Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics

Extended Abstract

Economic Analysis of Google Inc. Stock

Author: Vlada Dementeva
Supervisor: Petr Procházka, MSc, Ph. D.

1. Introduction

Google's mission is to organize the world's information and make it universally accessible and convenient to use. The corporation provides users a number of technologies: the ability to search, business dealings, and web applications. In modern world, the most important resource for all of us is information. In the past, in order to find the answer to a question, it was necessary to spend a lot of time, but with the invention of the Internet and Google it's much faster.

Summary:

This bachelor thesis is written with the aim to perform an economic analysis of the shares of the company Google in order to determine the investment.

In the theoretical part the author examines basic economic concepts: interaction stock of exchange and types of shares, economic indicators of the company's profits and history data of the Alphabet Inc., the risks facing the investor.

In the practical part the author applies the theoretical knowledge with fundamental and technical analysis decides in which period of time to invest in the stocks of the company Google.

Keywords:

Stock, investment, stock of exchange, fundamental analysis, technical analysis, Google Inc., revenues.

2. Objectives

The main purpose of this paper is to describe the current state of Google. In the theoretical part of this thesis describes the history of the company, the types of exchanges and shares. We explore the Alphabet company to evaluate its profit by using fundamental and technical analysis.

Partial goals:

The first objective is the description and structure of the work as a whole, economic data and their impact on the global economy as a whole.

3. Methodology

In the theoretical part we give the reader an idea about the company and how investments affect any company. What factors affect the success of the corporation, what are the different types of risks, description of the main concepts and historical data.

In the analytical part, the methodology includes the purpose of the assessment of fundamental and technical analysis methods. In this part, we consider the purchase or sale of shares for long-term or short-term deals.

4. Main Findings

During the technical analysis using the indicator MADC, we found that you can buy share for short-term trades profitable in a certain time, and also profitable to sell class C shares with the help of indicators histogram, and MADC signal.

For short term trades we used the MACD indicator and found that at some point it was profitable to buy shares, for example, in January 2017 and October to December 2016. We have studied the intersection of graphics and key trends (bearish and bullish divergence).

The results of the analysis of whether or not Google Inc. is a good investment currently and in the near future, it was necessary to explore important things of the company: net income, operating income, return on equity, return on assets, total assets, total liabilities, current liquidity ratio, total common shares outstanding, gross profit margin, growth of revenue growth of total assets, earnings per share.

5. Conclusion

This thesis should have assisted the reader in becoming more informed about the topical issue of stock Google Inc., specifically about its stock as well as learn important information about the economics and concepts that are connected with stock.

On the basis of information that we see from results above, we can conclude that Google had a very strong performance during this period (from 2013 to 2016). We are convinced that investing in Google stocks on a long-term or short-term basis is beneficial.

6. References

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