



## **Market Research Competition**

### **1<sup>st</sup> Quarter: February 10 – April 30, 2021**

#### **Company Selection:**

The Company for the 1<sup>st</sup> Quarter is: **KINGSTON WHARVES LIMITED**

#### **Content:**

Analyses must include (but not restricted to) discussion of:

1. The Company's financial performance/strength for the past three (3) years.
2. How has the COVID-19 affected Jamaica and the Company being discussed?
3. What are the likely impacts to the Company after COVID-19?
4. How do changes in international economic policies impact the company, for example, US protectionist policy?
5. How will investors interest impact this Company during and after COVID-19?
6. Any **one** other relevant issue as defined by you.

**As a result of your analysis, make your recommendation to the investor for the Company's shares:**

- A. Buy
- B. Hold
- C. Sell

**Your response will be evaluated on the following criteria:**

1. Presentation: Structure, Clarity and Readability of Presentation **(35%)**
2. Analysis of Company's Performances **(40%)**
3. Insights, Conclusions and Recommendations **(25%)**