

Stock Market Game



What Stocks Purchase

How did the Market do today?

- **Indexes:**

- **S&P 500 –**

- Up – 96.41 points (2.5%)

- **Dow Jones Industrial Average (DOW) –**

- Up – 505.44 points (1.54%)

- **Nasdaq Composite (NASDAQ) –**

- Up – 366.05 points (3.36%)

Company, Brand, & Products

Company Name	Parent or Subsidiary	Ticker Symbol Price	Brands	Products
				
				
				

Company, Brand, & Products

Company Name	Parent or Subsidiary	Ticker Symbol Price	Brands	Products
	Parent	GPS \$20.89	Old Navy, Gap, Banana Republic, Athleta, Intermix, and Janie and Jack	denim, tees, fleece, and khakis; eyewear, jewelry, shoes, handbags, and fragrances; and fitness and lifestyle products for use in yoga, training, sports, travel, and everyday activities
	Subsidiary of Disney	DIS \$90.71	None	Daytime shows, ABC News, broadcasting rights to Academy Awards, Emmys, American Music Awards, and Country Music Association Awards
	Parent	PEP \$172.91	Cheetos, Doritos, Fritos, Lay's, Ruffles, Tostitos, Aunt Jemima, Cap'n Crunch, Life, Quaker, Rice-A-Roni, Aquafina, Mountain Dew, Pepsi, Gatorade, Sierra Mist, Tropicana, 7UP	Dips, cheese-flavored snacks, and tortillas, as well as corn, potato, and tortilla chips; cereals, rice, pasta, mixes and syrups, granola bars, grits, oatmeal, rice cakes, simply granola, and side dishes; beverage concentrates, fountain syrups, and finished goods; ready-to-drink tea, coffee, and juices; and dairy products

Company, Brand, & Products

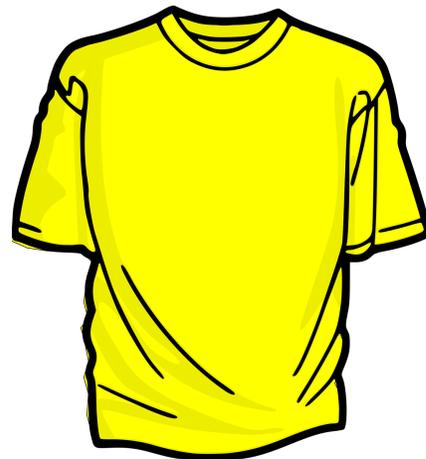
Company Name	Parent or Subsidiary	Ticker Symbol Price	Brands	Products
				
				
				

Company, Brand, & Products

Company Name	Parent or Subsidiary	Ticker Symbol Price	Brands	Products
	Subsidiary of Kraft-Heinz	KHC \$38.12	None	Kool-Aid drinks and drink mixes
	Parent	YUM 129.03	Taco Bell, KFC, Pizza Hut, The Habit Burger Grill	Restaurants which specialize in chicken, pizza, made-to-order chargrilled burgers, sandwiches, Mexican-style food categories, and other food products.
	Parent	Not Publicly Traded		

What to Buy?

- What is in your closet?
- Choose a company you like or your family uses
- Consider the competitors



Quick Review – Analysis Tools

- Recommend using [finance.Yahoo.com](https://finance.yahoo.com)
- Why do you want to purchase the stock?
 - Is it a company you know?
 - Do you or your friends use the product?
- What is the [performance trend](#) (1-month, 6-month, 52-week)?
- Does the stock pay a [dividend](#)? What is the [yield](#)?
- [Revenue](#) (Earnings Per Share) – Is the company making money?
- What is the [Price-to-Earnings](#) (PE)?
- 1-yr target price – is there room to grow? What price do analysts estimate?
- How are the [competitors](#) doing?

Market vs. Limit Order

- What is a **market order**?

- A request to buy or sell a security without being specific about the prices → “at cost”

- What is a **limit order**?

- A request to buy or sell a security at a specific price

Buy: Specify the highest price you are willing to pay

Sell: Specify the lowest price you are willing to pay

- SMG Rule: Limit orders expire at the end of the trading day.

SMG Reminders

- You have \$100,000
- Buy stocks in large lots - \$5000 - \$7500 - \$10,000
 - Divide the amount by the stock price
 - Log each purchase – portfolio tracker
 - Update prices weekly
- Remember trades entered after 1pm register tomorrow
- Check your trade after you enter it to ensure it executed
- No more than 1/3 of the portfolio in one stock

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