Getting To Know Your Company
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After you have done a quick look at the graph and made a preliminary decision that your company has some potential you need to make some forecasts about the future. Where do you start?

By answering a few questions about your company. *Note: you don't have to answer every question but the more you answer the better feel you will get for your company.*

1. What does the company do?
2. Does the company plan to grow by raising the "top" (sales) line?
    a. Do they have a new product or service?
    b. Do they have a new way of delivering a new product or service?
    c. Have (or will) they create new business partners?
    d. Are they building new stores? Or increasing sales at existing stores?
    e. Are they increasing research & development to help build growth?
    f. Are they raising prices on their products or services?
3. Does the company plan to grow by raising the "bottom" (EPS) line?
    a. Do they have a new product or service?
    b. Are they building new stores? Or increasing sales at existing stores?
    c. Will profit margins increase?
        i. By cutting costs?
        ii. Raising prices?
    d. Are they buying back shares?
4. Do they seek to grow from internal sources?
    a. Is it from increasing market share?
    b. Are they charging more for their product?
    c. Do they possess a strong name brand?
    d. Do they develop new products?
    e. Did they find a way to bring the product to market cheaper?
    f. Are they cutting costs? If so, is it across the broad or in certain divisions?
5. Do they seek to grow from acquiring companies?
    a. Is it in the same field as your company's core business?
    b. Is it in the same field as your company's non-core business?
    c. Is it in a different field altogether?
6. Is the state of the general economy driving the growth?
7. Is the trend of the industry driving the growth?
    a. Are the demographics driving the driving the growth?