
Questions:

1. Why is my easy-to-obtain ratio comparison report *inadequate* for this assignment?

2. What are the *potential problems* with using an entire list of peers suggested by a database?


Key resources:

- GlobalData and MarketLine reports via Ratio Analysis guide.
- S&P Capital IQ: register while on campus, then access from home

Extra resources (if time):

- Thomson Reuters Eikon + Datastream
- Bloomberg