

Ford Motor Company

Analysis project
By Maxim Shvedkov
DemidLisnichenko

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Outline

1. About Ford Motor Company.
2. Comments of the Profit and Loss Statement
3. Comments of the Balance sheet in USD
4. Comments of the Cash flow in USD
5. Conclusions

About Ford Motor Company.

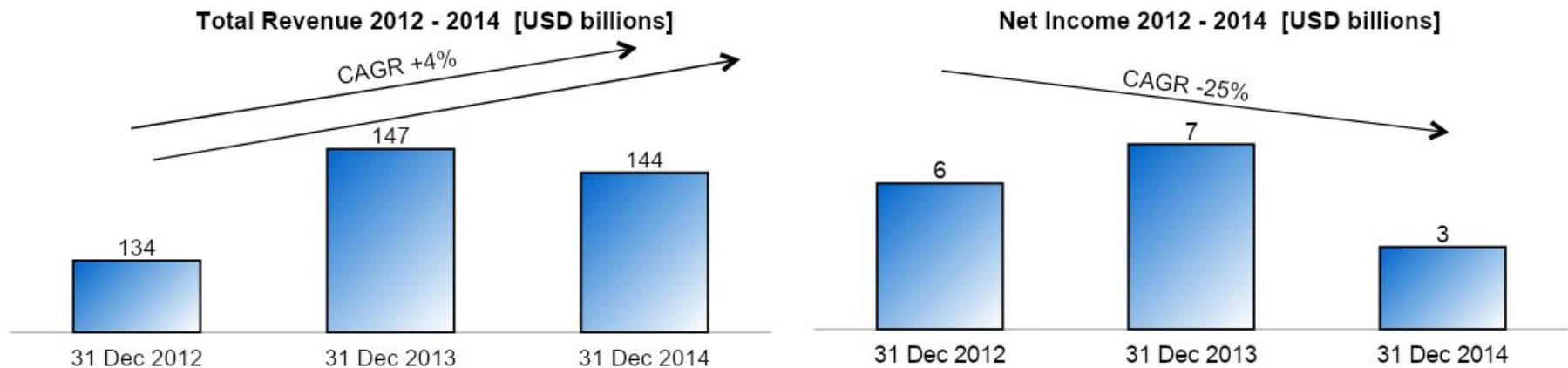
Ford (Ford Motor Company, Ford Motor Campania) - US automakers, car manufacturer under the brands «Ford».

The fourth car manufacturer in the world by the volume of the issue for the whole period of existence; now - the third in the US market after GM and Toyota, and the second in Europe after Volkswagen.

It occupies the 10th place in the list of the largest public companies in the US Fortune 500 companies as of 2011 and 25 in the list of world's largest corporations Global 500 in 2011 (2011).

Comments of the Profit and Loss Statement

Year on year Ford Motor Co's net income deteriorated 55 % from 7.1820bn to 3.1870bn despite relatively flat revenues. A contributing factor has been the increase in the cost of goods sold, selling, general and administrative expenses and interest paid (all as a percent of sales).

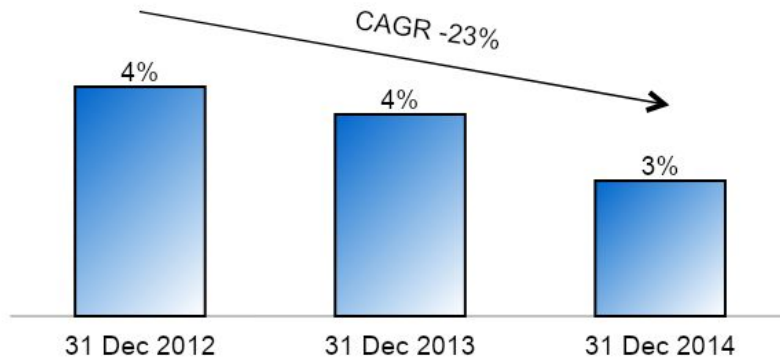


The amount of revenue changed differently over 3 last consecutive years. In 2012 it was \$134B. In 2013 it was \$147B. Then it fell to \$144B

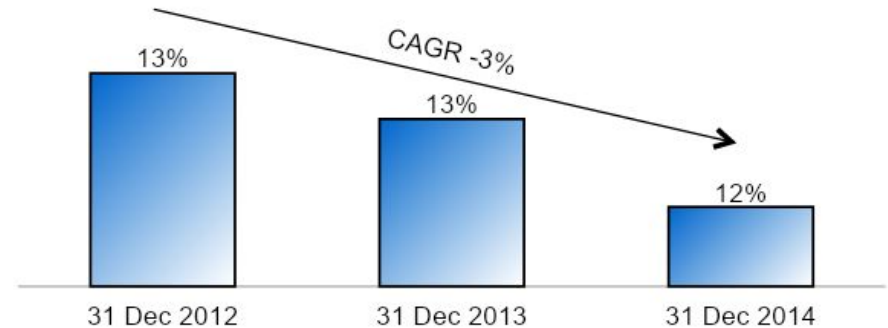
Due to the increase in the cost of goods sold and SG&A Net Income goes down to \$3B in 2014

Comments of the Profit and Loss Statement

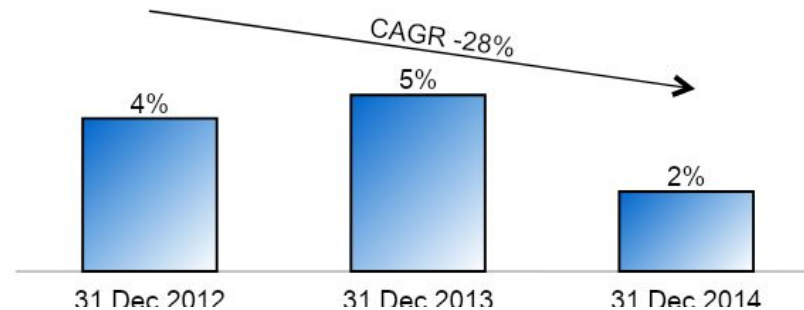
Operating Profit margin 2012 - 2014 [%]



Gross Profit Margin 2012 - 2014 [%]



Net Income margin 2012 - 2014 [%]



Because of the changes in SG&A - the trend went down. Operating Profit margin goes negative

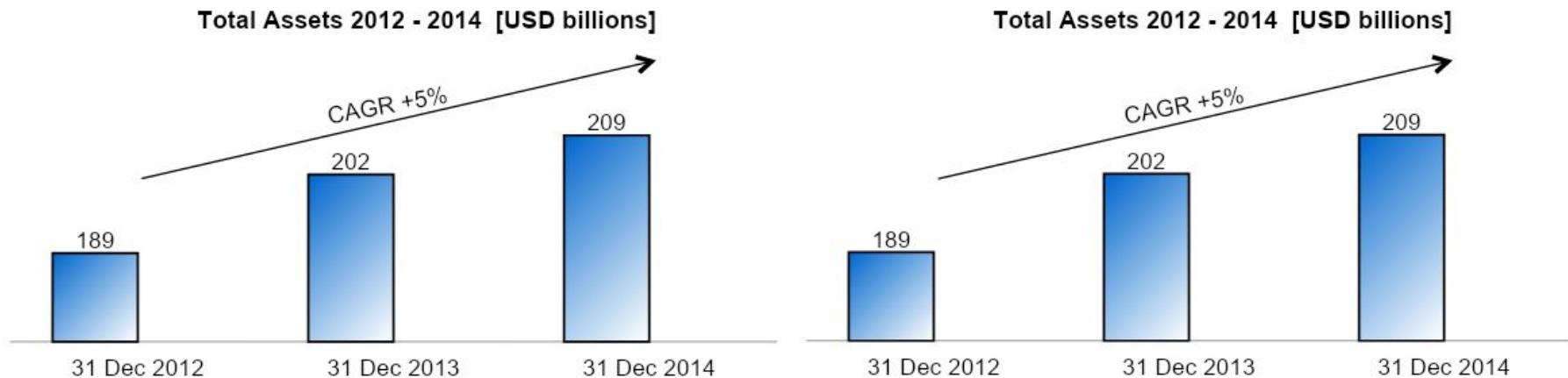
Although, gross margin indices were low during last three years, because of the changes in CoGS - the trend went down. CAGR for three last years is: -3%

For the same reasons Net Income margin go down to

Comments of the Balance sheet in USD

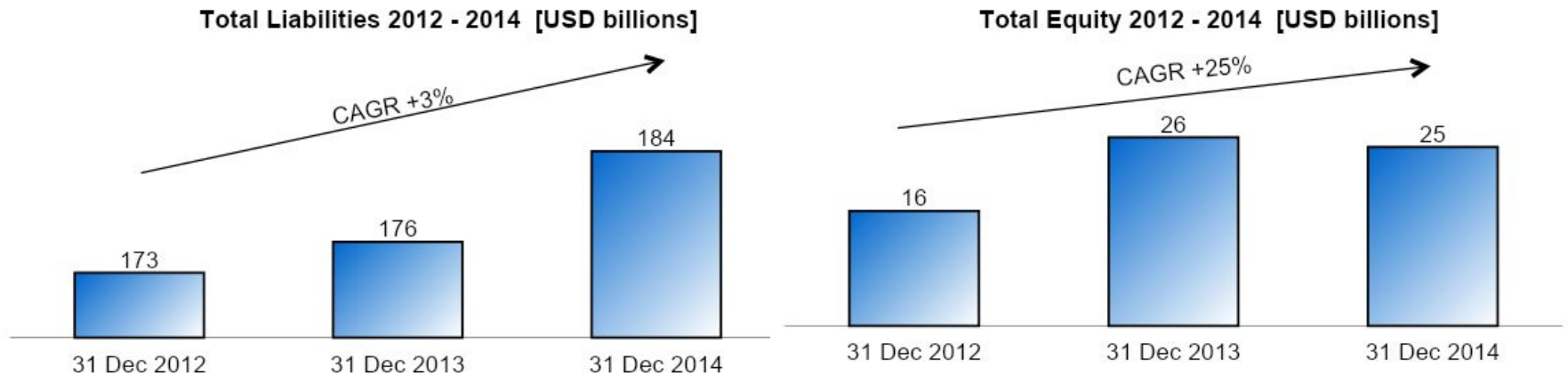
Assets: F total assets, which were 208.53B for 2014 is a balance sheet item representing value of what Ford Motor owns. Assets are brought to aid a firms operations, or to increase its economic value. It must be noted that tech stocks may not have a lot of assets, as the value for these companies is often derived from future earning potential.

Liabilities: This item on the balance sheet implies the firm's, in this case Ford Motor's, legal obligations including loans, accounts payable, deferred revenue, accrued expenses and mortgages. The total liabilities for F stock is 183.7B.



Total current assets increased heavily. Their trend went up by 55%. Trend of total assets also went up, but not as sharply as current assets' one. CAGR is 5%

Comments of the Balance sheet in USD



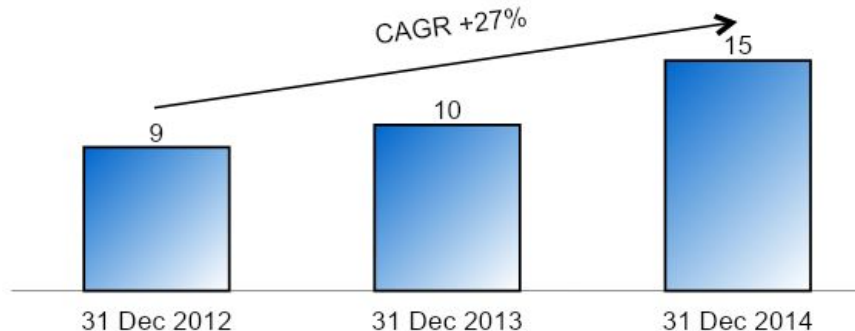
Same situation with total liabilities of Ford. Company's total debt increase by 3% , because of increase of long-term debt.

Total equity's trend went up, due to changes of retained earnings.

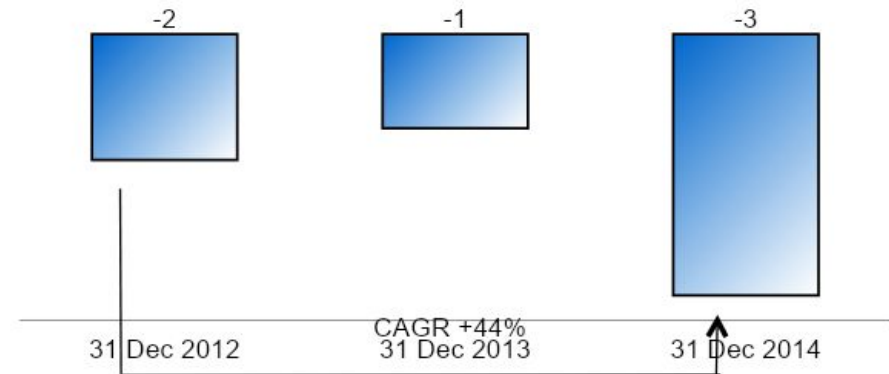
Comments of the Cash flow in USD

In 2014, cash reserves at Ford Motor Co increase by 3.7bn. The company earned 14.5bn from its operations for a Cash Flow Margin of 10.07%. In addition the company generated 3.42bn cash from financing while 21.12bn was spent on investing.

Total cash from operations 2012 - 2014 [USD billion]



Total cash flow 2012 - 2014 [USD billions]



The amount from cash operations increased with trend by 27%

The amount from cash operations decreased on \$2B from 2013 to 2014

Conclusions

The company is not in the best times. The company has a problem. The company does not develop. Stocks fall, but bankruptcy can not be considered.