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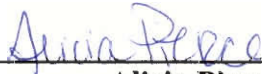
Project Number DZT-0110-49

STOCKS TRADING SIMULATION
A Interactive Qualifying Project
submitted to the Faculty of the
WORCESTER POLYTECHNIC INSTITUTE
in partial fulfillment of the requirements for the
Degree of Bachelor of Science

by



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Approved:



Professor Dalin Tang, Advisor

ABSTRACT

The intent of this project is to gain a greater understanding of the stock market by simulating stock ownership over a period of time. By utilizing diversified stocks, various investment strategies and examining daily figures, we hope to provide ourselves and the readers with insights, investment strategies, and an understanding for the stock market.

Acknowledgements

We would like to thank Professor Tang for his support, patience and advice that provided us with the tools to complete this project.

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1.0 INTRODUCTION

1.1 Project Overview

The Stock market is a useful and interesting tool used by millions daily. It is user friendly and easily navigated. The Stock market is used on a large scale for businesses as well as for personal use. Companies use it to gain capital from investors. The investors "play" the market, buying and selling shares to gain a portion of a company's success. The stock market however, is something that requires skill and timing to be successful. While investors may be making money one day, the next it could all plummet causing the net value to drop and the investment to sour into a loss. Many people have made fortunes "playing" the stock market while others have lost more than just a game's worth. The question proposed is how can this new tool referred to as "Internet Based trading" help individuals share in the profit end of the world's most competitive game?

1.2 Goals

Our goal for this Intellectual Qualifying project is to hypothesize, research, analyze and eventually determine if the stock market is a reliable tool and shows how simple it is for anyone, regardless of experience to utilize the web based stock market tool and make a profit from buying and selling shares from different companies. We choose this IQP because stocks are interesting and have a large

profit margin. Eventually we hope to gain knowledge from this program and utilize the internet aids to buy sell and trade, and possibly make a profit that grown while companies grow.

Our second objective is to research on the market strategies available through the online trading sites while monitoring a three week portfolio simulation.

Many of the trial sites we have chosen share information on quotes, years of technical experience, and important professional broker information. They have experts to help and make suggestions, which is critical for the beginner stock market trader. These are powerful tools that will help anyone become a professional investor.

In the past people utilized the services from brokers to buy and sell stock for them. These brokers offered accurate information and investment advice and strategies for the market. In the past this system worked for brokers because they collected a portion of each trade, and the investors were happy because they didn't have to worry about leveraging the trade themselves.

Today online trading takes the stock market to a new level. While brokers are still used today for their expertise in the trading business, the online revolution offers everyone access and information on the market just as the brokers did in the past. Information, graphs and up to date statistics are readily available on millions of web pages. Using these tools for online trading, investors can keep track of their portfolios and make informed decisions about what to buy and sell.

1.3 Stock Market Background

Before anyone can trade online they have to be familiar with the type of stock on the market.

1.1.1 Types Of Stock

The stock market is composed of five different types of stocks. The first type is the Blue Chip stocks. This group consists of well established, strong companies that have a large hold in the global market. These companies have very stable stocks, and their prices do not fluctuate as much. These Blue chip stocks, however, are extremely expensive to acquire and require much investing to obtain

The second group of stocks is composed of companies that are smaller than the global markers above. Their prices are less expensive and are just as well established as the blue chip companies.

Companies that belong on the third group of stocks are companies that have a history of returning dividends to their investors. Their stock prices and size vary and they are not as safe or stable as the other two groups previously mentioned.

Today the Technology and Information systems companies gather under one group called growth stock. These are the fourth type of stocks. These companies are smaller, less established, and relatively new. The investors who seek to buy these stocks are gamblers, willing to take a chance, and hold onto the hope of future and potential growth. There is a great deal of risk involved in the fourth type of stocks.

The last group is the "penny stocks." Companies that fall under this category are small, very unstable, and very risky, but their price

per share is inexpensive, and they are always in high demand, so one never has difficulty selling shares.

1.1.2 Variables In Today's Market

There are many additional variables in today's stock market. Even professional brokers, investors, investment analysts, and daily traders, who are every familiar with the market, are still trying to figure out what the variable rate is and how to predict the stock market.

1.4 Courses Of Action

For this project, we are investing \$100,000 divided into \$10,000 per company. Within these five companies, we will be monitoring a period of three weeks, watching the stocks to see if in the end we have a gain or loss. We will then compare our data and analyze where we could have bought or sold to increase our outcome, and to gain knowledge or how the tools and the market work.

2.0 INTERNET MARKET TOOLS

2.1 Quicken

2.1.1 Quicken Profile

Quicken Profile sold to increase our outcome, and to gain knowledge or how the tools and Quicken.com offers one of the most precisely and more complete information about companies stocks that any person interested in the stock market needs to get involved or to remain involved in the stock business. Quicken is a great site for those who are willing to enter and learn about the stock market because is very easy to use and provide a site of expert evaluation in which you can see how the stock you like score, and which stocks score best overall. Quicken also offers graphs, charts, ratios, statistic analysis, articles and news of any company or industry in the past and present. All the information about the companies, economy, the markets, news and articles are given to Quicken by providers such as:

- CBS MarketWatch
- Dow Jones
- C|NET
- Red Herring

- New York Times for the web
- TheStreet.com
- Motley Fool
- BusinessWire
- Briefing.com
- PR NewsWire

2.1.2 Online Trading

Quicken is used to get financial information about any company or industry in the stock market for free. Quicken is not a trading site where people can buy and sell stocks but to give services to any experienced or inexperienced investors in order to get well informed on the market business.

2.2 Yahoo

2.2.1 Yahoo Profile

Yahoo is another information site which provide interested people the possibility to users to register so they can manage and control their favorite stocks. The information provided by Yahoo is based on research reports, charts, graphs, news, ratios, articles, ratios and

profiles. It also offers the historical prices of the companies stock so investors and new interested people can acquire information of how the companies did in the past. The information on Yahoo Finance web site is given by the following providers:

- TIBCO Software, Inc
- Company System, Inc (CSI)
- Market Guide
- Thomson Financial Network

2.2.2 Online Trading

Yahoo Finance web site as Quicken web site is used to get financial information for free and it is not a site to trade stocks. Even thou Yahoo is not a trade site it have links that lead experience and inexperience investors to trade sites such as Datek, Power E*Trade and ScotTrade.

2.3 Bloomberg

2.3.1 Bloomberg Profile

Bloomberg is another information web site of the stock market offering wide range of services so their users can track the stocks

easily. Bloomberg provides a portfolio tracker, quick quote, market monitor, mortgage and lease/buy calculator, financial glossaries, graphs, charts, and news articles. Bloomberg also offers stock information via radio and television, and satellite, as well as on the internet. Bloomberg also offers online classes through their Virtual University. The television and radio options allow the user to utilize Bloomberg anywhere, at their convenience, providing the information without the need of a personal computer, or internet access. Bloomberg also has a London connection site, providing information for the European stock market as well.

2.3.2 Online Trading

Bloomberg like the other informative sites, allows the user to obtain the most recent stock market information. The Bloomberg LP site, provides data, analytics, electronic trading, and provides the up to date information to the internet world. Bloomberg's user-friendly system makes it easy for a newcomer to trade and experience the stock market. Bloomberg breaks the stocks down into categories such as an earnings center, tech stocks, stocks on the move, a chart

builder, world indices, stock in the Dow, an IPO center and various other options.

2.4 Schwab

2.4.1 Schwab Profile

Charles Schwab offers various opportunities for researching stocks on the internet. It provides the user with links to news articles, company profiles, quotes of the day as well as graphs, charts and a other visuals to show the user the stock status. The Schwab site offers ratios and statistics as well as insider trading, while giving the user the opinion of professional analysts. Schwab, however, is not a free site, and requires the customers to pay for such services. The glossary of terms and the information provided shows the market cycles and asset locations, which are part of the Schwab free services. Schwab offers what they call free quotes to any user, but on the customers that are registered and pay a fee to obtain the up to day one but only quotes.

2.4.2

2.4.3 Online Trading

Schwab is generally utilized when trading stocks as most of their features cater to this service. Some services offered are account history, account overview, and up to date money transfers. Schwab has online stock brokers to help with troubleshooting and give you helpful information, suggestions and trading advice. While these services may be beneficial, it comes with a high price. To utilize Schwab's program, a customer must maintain a minimum line of equity of \$5,000 for a standard account. A \$29.95 commission fee is applied to each trade and on every 1,000 shares, while \$0.03 is standard for additional share.

3.0 PORTFOLIO SIMULATION

3.1 Sony Corporation

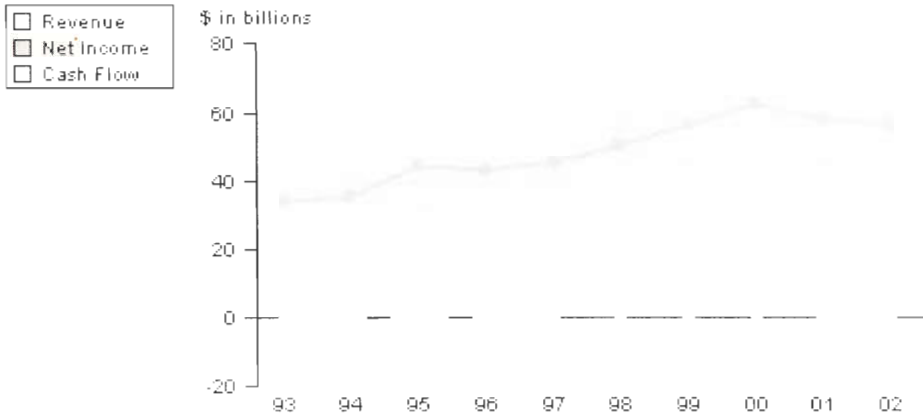
3.1.1 Company Profile

The Sony Corporation of America, based in New York City, is the U.S. subsidiary of Sony Corporation, headquartered in Tokyo. Sony is a leading manufacturer in audio, video, communications, and for information technology products for the consumer and professional markets. Its music, motion picture, television, computer entertainment, and online businesses make Sony one of the most comprehensive entertainment companies in the world. Sony's principal U.S. businesses include Sony Electronics Inc., Sony Pictures Entertainment, Sony Music Entertainment Inc., and Sony Computer Entertainment America Inc. Sony recorded consolidated annual sales of over \$56.9 billion for the fiscal year ended March 31, 2002, and it employs 168,000 people worldwide. Sony Corporation of America recorded over \$18.5 billion in sales in the U.S. for the fiscal year ended March 31, 2002.

Since 1960, Sony's U.S. corporate, electronics, and entertainment operations, together with their employees, have

steadily committed their innovative spirit, esthetics, and time to charitable causes and community efforts. The company's commitment was strengthened in 1972 with the establishment of the Sony USA Foundation, together with a corporate program that supplements the individual contributions of Sony's businesses and employees by providing funding for local and national initiatives. As Sony's American philanthropic efforts enter their third decade, the company is dedicated to continuing its commitment to community needs, primarily in locations where Sony has a significant presence, by fostering relationships with worthy causes and institutions, funding special programs, and engaging further employee involvement.

3.1.2 Company Growth



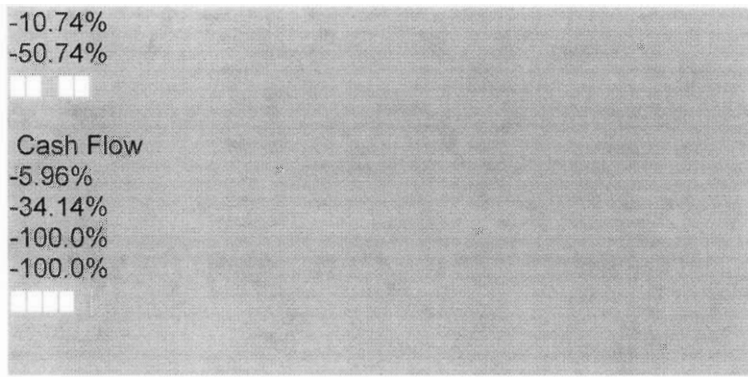
\$ in millions	93	94	95	96	97	98	99	00	01	02
Revenue	34766	36250	44758	43326	45670	51178	57109	63082	58518	56979
Net Income	315.7	148.5	-3296	511.8	1124.7	1682.3	1505	1149	970	70
Cash Flow	2705.6	2470.1	-826.0	2656.3	3274.2	3967.6	4087	4041	5713	---


Growth Rates Comparison
[1 Year](#) | [3 Years](#) | [5 Years](#) | [10 Years](#)

SNE
 Industry
 Sector
 S&P 500
 Ranking*

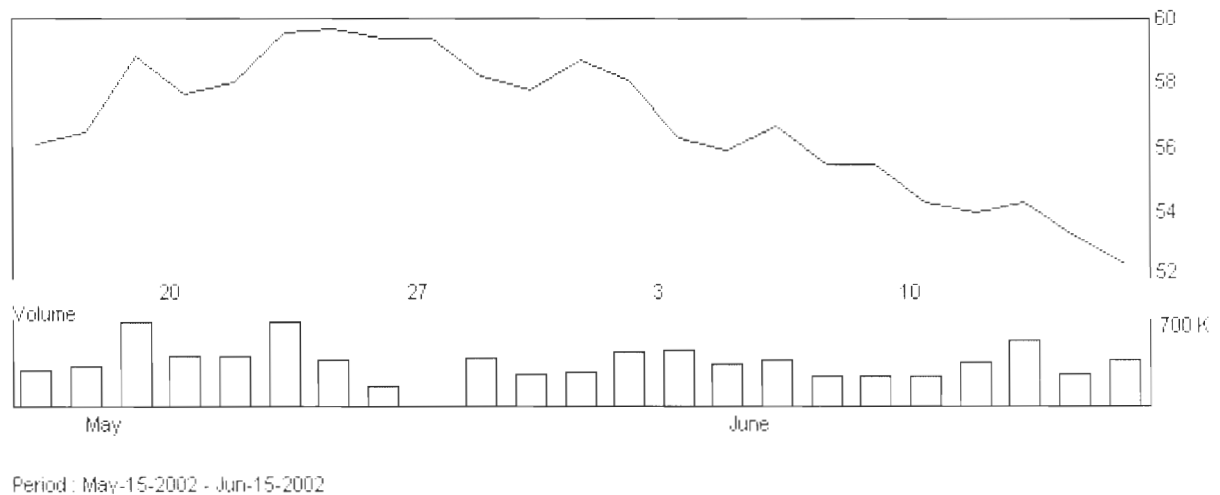
Revenue
 -2.63%
 -4.35%
 2.06%
 0.8%

Net Income
 -92.78%
 -87.42%



* Company vs Industry ranking: weaker  stronger

3.1.3 Stock Trade Simulation



The first stock purchased in the simulation was Sony on May 20, 2002. The stock was purchased for \$57.89, per stock, reaching a total of \$9957.08. At the end of the day, the market closed Sony at \$57.65, showing a net drop, of .24 that day. After watching the Sony stock over 4 days, it was decided to sell because the shares were observed to be declining in value after peaking on May 23, 2002. On that day, the Sony shares opened at \$59.65 and closed at \$59.40. Each share was sold for \$59.35. Overall, there was a net profit of \$251.12 for the Sony stock.

This process was repeated again, on May 29, 2002. On that date, 177 shares of Sony stock were purchased for a total of \$10,158.03. Monitoring the shares over the following two days, there

was an increase on the shares. On June 3, 2002, there was a decrease in the shares, and the decision was made to sell the Sony shares at \$57.33 a piece, for a total of \$10,142.41, making an overall loss of \$10.62. The overall profit after two purchasing and selling events was \$240.50 for the Sony stocks.

3.1.3 Investment Conclusion

In conclusion of our Sony investments, we decided to purchase or sell through a method of daily comparisons to the previous dates. By monitoring the natural ups and downs of the market and searching for patterns in the profit margins, it was easier to determine when the most beneficial buying and selling times were. It was discovered that Sony is an overall steady stock, with ups and downs like the surrounding market.

3.2 Pepsi Co.

3.2.1 Company Profile

PepsiCo is a world leader in convenient foods and beverages, with revenues of about \$27 billion and over 143,000 employees. The company consists of the snack businesses of Frito-Lay North

America and Frito-Lay International; the beverage businesses of Pepsi-Cola North America, Gatorade/Tropicana North America and PepsiCo Beverages International; and Quaker Foods North America, manufacturer and marketer of ready-to-eat cereals and other food products. PepsiCo brands are available in nearly 200 countries and territories.

Many of PepsiCo's brand names are over 100-years-old, but the corporation is relatively young. PepsiCo was founded in 1965 through the merger of Pepsi-Cola and Frito-Lay. Tropicana was acquired in 1998 and PepsiCo merged with the Quaker Oats Company, including Gatorade, in 2001.

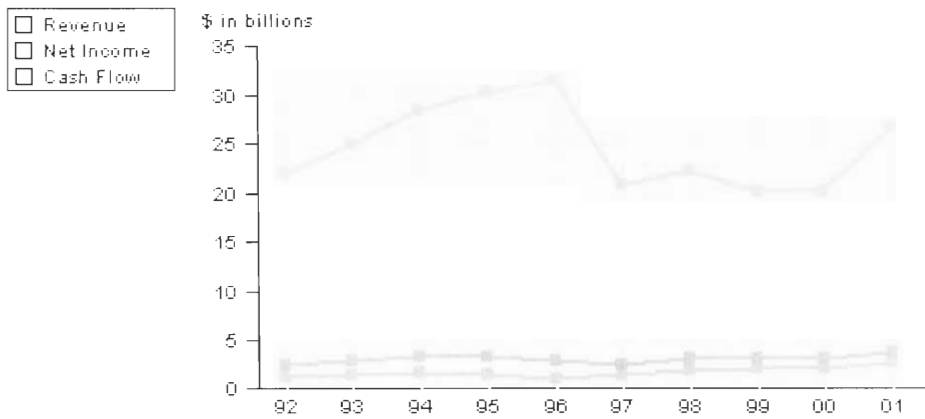
Pepsi Co.'s success is the result of superior products, high standards of performance, distinctive competitive strategies and the high integrity of their people. Their overriding objective is to increase the value of their shareholders' investment through integrated operating, investing and financing activities. Their strategy is to concentrate their esthetics on growing their businesses, both through internal growth and carefully selected acquisitions. Their strategy is continually fine-tuned to address the opportunities and risks of the global marketplace. The corporation's success reflects their continuing

commitment to growth and a focus on those businesses where we can drive their own growth and create opportunities.

PepsiCo, Inc. serves consumers in two major businesses: beverages and snack foods. The company consists of Pepsi-Cola Company, the world's second largest beverage company, Tropicana Products, Inc. the world's largest marketer and producer of branded juices and Frito-Lay Company, the world's largest manufacturer and distributor of snack chips. PepsiCo brand names are among the best known and their operations reach every corner of the world.

As a consumer products company, PepsiCo does not have the major environmental problems of heavy industry. Their biggest environmental challenge is packaging generated by their products. Packaging is important to public health and a critical component of the distribution system that delivers products to consumers and commercial establishments. To meet both consumer demand and safeguard the environment, we recycle, reuse and reduce packaging wherever possible. Each business is also committed to responsible use of esthetics required in manufacturing their products. PepsiCo is proud of their environmental record.

3.2.2 Company Growth



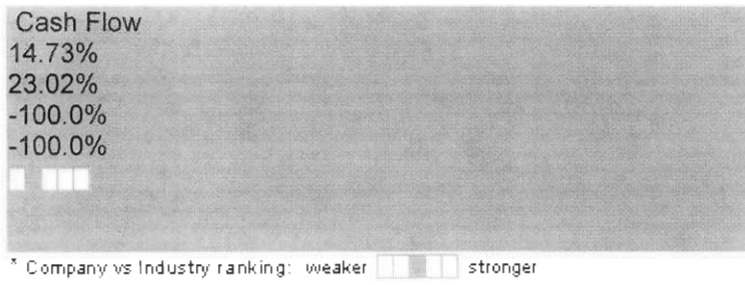
\$ in millions	92	93	94	95	96	97	98	99	00	01
Revenue	21970	25021	28472	30421	31645	20917	22348	20367	20438	26935
Net Income	1301.7	1587.9	1784	1606	1149	1491	1993	2050	2183	2662
Cash Flow	2516.6	3032.1	3360.5	3346	2868	2597	3227	3082	3143	3744

Growth Rates Comparison
[1 Year](#) | [3 Years](#) | [5 Years](#) | [10 Years](#)

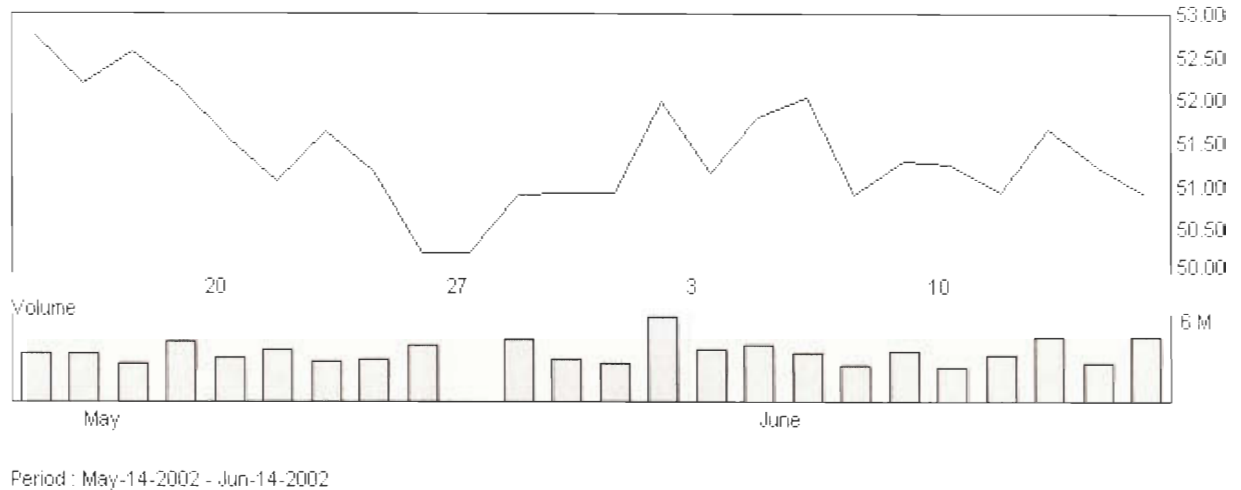
PEP
 Industry
 Sector
 S&P 500
 Ranking*

Revenue
 21.59%
 14.57%
 2.06%
 0.8%

Net Income
 14.96%
 25.08%
 -10.74%
 -50.74%



3.2.3 Stock Trade Simulation



On the 20th of May 2002, 192 shares of Pepsi Co. were purchased for \$51.83 a piece, totaling \$9, 951.36. The stocks were monitored over a period of three weeks. During that time, in the first day the stock decreased by 10%. In the remaining time, the stock hovered at \$50-\$51. After a three week period, the stock rose by a small portion, and it was decided to sell at \$51.90 a share, with a net profit of \$13.44.

3.2.4 Investment Conclusion

Overall, Pepsi Co., showed a significant drop in the beginning of the ownership; it progressed to an increase, but not as high as it was at the time of purchase. Pepsi Co., is a typical stock, that even

though it decreased, it didn't plummet, showing that it has potential to keep up with modern day market ups and downs.

3.3 NStar

3.3.1 Company Profile

NSTAR is Massachusetts' largest investor-owned electric and gas utility with its head-quarters in Boston. NSTAR transmits and delivers electricity and natural gas to 1.3 million residential and business customers in over 100 Eastern Massachusetts communities. NSTAR's regulated subsidiaries have more than 3,000 employees. NSTAR also has non-utility subsidiaries in telecommunications and other energy-related fields.

NSTAR is committed to environmental stewardship and compliance. NSTAR has successfully divested its fossil and nuclear generating assets, and they are focusing their environmental efforts on waste management, remediation spills from electrical equipment, and protecting wetlands, waterways and the species living there.

The nature of NSTAR's wastes has changed significantly in the last several years. Prior to the 1970's, Polychlorinated Biphenyl compounds (PCB's) were used in much of the industry's insulating

liquids, including NSTAR transformers. PCB's were discontinued from use in new manufactured electrical equipment in the 1970's, but remained in use in electric utility systems. Although not required by law, NSTAR proactively instituted an extensive PCB Equipment Phase-Out Program in the mid-1980. Major PCB filled equipment was identified and replaced; eliminating over 900 PCB filled units. Although some equipment with very small quantities of PBC (called PCB-contaminated) remains in service within NSTAR's system, the impact to the environment and to public safety has been significantly reduced. Likewise, management and disposal of a large portion of their waste oils, impacted soils, and used electrical equipment has shifted from costly destruction technologies to environmentally beneficial recycling activities.

Their service centers, located across their service territory, serve as key hubs of environmental activity. At these locations, wastes generated from field repairs as well as those from onsite garage activities are managed. To ensure environmental compliance, and as part of their corporate environmental management system, each service center has a site-specific compliance plan that identifies environmental requirements, procedures and required records. The

compliance plans are an effective tool that assists NSTAR employees understand environmental requirements and maintain compliance.

There are times when electrical equipment becomes damaged due to stressful operating conditions, or is impacted by outside forces such as severe weather or vehicle accidents, resulting in insulating fluid spills. It is NSTAR's policy to clean these spills as soon as possible, minimizing the impact to the environment and ensuring public health and safety.

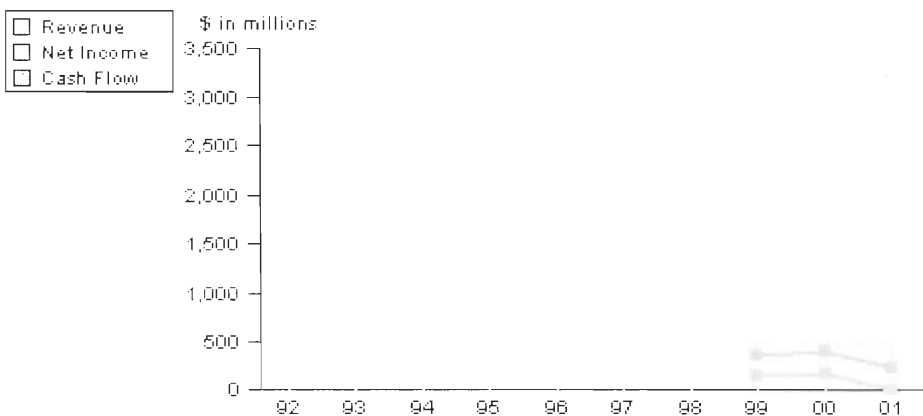
NSTAR has become a leader in the use of innovative technology for spill remediation that improves clean-up time and minimizes the impact to the environment. One such technology is bio-remediation that utilizes special "bugs" or microbes to eat the oil in soil, eliminating the need for extensive excavation. We have additionally assisted a major manufacturer in investigating the feasibility of a new "non-toxic" vegetable oil-based dielectric fluid for use in certain electrical equipment that would minimize environmental impacts upon release.

We are very cognizant of wetland issues and are committed to protecting wetland areas where we operate. Our construction projects

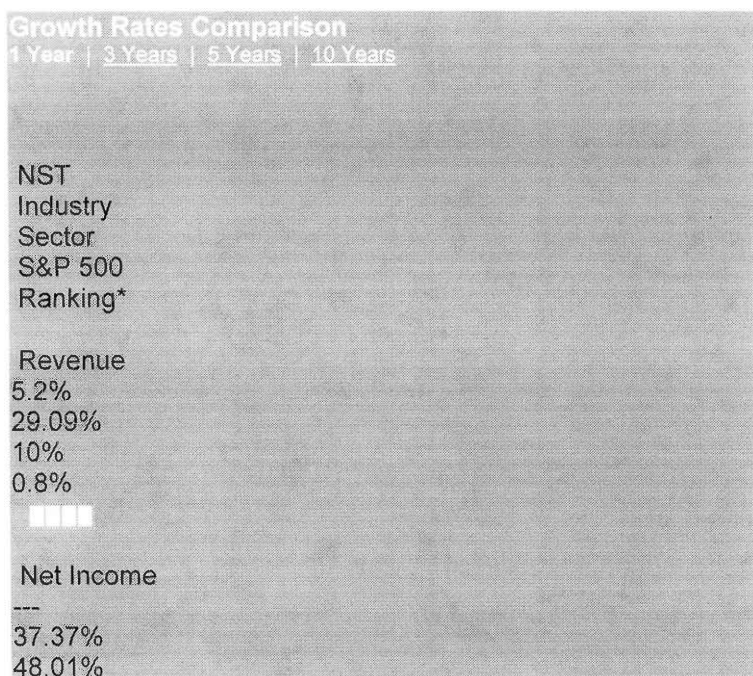
are carefully designed and monitored, and we work closely with local Conservation Committees, to ensure minimal negative impacts to wetland systems, vegetation, and animal species. We work within our environment, sensitive of the vegetation and animals living there. We are very proud of our efforts two decades ago to help restore the osprey population by working with the Massachusetts Division of Fisheries and Wildlife to erect artificial nesting platforms.

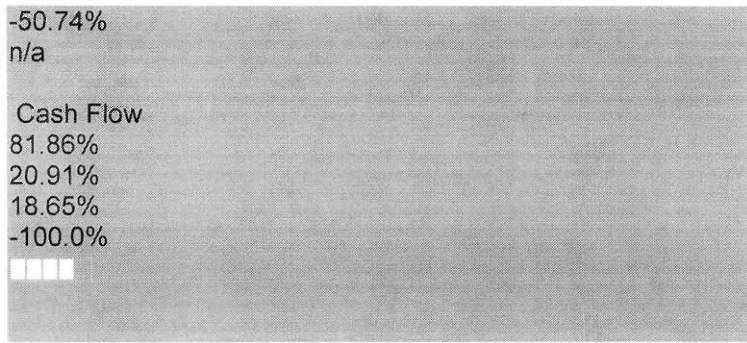
NSTAR utilizes a right-of-way vegetation management program that continues to evolve. To ensure public safety and high electric service reliability, it is imperative that their transmission towers and wires are not too close to high growing trees and shrubs. NSTAR controls this with a combination of vegetation management technologies resulting in a more bio-diverse right-of-way for plants, animals and insects.


3.3.2 Company Growth



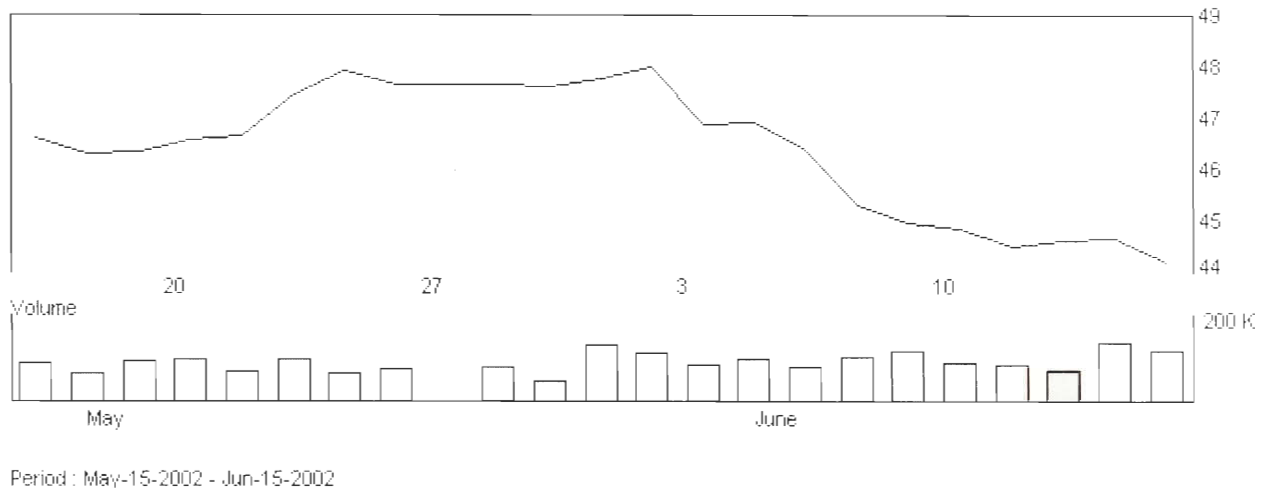
\$ in millions	92	93	94	95	96	97	98	99	00	01
Revenue	---	---	---	---	---	---	---	1851.4	2699.5	3191.8
Net Income	---	---	---	---	---	---	---	146.4	181	3.2
Cash Flow	---	---	---	---	---	---	---	353.2	400.5	228.5





* Company vs Industry ranking: weaker  stronger

3.3.2.1 Stock Trade Simulation



Nstar was purchased on May 20, 2002. On that date, 215 shares were purchased at \$46.44 a piece, totaling \$9,984.60. Nstar stocks were monitored over a period of three weeks, during which time, there was an increase which lasted approximately 2 weeks, and then a steady decline, which led to the conclusion of selling the shares on June 3, 2002. The shares were sold for \$46.93 a piece, totaling \$10,089.95. This created an overall gain of \$105.35.

3.3.4 Investment Conclusion

It was discovered that on June 3, the entire market experienced a decline; however, Nstar had been on a continuous decline prior to the June 3, date. It can be concluded that Nstar is a momentous stock

that experiences the normal ups and downs of the market. Nstar seems to experience lengthy intervals of ups and downs, which could be related to the fact that it is a relatively new company, and money may be shifting throughout the company.

3.4 IBM

3.4.1 Company Profile

IBM is a company that practices the creation, development and manufacturing of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. Their worldwide network of IBM solutions and services professionals translates these advanced technologies into business value for their customers.

The technology giant – 330,000 employees strong, in 164 countries – received its highest marks in corporate citizenship for progressive diversity policies, serving women and minority employees.

According to IBM's 2001 Corporate Citizenship Report, "IBM is leading a revolution in philanthropy based on an entirely new model

of corporate citizenship." The company knows it takes more than just money — checkbook philanthropy (the old model) — to have a successful giving program. "With checkbook philanthropy you could contribute a lot of money and accomplish very little," said Stan Litton, IBM's vice president of corporate community relations. "I think that in the new model, being generous is incredibly important, but the most important aspect of this new model is using our many resources to achieve something of lasting value in the communities where we live, work and do business."

IBM knows throwing money at something isn't good enough, because money, in and of itself, does not do the good. It's the people, products, and programs supported by cash donations that do the worthwhile work. IBM's philanthropic donations in 2000 totaled \$126.1 million. Of that, only 31 percent was cash. The remainder was technology and technical services — the best of what IBM has to offer.

IBM offers a variety of products and services. Among those listed are personal computing, upgrades and accessories, storage, printing systems and many others right into the field of microelectronics.

IBM corporate philanthropy spans the globe with diverse and sustained giving programs that support initiatives in education, workforce development, arts and culture, and the environment to benefit communities in need. IBM demonstrates its commitment to good corporate citizenship by providing grant recipients with technology, employee time and talent, and project funds.

Seventy percent of its giving goes to education. The company's \$45 million Reinventing Education initiative was launched in 1994 to transform schools and the way students learn, using technology. Currently, it involves over 10 million K-12 children in 21 states and eight countries.

Wired for Learning is one program that grew out of the Reinventing Education initiative. It has created a collaborative environment for West Virginia's high school teachers where they can develop standards-based online lesson plans, which become part of a database teachers, can access, statewide, to share effective practices and improve their teaching. The same concept is being used in Ireland to connect home, school, and community. In addition to teachers sharing best practices, parents can log on to discuss schoolwork with their children's teachers, and community members

from IBM and other businesses can use it to serve as online mentors in various subject areas.

Another key component of IBM's corporate philanthropic model, according to Litow, is shared accountability. "The program isn't to give resources to somebody else and then measure them and ask them to be accountable to us. It's to do work together. If IBM technologists develop a new way to teach children how to read using voice recognition technology and if it succeeds, as it has, for tens of thousands of children, we share in the success. So do our partners in the public school systems who have made these programs come alive? If, on the other hand, these efforts were not successful, we're each accountable — we, technologically, and they, educationally, for trying to figure out how to be more effective."

Litow also points out that IBM's giving can't be viewed purely as a corporate philanthropic program. "What's important here is not just judging it on the gifts; per se. Giving is an integral part of the corporate culture. This is a company that has built a culture on being involved in communities as the result of a strong tradition of leadership in the company and caring employees. Last year IBM

employees contributed 4 million hours of time in a whole range of community projects," he said.

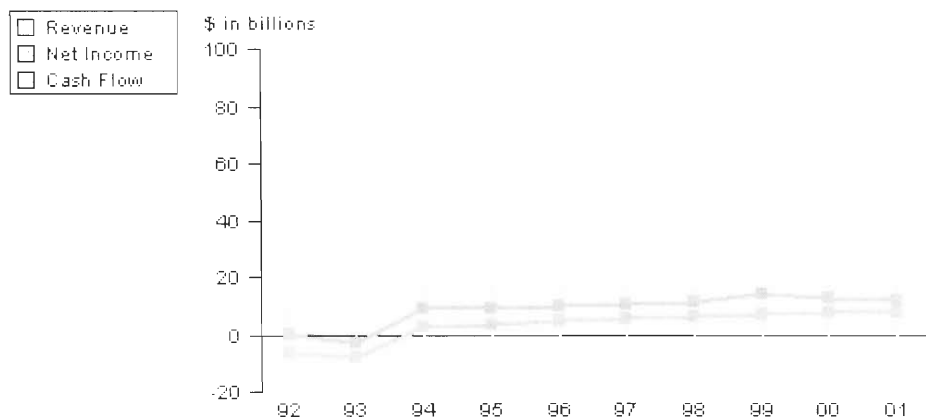
IBM maintains a strong caring culture with long-standing programs encouraging employee involvement, including a program which since 1971 has offered employee leaves of absence for community service. In 1959, IBM implemented a matching grants program which initially matched employee and retiree contributions to accredited colleges and universities. The program now matches contributions to cultural institutions, environmental organizations, hospitals, hospices, and K-12 public and private schools.

When employees contribute 20 percent of the market value of selected IBM equipment and software to a school of their choice, IBM makes up the difference. In 2001, that meant nearly \$10 million to K-12 schools. In addition, when IBMers volunteer their time, IBM provided another \$1.6 million in cash and equipment to the schools and nonprofit organizations they support. Texas-based IBM software engineer Emilia Hezari got involved in her local elementary school district while volunteering for national engineering week. Three years later, Emilia, now leading the IBM mentorplace program, as well as sciences fair and field talent programs for the gifted, put IBM's fund

for community service to add to the number of personal computers available for IBM mentorplace, enhancing the ability of students to communicate with their IBM mentors.

The communities and employees are winners with IBM's philanthropic programs, but IBM wins as well. Its corporate citizenship report says, "It's not just good deeds, its good business." Litow heartily agrees, "We believe that our employees who are leading in their communities and actively involved as contributors are better employees. It improves their morale; it makes them more effective at what they do. We also think that since we're in competition for the best talent in the world, it makes IBM an attractive place for people to come to work."

3.4.2 Company Growth



\$ in millions	92	93	94	95	96	97	98	99	00	01
Revenue	64523	62716	64052	71940	75947	78508	81667	87548	88396	85866
Net Income	-6865	-7987	3021	4178	5429	6093	6328	7712	8093	7723
Cash Flow	-606.0	-3324	9232	9718	10421	11074	11300	14277	13068	12533

Growth Rates Comparison

1 Year | 3 Years | 5 Years | 10 Years

IBM

Industry

Sector

S&P 500

Ranking*

Revenue

-7.46%

0.12%

1.11%

0.8%



Net Income

-13.92%

-23.24%

-100.0%

-50.74%



Cash Flow

-10.45%

-12.95%

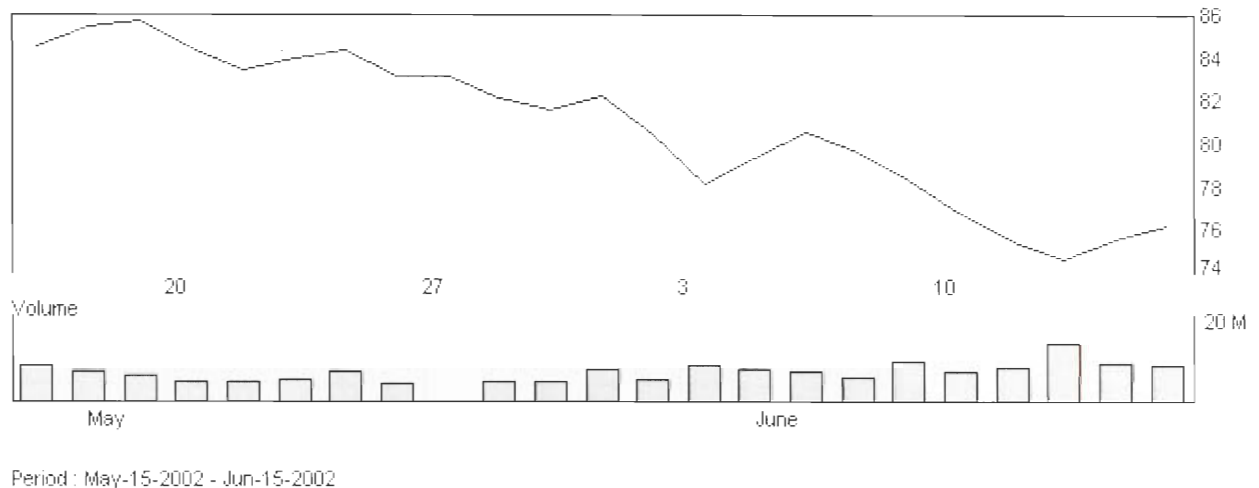
-61.43%

-100.0%



* Company vs Industry ranking: weaker stronger

3.4.3 Trade Simulation



On May 20th, 118 shares of IBM were purchased, at \$84.51, totaling \$9,972.18. After monitoring a steady decline it was decided to sell the shares at \$83.52 a piece, totaling \$9,955.36, creating a net loss of \$116.82. After monitoring another steady decline, it was decided to buy more IBM stock. On June 3, 2002, 125 shares of IBM stock were purchased, at \$79.03, totaling \$9,878.75. Once again, a steady decline was observed, and IBM shares were sold again on June 6, 2002. They were sold at \$79.24 a piece, totaling \$9,905.00. This created a net loss of \$95.00

3.4.4 Investment Conclusion

While in the other purchases and sales performed, IBM was a stock that required trial and error investment. While it may not seem logical to buy at a down point, it was a risk taken, assuming that the market would allow IBM to increase its value in a down time. There was an overall loss, however not many shares were purchased due to their high price, and not much of a loss was experienced overall.

3.5 Best Buy

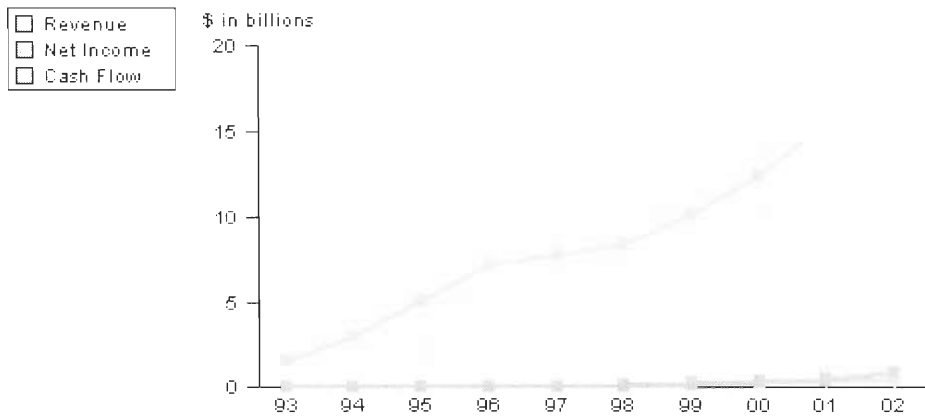
3.5.1 Company Profile

Best Buy offers great products at great prices – off-line. The largest volume specialty retailer of consumer electronics, personal computers, entertainment software and appliances, Best Buy Co., Inc. (NYSE:BBY) is headquartered in Eden Prairie, Minnesota. Best Buy currently operates retail stores in 41 states and is on track to have more than 550 stores nationwide by 2004. Best Buy brings customers an extensive selection of affordable, easy-to-use technology and entertainment products that improve their time in a fun, informative and no-pressure shopping environment, while maximizing the company's profitability and offering shareholder value.

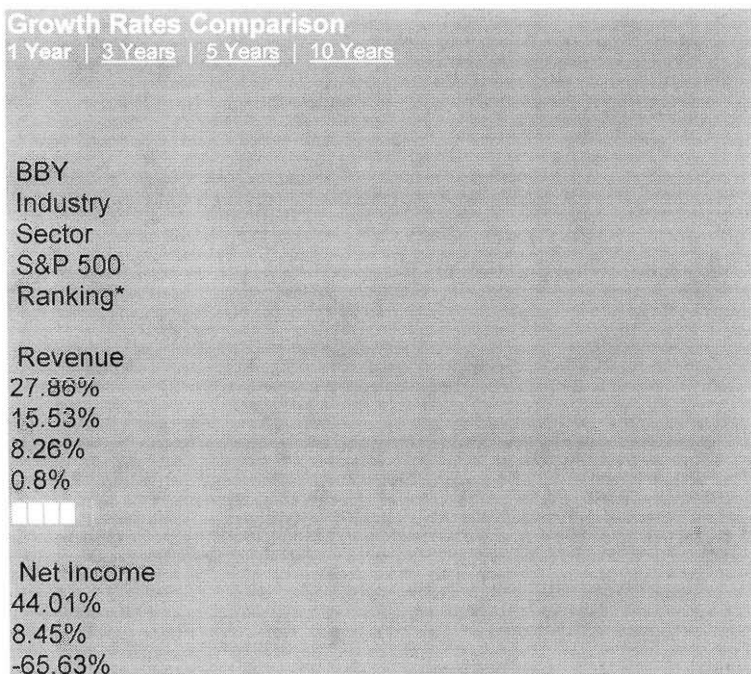
Today, Best Buy has taken the new economy by storm with BestBuy.com, offering an unparalleled online selection of name

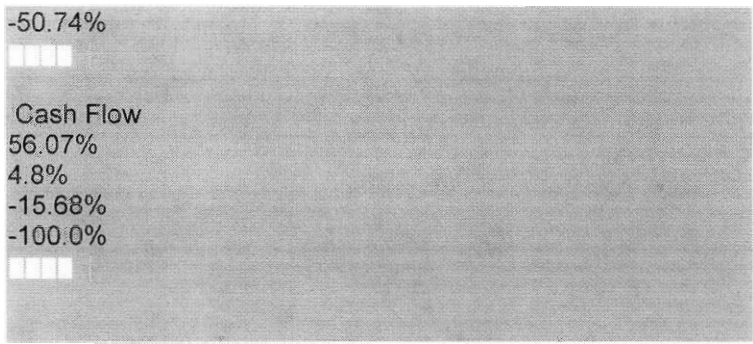
brands round-the-clock. The synergy created by combining the power of the Internet with their existing distribution centers in the off-line world makes BestBuy.com an accessible destination at any given time. With a wide assortment of brand names, the Best Buy home office, consumer electronics, entertainment components, entertainment software and accessories are affordable. The online department offers helpful Esthetics, Tech News and Shopping Assistant are provided to educate online purchasing decisions, with customer service standing by 24/7. Supported by more than 350 U.S. distribution centers, Best Buy leverages the strength of its bricks and mortar legacy to make purchasing online as good as it gets.


3.5.2 Company Growth



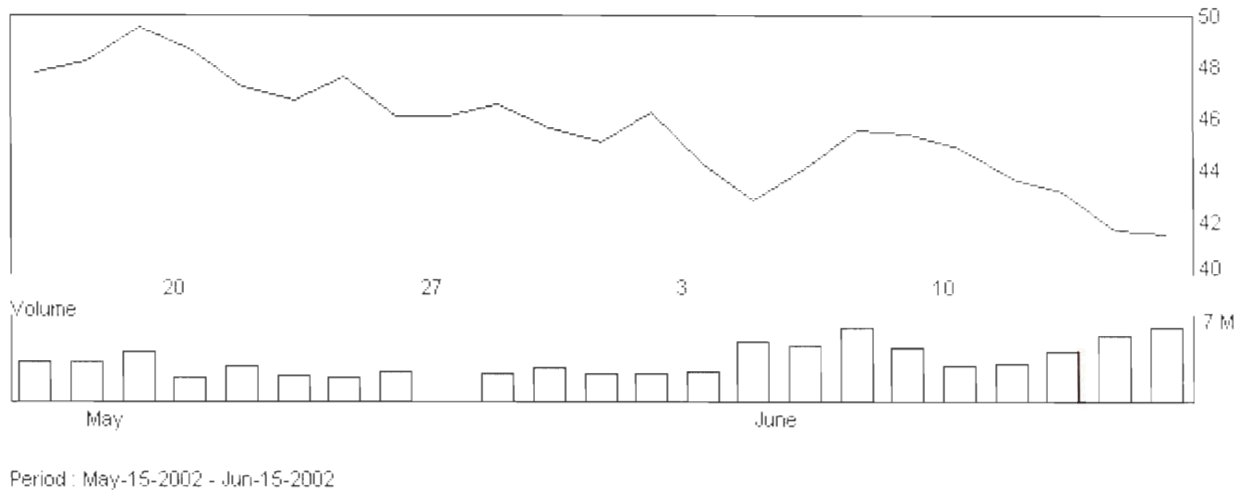
\$ in millions	93	94	95	96	97	98	99	00	01	02
Revenue	1620	3006.5	5079.6	7217.4	7770.7	8358.2	10078	12494	15327	19597
Net Income	19.9	41.7	57.7	48	1.7	94.5	224.4	347.1	395.8	570
Cash Flow	34.7	64.1	96.3	102.9	68.5	162.8	302.8	456.6	563.2	879





* Company vs Industry ranking: weaker  stronger

3.5.3 Stock Trade Simulation



Best Buy was purchased on May 20, 2002. 204 shares were purchased for a total of \$9,975.60, at \$48.90 per share. It was observed over a period of nine days, that there had been a significant decline, and the decision was made to sell. On May 29, 204 shares were sold at \$45.41 a piece, totaling \$9,263.64. At this point, there was an overall loss of \$711.96. On June 4, 2002, 214 shares at \$43.27 a piece, totaling \$9,259.78, were purchased. Over a period of three days, the stocks rose to \$45.20, when they were sold on the June 7, 2002. This was a gain of \$413.02. The overall loss was \$298.94, after buying and selling twice.

3.5.4 Investment Conclusions

Best Buy was a difficult stock to follow because when it was due to incline, it decreased. This could be due to the economy, or to the fact that the stocks was in a period of decline, for internal reasons. Even though the stock was on a decline, there are still ways to make a profit, however, we did not invest enough the second time around to inherit a profit.

3.6 WalMart

3.6.1 Company Profile

Wal-Mart Stores are a national discount retailer, offering a wide variety of general merchandise. Wal-Mart stores offer shopping in 36 departments including family apparel, health & beauty aids, household needs, electronics, toys, fabrics & crafts, lawn & garden, jewelry and shoes. In addition, some Wal-Mart stores offer a Pharmacy Department, Tire & Lube Express, garden center, snack bar or restaurant, Vision Center and One-Hour Photo Processing for customer convenience.

Wal-Mart stores operate on an "Every Day Low Price" philosophy and are able to maintain their low price structure through conscientious expense control. While other major competitors typically run 50 to 100 advertised circulars per year, Wal-Mart produces only 12-13 major annual circulars. The cost savings associated with fewer circulars are passed on to the customer through lower shelf prices every day.

Wal-Mart Associates strive to provide exceptional customer service, a characteristic unique to their chain. Everything possible is done to make shopping at Wal-Mart a friendly experience.

Wal-Mart also has many other divisions. SAM'S Club is the nation's leading members-only warehouse club with locations across the country. When a business purchases a membership, SAM'S Club operates as its supplier of name-brand merchandise at warehouse prices for office use, resale to customers or for personal use. SAM'S Club depends on high volume to compensate for very narrow profit margins on merchandise, resulting in extremely low prices for member-customers.

To meet the needs of its business members, SAM'S Club limits its merchandise mix to 3,500 items local businesses use most. This

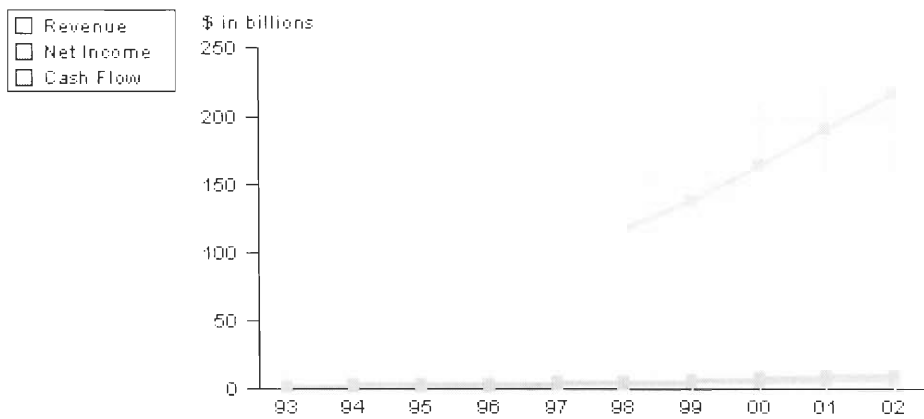
includes a complete line of food products & frozen foods; janitorial products; tires, batteries, and auto supplies; small building equipment & hardware; candy & snack items; and office supplies, computers & equipment. Merchandise typically is in larger institutional sizes or multi-packs of like or assorted items. SAM'S Club also offers televisions, VCRs & camcorders, large & small appliances, home furnishings, designer clothing, watches & jewelry and sheets & towels.

Wal-Mart Neighborhood Markets is yet another division of the Wal-Mart stores. Neighborhood Markets offer a convenient shopping experience for customers who need groceries, pharmaceuticals and general merchandise. Generally, they are located in markets with Wal-Mart Supercenters, supplementing a strong food distribution network and providing added convenience while maintaining Wal-Mart's Every Day Low Prices. First opened in 1998, Neighborhood Markets range from 42,000 to 55,000 square feet and feature a wide variety of products, including fresh produce, deli foods, fresh meat and dairy items, health and beauty aids, one-their photo and traditional photo developing services, drive-through pharmacies, stationery and paper goods, pet supplies, and household chemicals.

Neighborhood Markets employ 80-100 associates and offer about 28,000 items.

Today, Wal-Mart is one of the Nation's top leading retailers. With it's strong customer orientated philosophy and years of success to stand behind, Wal-Mart is a National home-brand leader. Its stock is an overall climb, and its success exceeds the level needed to compete with today's economy.

3.6.2 Company Growth



\$ in millions	93	94	95	96	97	98	99	00	01	02
Revenue	55484	67345	82494	93627	104859	117958	137634	165013	191329	217799
Net Income	1994.8	2333.3	2681	2740	3056	3526	4430	5575	6295	6671
Cash Flow	2643.9	3182	3751	4044	4519	5160	6302	7950	9163	9961

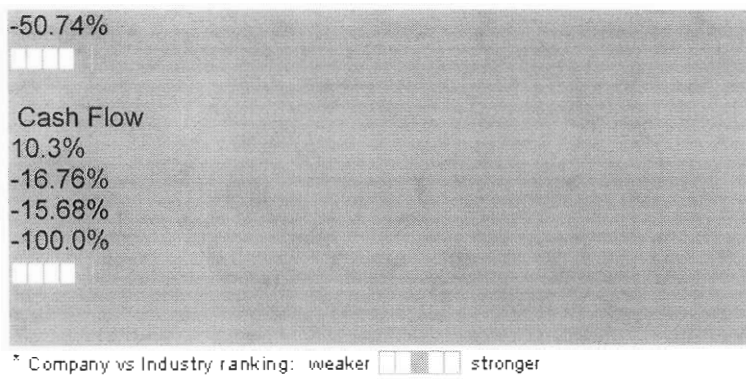
Growth Rates Comparison

1 Year | [3 Years](#) | [5 Years](#) | [10 Years](#)

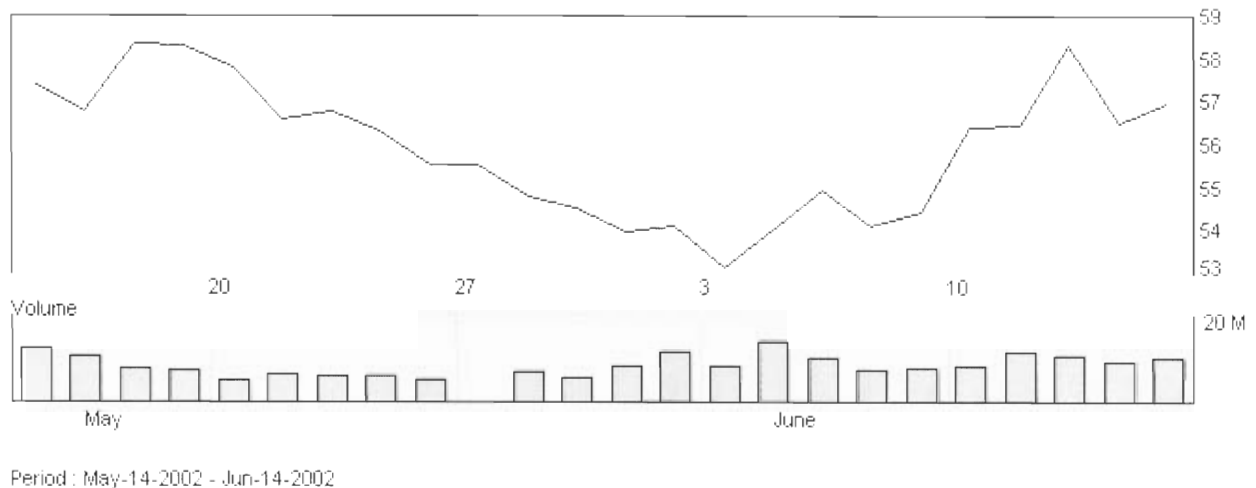
WMT
Industry
Sector
S&P 500
Ranking*

Revenue
14.42%
13.35%
8.26%
0.8%

Net Income
9.37%
-26.18%
-65.63%



3.6.3 Stock Trade Simulation



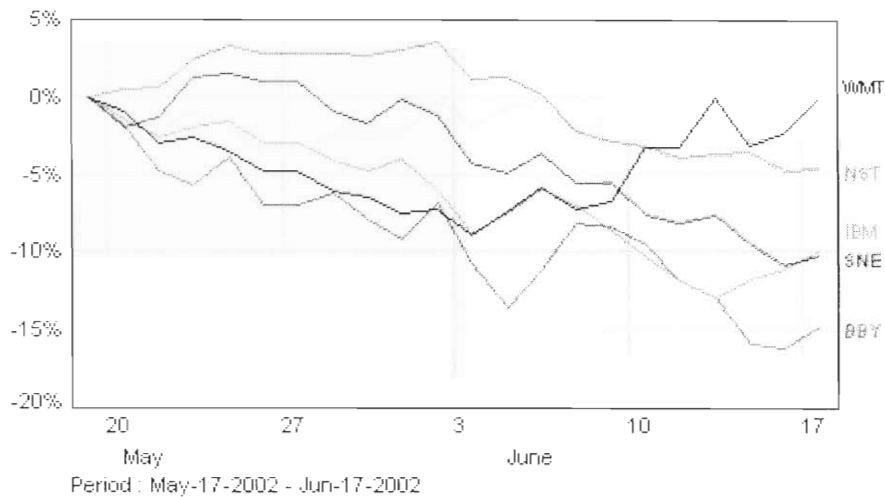
WalMart, a leading economic business, showed a steady decline in the shares, since the date of profit on the 20th of May, 2002. The shares were purchased for \$58.12 per share, with 172 shares, totaling \$9,996.64. From the point of ownership, the shares declined, with an overall, of approximately 6%, until it's increase on June 4, 2002. At that point we waited three days and then sold on June 7, 2002 for \$54.23 a share, totaling \$9,327.56. This brought an overall loss of \$669.08.

3.6.4 Investment Conclusion

WalMart may be leading economic investor, but does not thrive well in the stock market. WalMart displays consistency in declines and increases, however, steady declines are not profitable. The WalMart shares brought a large loss, however, had we waited another two weeks before selling, the profit would have outweighed the loss, and a large increase would have been made.

4.0 COMPANIES COMPARISON

4.1 Comparison between chosen companies

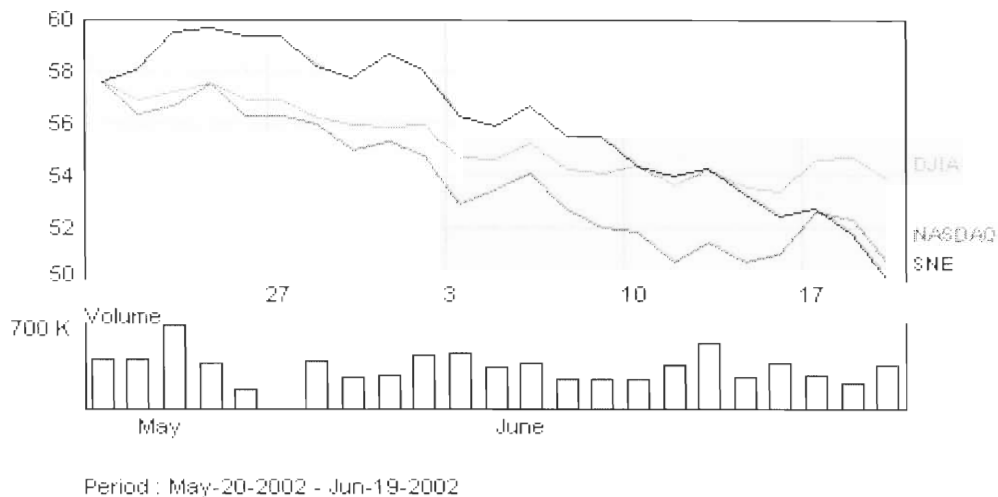


After comparing and contrasting the six chosen companies, it was observed that NSTAR and Pepsi Co. were found to be the most steady overall. From the beginning of the research, NSTAR was found to have the best performance overall, as it continuously rose above the others. Pepsi Co. was not above the others; however it remained steady overall and had an overall gain. WalMart fluctuated constantly, and while it decreased over the time monitored, it ended up rising. Compared to the others, Sony did not remain steady, or produce a gain. Instead, Sony dropped continuously. IBM was also a decreasing stock. From the beginning, IBM decreased in value. Best Buy, like the others also decreased in value. It started on a steady

decline, and continued until the end of the period monitored, in an overall decline.

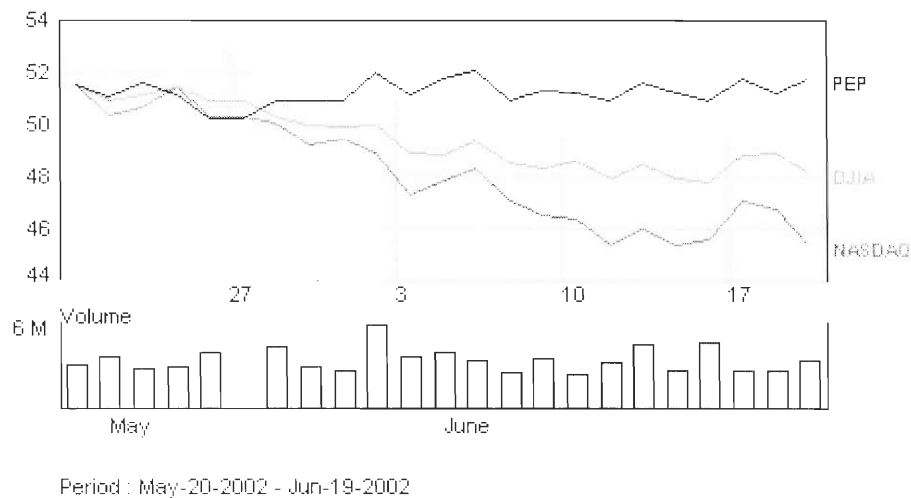
4.2 Comparison between each company against the Dow and NASDAQ

4.2.1 Sony vs. Dow and NASDAQ



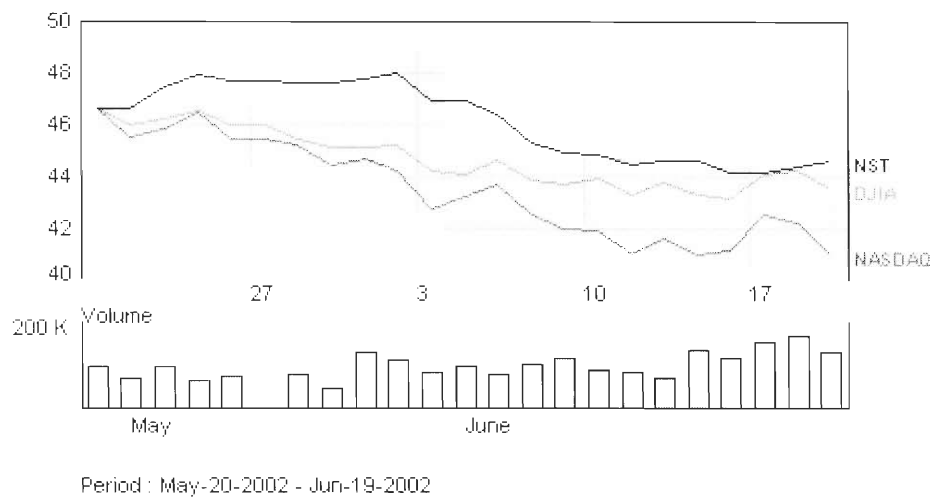
During the period monitored, May 20, to June 7th, Sony was compared to the Dow and NASDAQ. Upon comparison, it was discovered that in the beginning, Sony raised high above the two it was compared to. However, at the end of the term, Sony was still above the Dow and NASDAQ. Had it been monitored over a longer period of time, it is safe to say that Sony would not remain at the constant high, and instead eventually drop below the other two stocks.

4.2.2 Pepsi Co vs. Dow and NASDAQ



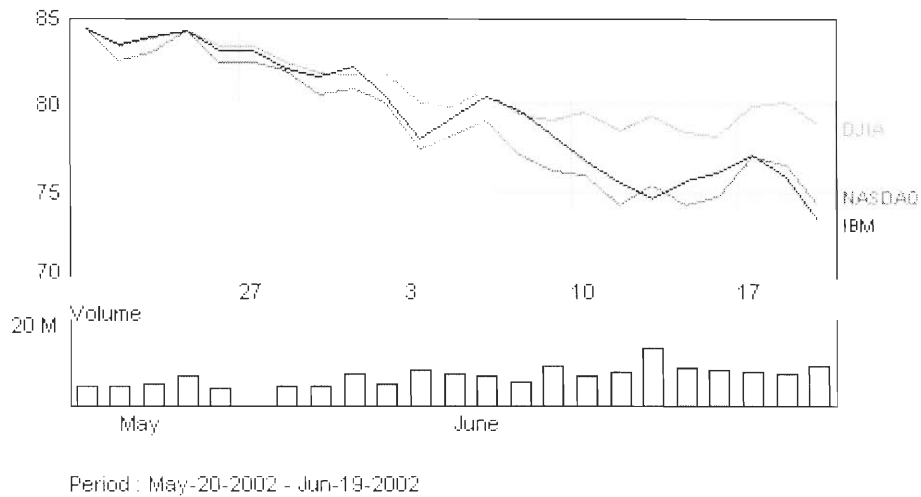
During the period of May 20, to June 7th, Pepsi Co., was monitored and compared to the Dow and NASDAQ stocks. Over that period of time, Pepsi Co. remained at a steady high, soaring above the two comparisons. Pepsi demonstrates a strong stability rate, and it could be said that over an extended period of time, Pepsi Co., would still remain above the other two comparisons.

4.2.3 Nstar vs. Dow and NASDAQ



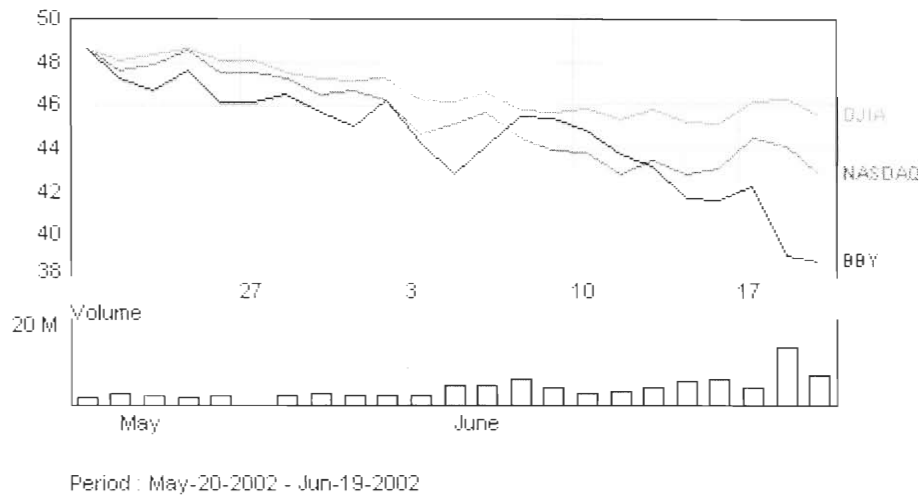
NSTAR, monitored during the period of time from May 20th to June 7th, it was discovered that NSTAR, compared to the Dow and NASDAQ, held a higher overall average in stock value. NSTAR remained above the other two stocks during the time monitored. As NSTAR demonstrated a strong lead above the other two, it can be concluded that over a longer period of time, NSTAR would still be above the Dow and NASDAQ.

4.2.4 IBM vs. Dow and NASDAQ



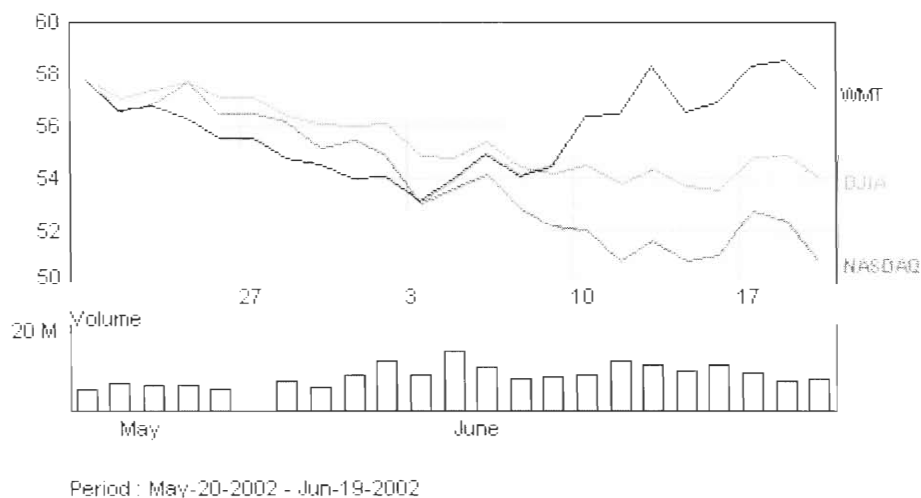
During the period of time between May 20th and June 7th, IBM was monitored and compared to the Dow and NASDAQ stocks. As IBM followed the same pattern as NASDAQ, yet fell below the pattern of the Dow, it can be concluded that as NASDAQ and IBM both showed their stock patterns rising and falling simultaneously, that they were both weaker than the Dow.

4.2.5 Best Buy vs. Dow and NASDAQ



During the time frame of May 20th to June 7th, Best Buy was compared to the Dow and NASDAQ stocks. While Best Buy was slow to rise in the beginning, by the end of the said term, Best Buy was in between the two stronger companies, below the Dow, and above the NASDAQ.

4.2.6 WalMart vs. Dow and NASDAQ



The WalMart stock, monitored between the time frame of May 20th to June 7th, revealed that it was not as steady, overall, as the NASDAQ and Dow. In the beginning of the said time frame, WalMart fell below the two aforementioned stocks, yet at the end was able to pull above the NASDAQ, but not able to reach the lowest portion of the Dow. WalMart, however, monitored over a longer period of time, has the potential to do so.

5.0 CONCLUSION

Throughout this Interactive Qualifying Project, there are many conclusions that can be reached. The first conclusion that was reached was on relative to the internet tools used. One conclusion that was reached was that while some people may believe that a great deal of background knowledge is required for the use of the stock market and the internet, we discovered that the internet tools used were quite opposite. Internet tools like Quicken, Schwab, Yahoo and Bloomberg, were user-friendly, self explanatory and some even offered online help, and/or 24 hour online customer service. Many of them allowed a user to create a username and password, to keep track of their spending, earnings, and favorite places.

Another conclusion that was reached was relative to the nature of the stock market. It was discovered that monitoring the stock market endlessly, is not a guarantee to profit. However, as the market is constantly changing influenced by many outside forces (i.e.; industry, consumer and world affairs) it is likely to make an accurate and educated guess that has earning potential.

It was also discovered upon monitoring specific stocks over a smaller and closely monitored period of time, that it was still possible to make a profit on a declining stock. Evidence to back this up can be found in Chapter 3.

Overall in our project, we had a total loss of \$703.73. A portion of this loss can be accounted for by the crisis that the stock market in during the period of time, May 20th to June 7th that our research was obtained. While we had an initial monetary loss, the educational gain outweighed the loss.

Our research showed Pepsi Co., and NSTAR to be the most responsive and profitable during the time our research was conducted. This leads us to the conclusion that the sector for soft drinks and energy were the most profitable during May 20th to June 7th. This is concluded as Pepsi Co., and NSTAR remained at a high above the other sectors monitored. Pepsi Co. and NSTAR also remained in line and at times above the Dow and NASDAQ.

Sony and IBM contributed to the middle sector of the stocks chosen, as they did not have the least amount of gain, or the greatest increase. Sony and IBM, both technologically advanced companies,

remained at a constant middle sector during the fluctuations of the market.

The lower sector consisted of Best Buy and WalMart. As Best Buy and WalMart reveal in their company profile that their main goal is to drive costs down, it can be assumed that their position in the lower sector is due to this fact. While they were in the lower sector at this particular time, they are notably strong, profitable companies that monitored further, over a longer period of time are assumed to regain their middle or higher sector position.

In addition, it can be concluded that the stock market is entertaining, exciting and constantly changing with the economy of the world.

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APPENDIX

IBM

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	78.48	78.85	77.00	78.30	9,309,400	78.30
6-Jun-02	80.55	80.95	78.89	79.66	5,540,600	79.66
5-Jun-02	79.65	80.71	79.11	80.55	7,172,100	80.55
4-Jun-02	78.11	79.65	77.60	79.31	7,273,200	79.31
3-Jun-02	80.75	80.91	78.00	78.11	8,383,600	78.11
31-May-02	82.05	82.05	80.40	80.45	5,126,200	80.45
30-May-02	80.60	82.25	80.22	82.25	7,374,100	82.25
29-May-02	81.50	82.00	81.00	81.60	4,519,500	81.60
28-May-02	82.80	83.11	81.69	82.08	4,552,100	82.08
24-May-02	83.65	83.75	82.62	83.10	4,122,000	83.10
23-May-02	84.25	85.05	82.52	84.35	6,865,600	84.35
22-May-02	83.76	84.39	82.74	84.00	5,040,700	84.00
21-May-02	84.41	85.00	83.30	83.45	4,454,000	83.45
20-May-02	85.45	85.46	83.93	84.45	4,530,300	84.45

PEPSI CO

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	50.50	51.49	50.48	51.30	3,454,500	51.30
6-Jun-02	52.04	52.04	50.76	50.89	2,526,100	50.89
5-Jun-02	\$0.15 Cash Dividend					
5-Jun-02	51.70	52.18	51.46	52.04	3,377,400	52.04
4-Jun-02	50.85	51.90	50.82	51.79	3,880,400	51.64
3-Jun-02	51.70	52.09	51.04	51.15	3,658,800	51.00
31-May-02	51.55	52.20	51.36	51.98	5,819,800	51.83
30-May-02	50.70	51.46	50.25	50.93	2,691,500	50.78
29-May-02	51.20	51.44	50.93	50.93	2,873,800	50.78
28-May-02	51.00	51.23	50.71	50.90	4,306,800	50.75
24-May-02	50.80	51.11	50.03	50.23	3,947,200	50.08
23-May-02	51.62	51.62	50.67	51.18	2,976,400	51.03
22-May-02	51.23	51.75	51.17	51.63	2,841,300	51.48
21-May-02	51.65	51.80	50.90	51.06	3,576,900	50.91
20-May-02	52.24	52.24	51.35	51.55	3,099,600	51.40

SONY

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	53.80	55.62	53.80	55.50	252,100	55.50
6-Jun-02	56.05	56.20	55.50	55.50	250,600	55.50
5-Jun-02	55.95	56.70	55.91	56.70	369,400	56.70
4-Jun-02	55.55	56.18	55.50	55.91	338,400	55.91
3-Jun-02	57.50	58.01	56.22	56.30	450,900	56.30
31-May-02	58.20	58.44	57.90	58.11	446,000	58.11
30-May-02	58.00	58.82	57.85	58.69	280,300	58.69
29-May-02	58.10	58.10	57.21	57.80	264,000	57.80
28-May-02	58.84	58.84	58.10	58.23	397,700	58.23
24-May-02	59.65	59.65	59.00	59.40	166,400	59.40
23-May-02	59.65	59.95	58.62	59.70	369,200	59.70
22-May-02	58.25	59.68	58.25	59.56	681,800	59.56
21-May-02	58.07	58.35	57.90	58.05	413,800	58.05
20-May-02	57.85	57.92	57.43	57.65	414,800	57.65

NSTAR

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	45.25	45.25	44.73	44.96	117,300	44.96
6-Jun-02	46.20	46.40	45.20	45.30	99,900	45.30
5-Jun-02	46.94	46.94	46.28	46.40	78,400	46.40
4-Jun-02	46.90	47.25	46.73	46.94	97,300	46.94
3-Jun-02	47.85	47.85	46.79	46.90	82,100	46.90
31-May-02	47.80	48.14	47.45	48.00	109,800	48.00
30-May-02	47.62	48.20	47.43	47.77	122,600	47.77
29-May-02	47.55	47.80	47.17	47.62	47,400	47.62
28-May-02	47.50	47.72	47.17	47.65	81,300	47.65
24-May-02	47.75	47.95	47.25	47.66	73,900	47.66
23-May-02	47.45	47.96	47.40	47.91	69,400	47.91
22-May-02	46.70	47.45	46.55	47.45	99,600	47.45
21-May-02	46.35	47.05	46.35	46.65	69,700	46.65
20-May-02	46.35	47.00	46.30	46.58	98,500	46.58

BEST BUY

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	44.05	45.44	43.80	45.39	4,333,400	45.39
6-Jun-02	45.25	46.00	45.12	45.52	6,069,300	45.52
5-Jun-02	43.10	44.55	43.10	44.06	4,516,100	44.06
4-Jun-02	44.90	44.92	42.20	42.83	4,877,800	42.83
3-Jun-02	45.75	46.00	44.25	44.25	2,513,800	44.25
31-May-02	45.95	46.59	45.74	46.20	2,324,700	46.20
30-May-02	45.30	45.47	44.63	45.05	2,327,300	45.05
29-May-02	46.35	46.48	45.13	45.63	2,703,500	45.63
28-May-02	46.50	47.00	46.17	46.50	2,320,700	46.50
24-May-02	47.35	47.63	46.05	46.10	2,467,700	46.10
23-May-02	46.90	47.79	46.80	47.63	1,877,000	47.63
22-May-02	46.94	47.44	46.32	46.72	2,131,000	46.72
21-May-02	48.82	48.96	46.80	47.22	2,863,900	47.22
20-May-02	49.65	50.00	48.53	48.66	1,970,700	48.66

WALMART

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	53.85	54.72	53.76	54.43	7,928,900	54.43
6-Jun-02	54.97	54.98	54.00	54.10	7,554,600	54.10
5-Jun-02	54.95	55.77	54.52	54.96	10,080,900	54.96
4-Jun-02	53.00	54.00	52.00	54.00	13,781,900	54.00
3-Jun-02	54.18	54.67	52.95	53.15	8,180,000	53.15
31-May-02	54.90	55.58	54.00	54.10	11,707,200	54.10
30-May-02	54.10	54.85	53.75	53.99	8,196,300	53.99
29-May-02	54.90	55.66	54.53	54.53	5,427,400	54.53
28-May-02	55.40	55.63	53.93	54.79	6,920,300	54.79
24-May-02	56.56	56.94	55.51	55.52	5,011,100	55.52
23-May-02	56.50	56.76	55.79	56.31	5,915,900	56.31
22-May-02	56.70	56.80	55.70	56.80	6,026,900	56.80
21-May-02	57.90	58.12	56.60	56.60	6,376,800	56.60
20-May-02	58.75	58.82	57.70	57.80	5,031,900	57.80

DOW JONES

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	9592.38	9668.18	9416.33	9589.67	13,413,000	9589.67
6-Jun-02	9795.70	9820.41	9552.85	9624.64	16,015,000	9624.64
5-Jun-02	9688.53	9860.91	9636.82	9796.80	13,001,000	9796.80
4-Jun-02	9710.34	9798.74	9541.36	9687.84	14,666,000	9687.84
3-Jun-02	9923.94	10016.00	9685.49	9709.79	13,243,000	9709.79
31-May-02	9915.15	10074.20	9865.89	9925.25	12,773,000	9925.25
30-May-02	9915.01	9995.76	9769.64	9911.69	12,866,000	9911.69
29-May-02	9976.94	10056.30	9860.42	9923.04	10,818,000	9923.04
28-May-02	10106.50	10144.50	9917.64	9981.58	9,965,000	9981.58
24-May-02	10211.86	10255.86	10054.56	10104.26	8,854,000	10104.30
23-May-02	10158.28	10268.88	10044.18	10216.08	11,929,000	10216.10
22-May-02	10098.58	10200.78	10004.38	10157.88	11,363,000	10157.90
21-May-02	10229.11	10322.11	10060.51	10105.71	11,692,000	10105.70
20-May-02	10348.90	10357.40	10164.40	10229.50	9,898,000	10229.50

NASDAQ

Date	Open	High	Low	Close	Volume	Adj. Close*
7-Jun-02	1500.15	1549.17	1495.81	1535.48	21,117,400	1535.48
6-Jun-02	1583.65	1584.06	1550.72	1554.88	16,302,600	1554.88
5-Jun-02	1580.06	1595.42	1563.55	1595.26	16,329,200	1595.26
4-Jun-02	1559.25	1587.79	1548.31	1578.12	18,814,000	1578.12
3-Jun-02	1613.50	1621.50	1561.17	1562.56	16,231,200	1562.56
31-May-02	1641.10	1651.47	1615.62	1615.73	16,824,300	1615.73
30-May-02	1613.42	1637.65	1607.30	1631.92	15,858,500	1631.92
29-May-02	1639.27	1644.29	1624.31	1624.39	14,189,000	1624.39
28-May-02	1670.35	1671.35	1632.75	1652.17	13,192,500	1652.17
24-May-02	1680.66	1681.10	1658.78	1661.49	12,108,900	1661.49
23-May-02	1678.42	1697.77	1651.89	1697.63	17,625,700	1697.63
22-May-02	1654.34	1676.64	1643.96	1673.45	17,347,300	1673.45
21-May-02	1708.57	1717.93	1660.22	1664.18	16,608,800	1664.18
20-May-02	1726.78	1726.89	1696.11	1701.59	14,293,000	1701.59