Investment Strategy

**Paper details:**

You will need to examine financial markets as you wish and propose an investment strategy. Basically, you need to pick a particular security to trade, and you are required to explain the rationale of your proposed strategy using qualitative and/or quantitative analyses. The project report should have the following component: • A clearly defined investment strategy. For example, you can act as a security analyst and recommend to investors a particular stock to buy, with suggested timing, reasonable price range, and investment horizon. • An extensively-elaborated explanation of the rationale behind the investment strategy. You need to provide qualitative and/or quantitative analyses that make your proposed strategy convincing and compelling. If you recommend one particular stock, you probably want to do a valuation exercise with well-specified assumptions, together with analyses of the firm’s business and product markets (e.g., a SWOT analysis). The report is expected to be written in the style of business documents. Special notes for the writer: 1. The first material I have uploaded is the project guideline. According to the requirements, both picking an individual stock and make an investment portfolio are accepted in this project. However, our group wants to choose a particular stock, so please do so. 2. The 2nd document attached is a sample report provided by our professor. He suggests we follow the structure of this paper. However, you are not required to follow all the details in this paper. Instead, you can always write anything that can support your investment strategy. 3. The 3rd material I have attached is the SEC report of the company in the project sample. You should also find the SEC report for the company you choose for reference. 4. The 4th and 5th materials are the documents you might need for quantitive analysis. 5. The 6th attached document is a file of one of my previous group projects from another university. You can take a look at it, and hope it can help in some ways. This previous project is not about picking a stock to buy, instead, it is actually analyzing whether the chosen company is a good company to invest. Therefore, there are many methodologies are the same and some of the quantitative parts may help.