

**STUDENT ACTIVITY****Chapter 8****Internet Connection  
Investor Information****EXPLORE**

Smart investors research the companies they plan to invest in. One source of information is the company's Web site, where financial, historical, and managerial information is offered. Many large corporations, such as Coca-Cola and Sara Lee, offer special investor sections for shareholders.

**Keywords:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DIRECTIONS**

Imagine you are planning to invest in Coca-Cola or Sara Lee common stock. Locate the Web sites for Coca-Cola and Sara Lee. Find the investor sections for each company's site. Complete the following worksheet and answer the questions that follow.

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**NET RESULTS**

	<b>Coca-Cola, Inc.</b>	<b>Sara Lee Corporation</b>
<b>Web site address</b>		
<b>What types of information are offered within the investor section of the company Web site?</b>		
<b>What is the current stock price?</b>		
<b>List the amount and declaration date of dividends most recently declared.</b>		
<b>Are any visual charts and graphs offered to the investor? If so, describe them.</b>		

**CRITICAL THINKING QUESTIONS**



1. As a potential investor, what features did you most appreciate within the investor section of each company's Web site? Why?

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2. If you decided to invest \$5,000 dollars in common stock, which company would you choose to invest in? Why? How many shares of common stock could you purchase with your funds?

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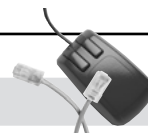
3. Sara Lee Corporation divides operations into five major lines of business: Sara Lee Foods, Coffee and Tea, Household and Body Care, Food Service, and Branded Apparel. Why do you think the corporation chooses to segment its operations in these divisions?

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**EXTENSION EXERCISE**



Using the company you chose in Question number two above, find additional information related to the company's background, management, or financial standing. Complete the following steps.

- Search for an article using the Fortune.com Web site [www.fortune.com](http://www.fortune.com). (Hint: Use the "Search Fortune" search box on the home page.)
- Create a one-page report summarizing the article. Include the article name and date of publication. Describe how the details of the article could be beneficial to a potential investor.

