

Patricia Carlson

Math 205

Clea Matson

16, June 2011

Stock Market Research Project: Johnson & Johnson (JNJ)

The first stock that I have chosen to track for my stock research project is Johnson & Johnson (JNJ). I chose JNJ as they are deeply rooted in the health care industry and that is my currently work field. All research data is directly from their website: www.jnj.com.

Johnson & Johnson was established in 1886 in New Jersey by three Johnson brothers. In 1888 JNJ pioneered the first commercial first aid kits, 1901 published the first First Aid Manuals and in 1921 created adhesive bandages. JNJ has continued to create revolutionary products throughout their years of operation and is celebrating its 125th Anniversary this year this year.

The structure of the company is founded on the following areas: Consumer Health Care products, Medical Devices & Diagnostics, and Pharmaceutical and Prescription products.

Many of the products that JNJ has created are well known consumer products in every household. Some of the consumer health care products they provide are baby care products, women's health, dental, facial, body, skin and hair care products. The medical products they provide are orthopedics, implants, sports medicine and trauma, general surgery, contact lenses and cell testing. The prescription products offered are anti-infective products, cardiovascular, contraceptive, pain management, and gastrointestinal through their own research lab.

Throughout the history of JNJ, they have focused on improving the health and well-being of families in the United States and have outreached internationally as well. JNJ also operates in the UK, Mexico, South Africa, Australia, India, China, Brazil and Egypt.

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Stock Market Project: Nike, Inc. (NKE)

The second stock I have chosen to track for my stock market research project is Nike, Inc. I chose Nike, Inc. for the following reasons: Nike is a local company and they provide quality athletic shoes and clothing. All research data is from their website www.nike.com.

Nike co-founders had a unique beginning. Bill Bowerman, an Olympian and Olympic coach at the University of Oregon with a passion for quality athletic shoes handcrafted his first athletic shoes in 1960. Phil Knight, a runner on Bowerman's track team at U of O, began his career in Japan in 1962 distributing Blue Ribbon Shoes and creating "Blue Ribbon Sports.

In 1964, Bowerman and Knight became partners and created a new enterprise by a handshake and distributing BRS shoes. Knight and Bowerman incorporated BRS, Inc. as an Oregon corporation in 1968 opening a retail store in Eugene, Oregon the following year.

Here is a brief historical highlight of Nike, Inc.:

- 1964 Jeff Johnson joins sales team and in 1968 open retail outlet in Santa Monica
- 1970 Bowerman created the first waffle iron soles for running shoes
- 1971 the famous "swoosh" was trademarked and the "Nike" shoe was born
- 1972 began signing athletes to wear the Nike shoes
- 1978 BRS officially changes name to Nike, Inc.
- 1980 offers IPO of Class B common stock
- 1981 opens first European headquarters in Amsterdam, The Netherlands

- 1982 opens footwear distribution center in Tennessee
- 1982 first Nike commercials on TV
- 1986 debuts two apparel collections for golf and basketball
- 1988 “Just Do It” was born
- 1990 opens Nike World Campus in Beaverton, Oregon
- 2002 Nike celebrated 30th anniversary by restoring nearly 90 Portland Parks and Recreation outdoor basketball courts

Nike’s history doesn’t stop there, but continues to make an impact with new and inventive athletic shoes and quality clothing today. Athletes around the world wear Nike shoes because of their functionality and quality craftsmanship. Nike is also concerned about sustainability and created a program to recycle old running shoes by grinding them up and using the Nike grind in making athletic courts, tracks and fields.

Nike is a world class leader of running and athletic shoes because of the passion and inspirations that Bill Bowerman and Phil Knight began in the 60’s and will continue to be a front runner of athletic shoes for years to come.

Math 205 Stock Project 2010

Amy Kleczynski & Patricia Carlson

Company	NYSE Stock Symbol	Date	# Shares	\$ per share	Purchase Cost	% Comm	Comm Amt	Total Purchase Cost	2nd Date	2nd Date stock price	2nd date adj cost	% Comm	Comm Amt	Adj Total Cost	3rd date	3rd date stock price	3rd date adj cost	% Comm	Comm Amt	Adj Total Cost	4th date stock check	3rd date stock price	3rd date adj cost	% Comm	Comm Amt	Adj Total Cost	Sell Date	Sale \$ per share	Total Sell price	% Comm	Comm Amt	Total sale price
Coca Cola	KO	12-May	30.0	68.73	2,061.90	4%	82.48	\$2,144.38	24-May	67.47	2,024.10	4%	80.96	2,105.06	31-May	66.81	2,004.30	4%	80.17	2,084.47	7-Jun	65.20	1,956.00	4%	78.24	2034.24	14-Jun	65.61	1968.30	4%	78.73	2047.03
Willamette Valley Vinyards	WVVI	12-May	300.0	3.20	960.00	3%	28.80	\$988.80	24-May	3.19	957.00	3%	28.71	985.71	31-May	3.15	945.00	3%	28.35	973.35	7-Jun	3.16	948.00	3%	28.44	976.44	14-Jun	3.14	942.00	3%	28.26	970.26
Willamette Valley Vinyards	WVVI	12-May	75.0	3.20	240.00	4%	9.60	\$249.60	24-May	3.19	239.25	4%	9.57	248.82	31-May	3.16	237.00	4%	9.48	246.48	7-Jun	3.16	237.00	4%	9.48	246.48	14-Jun	3.14	235.50	4%	9.42	244.92
Big Rock Brewery	BR.TO	12-May	100.0	16.78	1,678.00	3%	50.34	\$1,728.34	24-May	16.57	1,657.00	3%	49.71	1,706.71	31-May	16.01	1,601.00	3%	48.03	1,649.03	7-Jun	16.09	1,609.00	3%	48.27	1,657.27	14-Jun	14.99	1499.00	3%	44.97	1543.97
Big Rock Brewery	BR.TO	12-May	50.0	16.78	839.00	4%	33.56	\$872.56	24-May	16.57	828.50	4%	33.14	861.64	31-May	16.01	800.50	4%	32.02	832.52	7-Jun	16.09	804.50	4%	32.18	836.68	14-Jun	14.99	749.50	4%	29.98	779.48
Johnson & Johnson	JNJ	12-May	29.0	66.38	1,925.02	4%	77.00	\$2,002.02	24-May	65.78	1,907.62	4%	76.30	1,983.92	31-May	67.29	1,951.41	4%	78.06	2,029.47	7-Jun	65.50	1,899.50	4%	75.98	1,975.48	14-Jun	67.10	1,945.90	4%	77.84	2023.74
Nike Inc.	NKE	12-May	23.0	84.58	1,945.34	4%	77.81	\$2,023.15	24-May	\$ 84.33	1,939.59	4%	77.58	2,017.17	31-May	\$ 84.45	1,942.35	4%	77.69	2,020.04	7-Jun	81.90	1,883.70	4%	75.35	1,959.05	14-Jun	82.24	1,891.52	4%	75.66	1,967.18
Values					Total		359.59	\$10,008.85					\$355.98	\$9,909.04					\$353.80	\$9,835.36					\$347.94	\$9,685.64				344.86	\$9,576.58	
Gain/Loss													(\$3.61)	(\$99.81)					(\$5.79)	(\$173.49)					(\$11.65)	(\$323.21)				(14.73)	(\$432.27)	