FQJ1EEF\flier-clipart-ar130411564061063[1].jpg]()**Present your research as a HAND OUT for your peer, and attach any evidence/articles/data you have collected.**

**You will distribute your hand out to the class.**

**Be prepared to SHARE your research with the class.**