

Free research paper on potential investment

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I would like to research the publically traded stock of Apple Inc. It is a company based in California which manufactures consumer electronics. I choose to select this security because it is extremely marketable and the company is doing very well in terms of goodwill. Apple is one of the most sought after companies in the electronics industry.

The record of the past three years of the security shows that the prices of the shares have been rising significantly. With the recent launch and success of Iphone6 the company has gained a lot in terms of the market. For the past five years, the EPS of the company has fallen from 6. 3 in 2012 to 5. 03 in 2014. The revenue as well as the dividends have fallen. The analysts do predict a favorable future for the company. The price of Apple shares have seen fluctuations but there has been a steady rise recently. The basic as well as diluted EPS shows a significant rise. The gross income has also increased over the period of time. The basic EPS has reached at 6. 49 in the year 2014 which is the highest in the last five years.

The profit margin of the company is 21. 61% which also shows that the company is financially sound and capable to pay dividends to the shareholders. The quarterly earnings growth also show a rise of 12. 70%. The company has maintained goodwill as well as the adequate financial position which helps stay with the best of the securities market. The market related index for the company is Standard and Poor's Stock Market Index.

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