**ACCT203 ROI EXERCISE ANSWER SHEET NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

CLICK ON THIS LINK (works on a PC):

<https://www.sec.gov/Archives/edgar/data/21665/000162828016011343/cl-12312015x10k.htm>

OR COPY & PASTE THIS ADDRESS IN YOUR BROWSER:

<https://www.sec.gov/Archives/edgar/data/21665/000162828016011343/cl-12312015x10k.htm>

**COMPLETE THIS TABLE WITH THE DATA YOU FOUND AND COMPUTED**

| **COLGATE-PALMOLIVE COMPANY 2015 DATA** |
| --- |
| **2015 DATA** | **SEGMENT # 1** | **SEGMENT #2** |
| **NAME**  |  |  |
| **NET SALES** |  |  |
| **OPERATING INCOME** |  |  |
| **IDENTIFIABLE ASSETS** |  |  |
| **PROFIT MARGIN %** |  |  |
| **SALES TO ASSETS RATIO** |  |  |
| **RETURN ON INVESTMENT %** |  |  |

**ANSWER THESE QUESTIONS:**

1. Which segment has the highest ROI – Please elaborate on why you think this happened.
2. If you were on top management team at C-P and could only allocate extra funds for Capital Investment expansion into one segment, which segment would you choose and why?
3. EXPLORE the C-P 10-K Report and name three parts of the 10-K Report where you found interesting data and why

|  |  |  |
| --- | --- | --- |
| **10-K SECTION** | **INTERESTING INFORMATION & DATA** | **THIS DATA WAS INTERESTING BECAUSE:** |
|  |  |  |
|  |  |  |
|  |  |  |

**IMPORTANT**

* **MAKE SURE THAT YOU ENTERED YOUR NAME ON THE TOP OF THIS FORM**
* **SAVE THIS WORD DOCUMENT AS:**

**ACCT203 ROI ANSWER SHEET NAME.docx**

**where “NAME” is your last name, i.e., SMITH**

* **POST THIS WORD DOCUMENT AS A RESPONSE TO THE CANVAS ASSIGNMENT**