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Abstract

There are a number of individual factors that go into influencing the stock market as a whole, and on a relative scale each individual stock. Trying to analyze a large amount of these factors and determine their impact on Brown-Forman Class B shares was a largely subjective task that we tried to do with utmost accuracy. Utilizing a number of industry standard-valuation formulas along with looking at the company's 10-K statement gave the most insight into Brown-Forman. This information was then analyzed and factored into giving the company an accurate valuation from the subjective and objective facts that were accumulated. From here a hold recommendation was made for the company as a solid investment based upon its past performance and the sector it resides in. Brown-Forman has a lot of potential upside and is a solid dividend stock for an investor. The paper goes into further detail for the rationale and techniques used in coming to this decision.

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