

Case Study II

1. You are assigned a Thai company and let's assume that you are "investment banker" whose role is to help the company issue new 5-year corporate bonds to the public.
2. On April 28, each group will have to present for 20 minutes on
 - Company's background
 - The Industry and the core businesses
 - Financial performance (past and future)
 - Risks (and how to mitigate risks), rating, and spread of the bond (relative to government bond with 5-year maturity)

Tips for delivering a good presentation

1. Make sure to cover the 4 assigned topics. They are equally important, so don't spend too much time in any of them.
2. Pick only the ratios you think they are relevant. It is a good idea to show the trend of the ratios overtime or to compare the company's ratios with its competitor(s).
3. Your job is to convince the investors that the company is running a profitable business, has some strengths over its peers, has relatively low debt level and is able to pay back the debt as promised.
4. Then, given the bond's maturity and rating, you are offering the spread that is attractive and reasonable for the investors.
5. Rehearse to make sure that you are done within 20 minutes.