Jessica Fisher

December 7, 2011

BUS 115

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| --- | --- | --- | --- | --- | --- |
| Symbol | Transaction Date | Type | # of Shares | Share Price | Investment?\* |
| [ASGN](http://www.marketwatch.com/investing/stock/ASGN) | 11/3/11 | Buy | 992 | $10.52 | Stock |
| [CFMOX](http://www.marketwatch.com/investing/stock/CFMOX) | 11/1/11 | Buy | 835 | $19.76 | Bond |
| [CVS](http://www.marketwatch.com/investing/stock/CVS) | 11/1/11 | Buy | 308 | $35.59 | Stock |
| [DIS](http://www.marketwatch.com/investing/stock/DIS) | 11/11/11 | Buy | 248 | $36.81 | Stock |
| [ERIC](http://www.marketwatch.com/investing/stock/ERIC) | 11/10/11 | Sell | 1257 | $9.99 |  |
| [ERIC](http://www.marketwatch.com/investing/stock/ERIC) | 11/3/11 | Buy | 1257 | $10.75 |  |
| [FE](http://www.marketwatch.com/investing/stock/FE) | 11/1/11 | Buy | 245 | $44.78 | Stock |
| [FISN](http://www.marketwatch.com/investing/stock/FISN) | 11/8/11 | Sell | 335 | $11.48 |  |
| [FISN](http://www.marketwatch.com/investing/stock/FISN) | 11/3/11 | Buy | 335 | $11.48 |  |
| [GE](http://www.marketwatch.com/investing/stock/GE) | 12/1/11 | Sell | 151 | $15.90 |  |
| [GE](http://www.marketwatch.com/investing/stock/GE) | 11/1/11 | Buy | 151 | $16.17 |  |
| [JEIBX](http://www.marketwatch.com/investing/stock/JEIBX) | 11/3/11 | Buy | 1262 | $12.41 | Mutual Fund |
| [JHGIX](http://www.marketwatch.com/investing/stock/JHGIX) | 11/1/11 | Buy | 497 | $9.84 | Mutual Fund |
| [JWN](http://www.marketwatch.com/investing/stock/JWN) | 11/10/11 | Buy | 270 | $49.53 | Stock |
| [RJET](http://www.marketwatch.com/investing/stock/RJET) | 11/8/11 | Buy | 720 | $4.27 | Stock |
| [SLE](http://www.marketwatch.com/investing/stock/SLE) | 11/10/11 | Sell | 494 | $18.36 |  |
| [THC](http://www.marketwatch.com/investing/stock/THC) | 11/1/11 | Buy | 505 | $4.82 | Stock |
|  | \*If held at end of project. | | | | |

# Investment Strategy

My beginning strategy consisted of typing my favorite letters in the search bar and choosing the names of the companies I liked best. I chose eight or so this way. When I completed that step, I went to my portfolio to determine if it was diversified. I realized I didn’t have a bond. I chose a local Missouri bond because I wasn’t sure what else to choose. I am pleased to tell you that it was a good choice and has increased in value.

My ending strategy was vastly different. In the middle of the project, I realized that I would need to sell some stocks and buy different ones, both to fulfill the assignment and to maintain a decent ranking. In order to choose the ones I sold, I looked at my investments over the period of time I held them. If they were consistently falling, like Sara Lee (SLE), I decided to sell them. My mutual funds I held for the whole project because I wanted to see the difference between holding mutual funds for a longer term versus the stocks. Both of my mutual funds were steady and capable of maintaining their value within a dollar each way. The only stock I held that consistently increased in value was CVS.

I read and researched a little for my investments, but not nearly as much as I would if I were using my own money. If I were investing my own money, I would probably use Warren Buffet’s style of investing. It is based on a lot of research, speculation, and formulas. It also sounds very time intensive, if done properly.

# My Investments

## On Assignment, Inc. (ASGN)

On Assignment, Inc. is a job placement agency. With unemployment rates being so high, I decided that this would be a good investing opportunity. While it wasn’t bad, it wasn’t great either. According to Market Watch, it does stay very consistent with the actual employment rate over the long term. If this were a longer project, I probably would have seen more benefits from it. This stock has no dividends.

## Commerce Funds Missouri Tax-Free Bond (CFMOX)

CFMOX is the only bond in my portfolio. As previously mentioned, it showed stability throughout the project. While it had increases and decreases, it was still very stable. The long term chart on Market Watch shows an expected decrease in the bond value due to lower interest rates in 2008. This particular bond has no front load or deferred load and a total expense ratio of .70%. Currently, the income dividend is .06.

## CVS Caremark Corp. (CVS)

CVS Caremark has made a few decisions since they began that really gave them an edge in drug stores. In addition to mergers and charitable funding, CVS was also the first national pharmacy retailer to implement a loyalty card program. CVS is one of my most stable stocks. Over the long-term, it looks like they had a very large dip toward the end of 2008.

## Walt Disney Co. (DIS)

The Walt Disney Co. is a diverse entertainment enterprise. I chose this stock a before Black Friday, in hopes that sales would increase and stock demand would increase. What I did not factor in was Disney’s company diversity. Since Christmas is here and people are spending money on gifts, they are not spending money on the other aspects of Disney, like entertainment. I believe that this is why Disney stocks have decreased since I’ve held them. These stock prices probably fluctuate with the seasons and peak toward the spring months.

## L.M. Ericsson Telephone Co. ADS (ERIC)

Ericsson is a telecom service provider. This is one of the stocks that I chose in the beginning, because I recognized the name of the company. I discovered later that it wasn’t an American company, but a Swedish company. While it’s not doing badly, it wasn’t performing as well as I expected. According to the Ericsson webpage, the stocks are performing better overseas than here, even with exchange rates and everything.

## First Energy Corp (FE)

First Energy Corp is a relatively new power company, founded through a merger in 1997. Now, it serves over 2.2 million customers in Ohio and Pennsylvania. Since the merge that created the company, First Energy has been through two more mergers to strengthen their customer base and consequently, the company.

## Global X Fishing Industry (FISN)

Global X Fishing Industry is a company that does commercial fishing. It is a mutual fund. It was depreciating quickly and steadily, so I sold it early in the game. I believe this is due to a sudden wave of regulations and natural disasters that negatively affected the fishing industry. Now, I see that it recovered slightly, but is still precarious. I wouldn’t purchase this fund again.

|  |  |  |
| --- | --- | --- |
| ***Date*** | | **FISN** |
| 12 | 05 | 10.50 |
| 12 | 02 | 10.48 |
| 11 | 30 | 10.50 |
| 11 | 29 | 10.09 |
| 11 | 23 | 9.946 |
| 11 | 14 | 10.54 |
| 11 | 11 | 10.86 |
| 11 | 10 | 10.65 |
| 11 | 09 | 10.76 |
| 11 | 08 | 11.27 |

## General Electric Co (GE)

General Electric is another company that I probably wouldn’t buy stock in. They had a wide range of prices and seem risky. I think this is because they are a big, controversial company.

## Prudential Jennison Equity Income Fund Cl B (JEIBX)

This is the first of my mutual funds. It has no front load and a deferred load of 5%. The total expense ratio is 2.19%. It is an income producing equity and invests at least 65% of the total assets into income producing equity. It has a .08 dividend distributed quarterly. It is very stable.

## John Hancock Government Income Fund A (JHGIX)

This is my second mutual fund. It invests at least 80% of total assets into obligations guaranteed by the government. This fund is concerned with preserving capital in addition to creating income. It has a 4.50% front load, 1.07% expense ratio, and a .02 dividend distributed daily. It is also very stable.

## Nordstrom Inc. (JWN)

Nordstrom Inc. is a company I chose in hopes of picking something that would go up for the holidays. It didn’t. I’m not really sure why.

## Republic Airways Holdings (RJET)

Republic Airways Holdings has had a lot of external influences affecting the stock prices. There is a lot of political turmoil overseas and a lot of laws and fees here that are causing people not to fly. These factors are hurting all the airlines, not just Republic Airways Holdings.

## Tenet Healthcare Corp (THC)

Tenet Healthcare Corp is an investor-owned health care provider. Their long-term history looks like a stereotypical stock. It goes up and down often.

# Summary

I learned more from this game than anything I had heard or read about stocks previously. This gave me the confidence and resources I need to determine how to invest in the future. If someone were to ask me for advice, I would tell them to go to Market Watch (or somewhere similar) and play with the fake money first. This would let them try out the stock market safely, but also give them confidence and learn a little about their own personality and the amount of risk they would like to take.

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Table of Price Quotes by Investment | | | | | | | | | | | | | |
| *Date* | | **ASGN** | **CFMOX** | **CVS** | **DIS** | **ERIC** | **FE** | **GE** | **JEIBX** | **JHGIX** | **JWN** | **RJET** | **THC** |
| 12 | **07** | 10.46 | 19.82 | 38.32 | 37.31 | 10.46 | 45.21 | 16.74 | 12.36 | 9.810 | 47.12 | 3.950 | 4.550 |
| 12 | **06** | 10.66 | 19.77 | 38.27 | 36.83 | 10.39 | 45.04 | 16.72 | 12.35 | 9.810 | 47.36 | 3.790 | 4.680 |
| 12 | **05** | 10.60 | 19.71 | 38.33 | 36.94 | 10.38 | 44.63 | 16.33 | 12.31 | 9.810 | 48.13 | 3.830 | 4.700 |
| 12 | **02** | 10.34 | 19.70 | 38.29 | 36.61 | 10.21 | 44.29 | 16.09 | 12.18 | 9.810 | 47.17 | 3.790 | 4.180 |
| 12 | **01** | 10.01 | 19.75 | 38.48 | 35.99 | 10.44 | 44.69 | 15.91 | 12.21 | 9.790 | 47.10 | 3.830 | 4.680 |
| 11 | **30** | 10.42 | 19.76 | 38.84 | 35.85 | 10.63 | 44.47 | 15.91 | 12.23 | 9.790 | 45.28 | 3.830 | 4.650 |
| 11 | **29** | 9.880 | 19.76 | 37.68 | 34.00 | 9.830 | 43.24 | 14.92 | 11.80 | 9.790 | 44.66 | 3.720 | 4.360 |
| 11 | **28** | 10.06 | 19.76 | 37.38 | 34.07 | 9.710 | 42.75 | 14.80 | 11.76 | 9.790 | 45.19 | 3.940 | 4.360 |
| 11 | **25** | 9.350 | 19.78 | 36.85 | 33.51 | 9.170 | 41.94 | 14.70 | 11.44 | 9.790 | 44.29 | 3.830 | 4.170 |
| 11 | **23** | 9.940 | 19.78 | 37.04 | 33.40 | 9.510 | 41.86 | 14.73 | 11.45 | 9.800 | 44.74 | 3.770 | 4.120 |
| 11 | **22** | 10.48 | 19.77 | 37.60 | 34.02 | 9.700 | 42.69 | 14.99 | 11.72 | 9.800 | 45.73 | 4.140 | 4.280 |
| 11 | **21** | 10.37 | 19.77 | 37.72 | 34.33 | 9.700 | 43.54 | 15.24 | 11.74 | 9.800 | 46.31 | 4.200 | 4.310 |
| 11 | **18** | 10.75 | 19.75 | 38.16 | 35.63 | 9.915 | 44.28 | 15.65 | 11.94 | 9.800 | 46.98 | 4.300 | 4.500 |
| 11 | **17** | 10.39 | 19.73 | 38.48 | 35.15 | 10.10 | 43.87 | 15.64 | 11.94 | 9.800 | 47.01 | 4.370 | 4.540 |
| 11 | **16** | 10.56 | 19.71 | 38.48 | 35.53 | 10.00 | 44.76 | 15.95 | 12.10 | 9.800 | 48.13 | 4.640 | 4.830 |
| 11 | **15** | 10.98 | 19.71 | 38.95 | 36.45 | 10.22 | 45.51 | 16.20 | 12.26 | 9.790 | 49.30 | 4.100 | 5.070 |
| 11 | **14** | 10.86 | 19.74 | 38.77 | 36.12 | 10.17 | 44.72 | 16.10 | 12.20 | 9.790 | 49.09 | 3.960 | 5.130 |
| 11 | **11** | 10.99 | 19.76 | 39.24 | 36.70 | 10.27 | 45.45 | 16.30 | 12.34 | 9.800 | 49.48 | 3.960 | 5.190 |
| 11 | **10** | 10.81 | 19.76 | 38.50 | 34.64 | 9.950 | 44.75 | 16.06 | 12.15 | 9.800 | 49.62 | 3.950 | 5.060 |
| 11 | **09** | 10.36 | 19.77 | 38.39 | 33.79 | 10.02 | 44.74 | 15.85 | 12.07 | 9.820 | 48.93 | 4.020 | 5.020 |
| 11 | **08** | 10.97 | 19.74 | 39.04 | 35.29 | 10.82 | 46.00 | 16.48 | 12.52 | 9.810 | 51.20 | 4.340 | 5.160 |
| 11 | **07** | 10.63 | 19.75 | 38.23 | 35.15 | 10.80 | 45.67 | 16.39 | 12.37 | 9.820 | 50.63 | 2.690 | 4.960 |
| 11 | **04** | 10.56 | 19.74 | 38.02 | 34.76 | 10.61 | 45.51 | 16.39 | 12.32 | 9.830 | 50.39 | 2.710 | 4.860 |
| 11 | **03** | 10.69 | 19.74 | 37.31 | 35.03 | 10.84 | 45.76 | 16.67 | 12.41 | 9.810 | 51.07 | 2.680 | 5.020 |

Resources

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