Financial Analysis: Financial Figures and Concepts. Assignment Description Respond to the following scenario with your thoughts, ideas, and comments. Be substantive and clear, and use research to reinforce your ideas. In anticipation of Mary’s request for comparative analysis, it will be useful at this time to do some research. You know that you can obtain the financials of companies within the same sector or Standard Industry Code as Apix Printing (e.g., commercial printing), and that the North American Industry Classification System (NAICS) Standard Industry 2012 code for Apix Printing is presently 323111. Use the FINC615 Library Guide to search for two other companies in the same industry as Apix Printing. When you get to work the next day, you see the following e­mail from Mary: Here is the list of financial ratios you asked for. I need you to explain the computation of each and compute these for Apix’s results for the financial statements you are using for the PowerPoint presentation. Also, compare Apix’s 2­year trend results to that of two other firms in the sector. Indicate how each of Apix’s ratios differ, and indicate whether the two other companies’ ratios or Apix’s ratios are indicative of better performance. Explain the computation for each of the following, and compute each for Apix and two other companies in the same industry as Apix Printing: Current ratio (Long­term) debt to equity ratio Gross margin percentage Net profit margin percentage Return on equity percentage Present your findings of the above data in a table. Add a paragraph that summarizes your results, indicating whether investors would find the financial analysis results of Apix competitive as compared to rivals in the sector. Be sure to include both positive and negative trends in your analysis. Please submit your assignment. For assistance with your assignment, please use your text, Web resources, and all course materials. Find resources on how to write academically and use APA citations, including an example of Masters­level writing, in the Writing Style Guide for Master’s Students. Reading Assignment Global Financial Management: Chapters 5 & 6 Assignment Objectives Interpret and analyze hurdle rates, return on equity, and project selection. Other Information There is no additional information to display at this time