



Introduction to Final Project

EE532 Selected Topics in Monetary Economics 2

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Introduction to Final Project

- Company: CP All Public Company Limited (BB Ticker: CPALL TB EQUITY; Reuter: CPALL.BK)
- Objective: To provide the investment thesis
 - What is the recommendation? (i.e. Buy, Sell, Hold)
 - Buy: $\text{Return} > 10\%$
 - Hold: $+10\% \geq \text{Return} \geq -10\%$
 - Sell: $-10\% > \text{Return}$
 - What is the target price?
 - What is the thesis behind the recommendation and target price?
- What should be included in the report?
 - Industry Analysis
 - Company Analysis
 - Investment Catalyst
 - Valuation
 - Risk Analysis
- Draft report
 - Submission date: 18 April 2020
- Final report
 - Not more than 10 pages
 - Submission date: 1 May 2020
- Final presentation on 9 May 2020
 - 10 minutes presentation + 10 minutes Q&A

Useful Sources

- Company's Filing
 - 56-1
 - Annual Report
 - Analyst Presentation
 - Opportunity Day
- Public Sources
 - Euromonitor
 - Bloomberg, Yahoo Finance, and Reuters
 - Brokerage Research
 - Winner of CFA Research Challenge in 2019: <https://youtu.be/qvHTDFrNZIc>