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FNCE 623-44: Research paper: 20 Marks: Dr. Rocky Mirza:

**Due Wednesday, June 8, midnight**

Length guide: 3 typed pages, double space using a 12 point font: Word file only. No pdfs.

APA format recommended but not required. Just good writing style with a focused answer. No long introductions or irrelevant padding. Get to the key points of your answer quickly.

**Find data from the financial statements for a large corporation such as Toyota, General Motors, Walmart, McDonalds, Burger King or Subway by searching the web.**

Note, use a corporation for which you can find the data and has a recognizable industry to benchmark. For example, industry for McDonalds is “fast food restaurants.” Note also that you can choose a Canadian Corporation, an international Corporation, an American corporation, or some other country such as Japan/Toyota.

Use the data for **2019** to determine how profitable the Corporation was in that financial year. Recall what you learnt in chapter 3 to measure profitability using at least three different measures. **Note, 2019 is chosen because of Covid-19 in 2020**

1. Explain how each of the measure you use is an acceptable accounting measure of profitability and which one is best.
2. Compare with two acceptable benchmarks: industry average/peer group for 2019, and the company’s own **average** for the previous 10 years, 2009-2018
3. Write a paragraph to summarize the comparisons and add any concerns
4. In an Appendix, provide only the **important** raw data you used and sources. Be brief

**(2 pages maximum).**

1. E-mail your paper to my UCW drop-box and **attach** your word file using the subject line:

firstnameLastname623-44paper

and save your word file using the above name as well.

**Latter is very important.**