Paper details:

Analyze a company’s Form 10-K. (Amazon) Evaluate the company’s strengths and weaknesses. Describe a strategy for investment. Use two credible and relevant resources Analyze a company’s Form 10-K. Evaluate the company’s strengths and weaknesses. Describe a strategy for investment. Use two credible and relevant resources. What's your investment objective?

It's important to have a clear, precise investment objective. Your investment objective should consider factors such as the level of income or capital growth you're seeking to achieve, and for what purpose. You'll also need to consider your risk appetite when developing an investment objective.

Timeframe. Consider what your investment timeframe is. If you have a long-term investment timeframe, you may have more capacity to ride out any market downturns, and so could consider investments with higher risk / higher return profiles (such as shares). If your investment timeframe is short, you may need to be more cautious. Asset allocation. Diversifying across asset classes may protect you against underperformance in any one asset class. Your asset allocation will reflect how cautious or aggressive your investment strategy is.

Determine how much of your portfolio you want in each of the asset classes (cash, bonds, property and shares). It's important to rebalance your portfolio throughout its life to ensure that your asset class weightings continue to be appropriate for you. Investment types graph, highlighting share types. Decide what investments you’ll allow yourself to make.

Determine the types of investments you are happy to make, and those that you won’t make. For example, will you invest in speculative mining stocks, or stick to big, well-established companies only? You can revisit your investment objectives over time and adjust accordingly with your skill level and risk appetite. Have a risk management plan - and stick to it

Identify the risks to your investment strategy, and how you’ll mitigate those risks. Risk management is one of the most important steps when establishing your investment strategy. Accessing information and assistance

In this digital age we're blessed with access to a tremendous amount of information, research and tools that can help us to make investment decisions. If we don’t have the confidence to make investment decisions by ourselves, we can seek professional assistance. Some of the tools available include: Company research and stock recommendations. Charting and technical analysis. Economic research News services. Watchlists and alerts. Financial planner or adviser.