**Chapter 4: Equities**

**Equities: Stretch & Challenge Task**

**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.



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.

**Resources you may wish to use to support your research:**

* <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.

**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.**