REPORT ON BACHELOR THESIS

Topic: Financial Analysis of Apple Company

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Bachelor thesis of the student Yunfen Hou concentrates on traditional topic of financial management – financial analysis of a company. One of the primary objectives is identification of major changes in trends, and relationships and the investigation of the reasons underlying those changes, and so the area of the financial management is very important for company management and its decision – making. The topic of the bachelor thesis fully corresponds with the topics of bachelor thesis at the Department of Finance.

The goal of the bachelor thesis is the financial analysis of the Apple Company [but the goal haven’t been declared in the introduction].

Bachelor thesis is divided into five main chapters, where first chapter is introduction, last chapter conclusion, second and third chapters are descriptive and the chapter fourth is the application part.

Second chapter is concentrated on description of the financial analysis methods, which will be applied in the fourth chapter, i.e. common-size analysis [vertical and horizontal], financial ratios and DuPont analysis. Third chapter is divided into two parts, at first is overwritten Apple company – one of the largest company in IT sector in the world. In the following part is described Apple Company by common-size analysis.

The most important part of the bachelor thesis is the chapter fourth. Here, author made the financial analysis [ratios of profitability, liquidity, activity and solvency and capital structure] of the Apple Company over the period of 2007-2011. Results of methods are commented and presented in the tables and by graphs.

Although comment of results is incomplete and the author doesn’t respect the formal guidelines fully, the bachelor thesis can be recommended to defense.

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