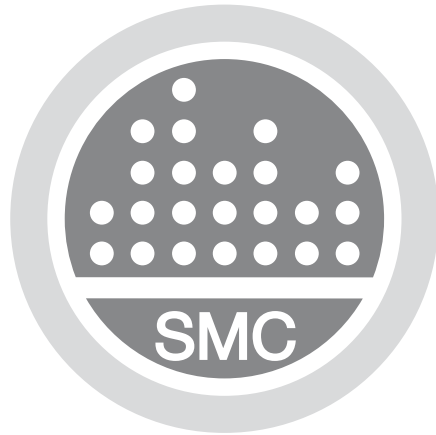




Stock Market Challenge
Developing Skills, Enterprise
and Financial Capability

Inter-schools Events
Student's Guide



Introduction

The aim of Stock Market Challenge is to increase the value of the portfolio you are given at the beginning of the game by buying and selling shares in nine companies and the euro.

As a team of Fund Managers, you will be managing your own investments in shares and euros just like traders do on trading floors and on-line all over the world every day.

There are five members of your team, each of whom has a role to perform: Finance Manager, Investment Analyst, Media Analyst, Floor Trader (Seller) and Floor Trader (Buyer).

The game is divided into five days, Monday to Friday, with each day lasting around 20 minutes.

Your decisions about what investments to make will be based on the information you receive in news reports about the companies and the euro.

The winning team is the one with the highest-valued fund at the close of trading on Friday.

Roles

Each member of your team should choose the role that suits their personality and skills best.

The **Finance Manager** is responsible for managing the team's finances using the Transaction Analysis table.

The **Investment Analyst** is responsible for tracking the team's fund using the Portfolio Analysis table.

The **Media Analyst's** job is to read the newspaper, listen to the news bulletins and inform the rest of the team how the information may affect prices.

The **Floor Traders'** job is to work between the team's table and the Trading Area, buying and selling. You will work closely with the Investment Analyst to ensure the team is buying and selling at the right price and at the right time.

The Floor Traders are also responsible for passing on the details of each transaction to the team so that the Transaction and Portfolio Analysis tables can be updated so that the team can track their investments.

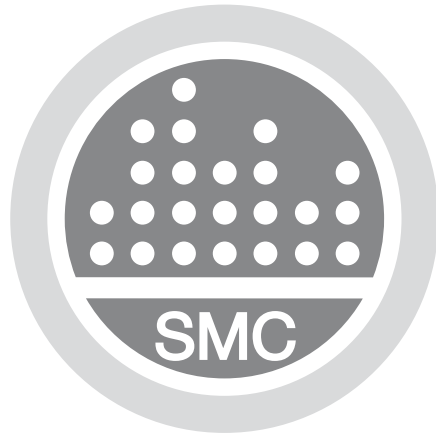
News and information

Throughout the game you will receive information affecting the companies' and dollar's price from:

- a daily newspaper
- TV news
- radio news
- news flashes and news-in-brief updates

Your decisions about which investments to make will be based largely on this information. This information can be either good or bad, and it can have a direct effect on share prices and the euro exchange rate.

Some trading tips



1. Read the newspaper at the beginning of each day and decide which investments you are going to make.
2. Pay careful attention to the TV and radio news bulletins and decide together how you think the latest news could affect prices.
3. The way to increase the value of your fund is by buying and selling regularly.
4. Make sure your team isn't holding too much money. It won't increase in value sitting on your table.
5. Keep a note of the price at which you bought your shares or euros. Then you will know when is the right time to sell to maximise profits.

Trading information

There are nine Public Limited Companies (PLCs) listed on the market. All are from different sectors of the economy, reflecting those you might find listed on the real Stock Exchange.

CLINK

Internet-bank owned by Irish investment bank Delaney Dunn. Launched in 1999 it passed the one million customer mark last year. The company's main e-finance competitor is Yoke. Both are competing for the lucrative current account market. Its managing director is Mary Houlihan.

Opening Price: £1,000

GO-EASY

Formed by the recent merger of two budget airlines and now the leading discount air travel operator with 60% market share. The company's main rival is Irish airline Green Air. Go-Easy's Managing Director is Selima Devere.

Opening Price: £900

HAPSTONS

The UK's largest brewer following several aggressive mergers and acquisitions last year. Owns wine bar chain Susie's. Its legendary Slack Jack bitter has been voted the UK's best pint by the Campaign for Real Ale for the past 5 years. Managing director is Edwina Slack.

Opening Price: £1,100

IMMEDIA

Producers of independent feature films and commercial TV programmes. Though applauded for its highly-acclaimed feature films, the company has been criticised for driving UK broadcasting downmarket with US-style game shows and reality TV. Joint Managing Directors are Baz McGraw and Ed East.

Opening Price: £900

INSANTO

US-owned genetically modified foods and biotechnology company. Underwent major re-financing after merging with a UK biotech firm. No UK competitors in GM foods but several other biotech firms are vying for the potentially lucrative market in gene patents. Managing director is Eddie Langan.

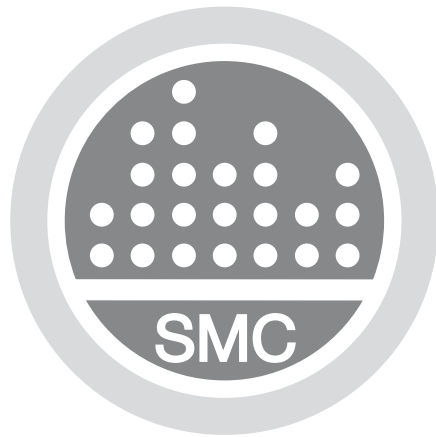
Opening Price: £900

ROMAN CARS

Sports car manufacturer since the 1950s. According to managing director Dick Kelly, the company has been "toughing it out" ever since. Roman has survived several attempted muggings by its larger rivals over the last decade.

Opening Price: £1,100

Trading information



SAGO

Console and board games manufacturer founded by Cedric Corcoran. Sales of the company's first game, the ever popular Plunkett, has bankrolled the business for decades. Strong links with the Far East. Managing director Juliet Corcoran is the founder's granddaughter.

Opening Price: £900

SINVENTOL

German pharmaceutical company. The market leader in over-the-counter flu and indigestion remedies. The company also sells combination HIV/AIDS drugs to the developing world. Its main competitor in the overseas market is French company Pharnal. Managing director is Graham Porter.

Opening Price: £1,100

VELOCITA

UK rail network management company. Bought back by the government following the disastrous reign of private company RailUK and now run as a public-private partnership. Its shareholders hope the government's new policy mantra, 'transport, transport, transport', translates into major investment. Managing director is flamboyant ex-Eurostar chief, Frenchman Jean Vanier.

Opening Price: £900

EURO

There are now ten European countries using euros but the UK is still undecided about whether to join. The government says it will make a decision after the forthcoming referendum. The euro has benefited recently from a weaker dollar as the threat of a US recession has increased.

Opening £ = Euro Rate: 1.80