The Coca-cola company

Using top-down fundamental analysis approach. The report should analyze the firm and its common stock and come up with a buy, sell, or hold recommendation for the stock. The analysis must be based on the most recent information available about the company. As part of the report, you must include following: • you must make earning projection for the firm for future years. • Estimate an appropriate required return for investors on the stock. • you must determine an appropriate price for the stock of the firm. This is the crucial part of the project and you will base your buy/sell/hold recommendation on this. You should use the dividend discount model (DDM) for your analysis. Your valuation shouldn be based on the analysis conducted in the previous parts and be logically consistent with it. You must justify any assumptions you make, and discuss any limitations of your analysis. You will have to show in details the steps you followed to arrive at the firm’s required rate of return (and model(s) used for that).