



Important Notes:

- Make sure that you include each member's photo for me
- Put the name of the person whom is responsible for the slide
- READ THE PROJECT DESCRIPTION CAREFULLY
- When in doubt, ask questions early for clarifications
- This is 40% of your grade for this course, so put in the efforts
- Non-performing team member could be graded alone

RED LION[®]
HOTELS

Final Group Project
Lecturer: Mr. Rezvani
Course: BBA 1500 - Accounting 1

Name: Wei-Rong Lin (Sandy)
Country Origin: Taiwan



Name: Christian Necchi
Country Origin: Italy



Introduction

- Why did you pick this chain of hotel?
- Provide a brief history but concentrate on some financial data such as the hotel's occupancy rate (for the market you are interested in), ADR, RevPAR, etc.
- Try to focus on a particular market segment or a specific country but not on a global company
- Add any other crucial and interesting information about this hotel (related to financial standings) you feel necessary.



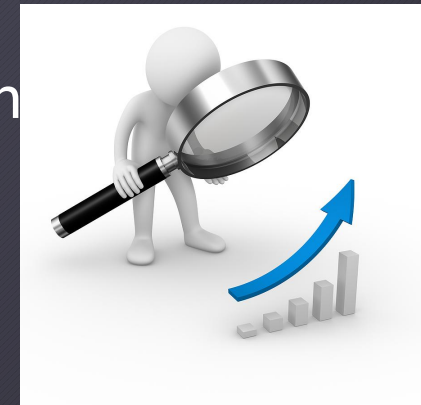
Our 1st Impression

- Your first impression on the financial standing of this hotel (it is stable and it has a solid asset as an example)
- Discuss its Assets, Liabilities and Owner's equity at the present situation
- Provide any ideas that you heard of, think of that may or may not be true in your opinion



Red Lion Hotel: Balance Sheets

- Present your findings of the latest balance sheets (from the excel spreadsheet)
- How did you interpret the balance sheet on $A = L + OE$?
- Make intelligent argument and analysis on the hotel chain with what the financial data presented in the “Current Year” balance sheet. Apply what you have learned from the accounting course so far to your analysis
- Make some comparisons between the “Current Year” and the “Year Before”. What did you find out? From the financial data, is the company performing better or worse than the year before?
- What the hotel management tried to inform the public about the company’s performance and future prospects from any additional discussion about their balance sheets



Year Ending December 31	Year 2012	Year 2013	Comparable Horizontal		Vertical Comparison	
			\$ Change12	% Change13	%Change 12	%Change 13
ASSETS						
Current Assets						
Cash And Cash Equivalents	\$8 894	\$13 058	\$4 164	46,8%	3,4%	5,6%
Short Term Investments			\$0	0,0%	0,0%	0,0%
Net Receivables	\$12 228	\$7 989	-\$4 239	-34,7%	4,7%	3,4%
Inventory	\$1 329	\$1 386	\$57	4,3%	0,5%	0,6%
Other Current Assets	\$20 936	\$21 612	\$676	3,2%	8,0%	9,2%
Total Current Assets	\$43 387	\$44 045	\$658	1,5%	16,6%	18,8%
Property, Plant and Equipment						
Long Term Investments	\$2 902	\$4 423	\$1 521	52,4%	1,1%	1,9%
Property Plant and Equipment	\$195 012	\$166 356	-\$28 656	-14,7%	74,7%	70,9%
Other Assets	\$19 641	\$19 802	\$161	0,8%	7,5%	8,4%
Total Assets	\$217 555	\$190 581	-\$26 974	-12,4%	83,4%	81,2%
Less: accumulated depreciation			\$0	0,0%	0,0%	0,0%
Total Property, Plant and Equipment	\$217 555	\$190 581	-\$26 974	-12,4%	83,4%	81,2%
Total Assets	\$260 942	\$234 626	-\$26 316	-10,1%	100,0%	100,0%

The Balance Sheets & Vertical Analysis

Some in-depth analysis to what you have here...

- What can you derive from the results and your research?
- Analysis is not stating the facts but providing more insights to the results.
- Discuss what your team could see from each of the year vertical analysis for each of the itemized line of the balance sheets
- Important note: your analysis does not mean that you are stating the facts from the presented data results but should provide the reason to why the results look that way, if possible, discuss your derived analysis points with in-depth research findings
- Any other thoughts that your team can come up with...be creative
- Could expand this section into several slides

This is just a template. Your particular ideas may be drastically different



Horizontal Analysis Current Yr vs. Previous Yr

- In a similar fashion to the vertical analysis
- What can you derive from the results and your research
- Analysis is not stating the facts but providing more insights to the results.
- Discuss what your team could see from the current year verses from the previous year: changes in each of the items on Assets, Liabilities and Owner's Equity
- Important note: your analysis points should couple with any research items that you can find in the available company's financial reports, your research on various leads from internet...
- Any other thoughts that your team can come up with...be creative
- Could expand this section into several slides

WOW Factors



- Any information that you find out about this hotel that will surprise the listener that your team can come up with about $A = L + OE$
- If there is a wow item, you should also provide your point of view how this wow information would affect the financial standing in the near future and long-term
- Make it interesting...this shows how much your team is really into the research and taking up the challenge

Conclusion



- Summing up your own conclusion about this hotel chain after all of above analysis; make good sense out of what you have
- What are your feelings now in compare to the 1st impression?
- Any “advice” to help the management of the hotel for its future operations?
- Your gut feelings about this hotel financial progress in the next couple of years
- Any other ideas that you can say at the end of the project

References

- Provide any references that you have used during your research
- Important: make sure that the reference to the source financial data must also be in the excel spreadsheet

