

## Choose Two Companies

Zero or one (0 or 1) of the companies can be a Japanese company.

One or two (1 OR 2) of the companies can be a non-Japanese company.

This writing assignment requires six (6) paragraphs. Each paragraph must answer the questions.

--The first three paragraphs (1-3) are precise, so follow the writing example closely.

--The last three paragraphs (4-6) require your own thinking.

Six (6) Paragraphs:

1. Choose a company

(Follow the example closely)

-What is the market cap? What kind of company is it? Which industry is it in? What is the company's rank in its home country and in the world?

-Check *Yahoo Finance—Profile* page. How many full-time employees does this company have?

-What is the company's corporate web address?

2. Choose another company

(Follow the example closely)

-Address (answer) all the same questions as in the first paragraph.

3. Compare the companies

(Follow the example closely)

-Do a simple comparison (analysis) of the details about the two companies.

4. Why did you choose the first company?

(Thinking by yourself)

-Explain, with details, why you chose this company.

-If you do not know why, then you need to choose a different company for this assignment.

-This paragraph requires some thinking by yourself.

5. Why did you choose the second company?

(Thinking by yourself)

-Explain, with details, why you chose this company.

6. Which company would you work for?

(Thinking by yourself)

-Explain, with details, which company you would work for.

-If you would never work for either company, then you need to choose a different company for this assignment.

**Please follow the writing example closely (especially paragraphs 1-3).**

This assignment requires six paragraphs. Each paragraph requires at least (minimum) of 50 words (> 50). However, the full assignment must have at least 350 words (> 350 total). This means that some of the paragraphs must be longer than (>) 60 or 70 words.

In this example, most of the paragraphs are more than (>) 60 words. And the last paragraph is more than (>) 100 words.

The total writing for the example is 450 words.

**Writing Example:**

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The first company I chose for this assignment is JPMorgan Chase (JPM). JPM is a large bank. It is part of the financial sector. The company is based in the United States and has a market cap of \$423 billion. It is the 14th most valuable company in the U.S. and the 16th most valuable in the world. The profile page on Yahoo Finance shows that JPMorgan has 300,000 full-time employees. The company's corporate web address is [www.jpmorganchase.com](http://www.jpmorganchase.com).

The second company I chose for this assignment is Daikin. Daikin is a manufacturing company. It specializes in making air conditioners. The company is based in Japan and has a market cap of \$45 billion. Daikin is the 24th most valuable company in Japan and the 364th most valuable in the world. The profile page on Yahoo Finance shows that Daikin has 96,000 full-time employees. The company's corporate web address is [www.daikin.com](http://www.daikin.com).

A simple analysis shows that the market cap for JPMorgan Chase is about nine times (9x) larger than the market cap for Daikin. JPM also has about three times (3x) more full-time employees. The industries for JPMorgan and Daikin are different. JPM is a banking company whereas Daikin is a manufacturing company. Therefore, the corporate structures and operations for each company are also probably quite different.

I chose JPMorgan for this assignment because it is the largest bank not only in the U.S. but also in the world. Additional financial information shows that the bank manages (holds) one of the largest cash reserves in the world. JPMorgan is also the largest foreign investor in Japan. This American bank holds a lot of stock in most of Japan's important companies, including Toyota and Sony.

I chose Daikin for this assignment because I am familiar with its air conditioners. Daikin is a global company which operates one of its largest factories in the United States. The factory produces air conditioners for the American market. As a personal investor, I also own some stock in the Daikin company.

If I had to choose which company to work for, I would choose JP Morgan, but only if I could work as an investment advisor. However, as a normal employee, I would hate to work for JPMorgan. Very large companies like JPM tend to offer low salaries to normal staff. So, if I were a normal employee, like a factory worker or low-level manager, then I would prefer to work for Daikin. Technical work, such as making air conditioners, requires some special training and skill. This training and skill would give me valuable experience. If Daikin developed financial problems in the future, then my experience would help me to get a new job at a different company.