

Stock Market Challenge

Five Year 12 Business Studies students went on a trip to the coal exchange in Cardiff to take part in a stock market challenge. There were 9 fictional businesses that we had to buy and sell shares in over the course of '5 days'.



We all had different job roles, Daniel Coles was the Portfolio manager, Sean Williams was the Finance Manager, Emily Munroe the News Analyst, Mark Wool the Share Disposal Manager, Marcus Griffiths the Share Purchasing Manager. We initially had £15,000 and had to risk this in an attempt to raise money. We were informed by regular news bulletins and newspapers on potential mergers and new products which we had to interpret and decide whether or not they would affect their share price and how.



The key to the game was to constantly trade shares and never keep any money on the table, as cash not invested won't make any money. As soon as a company's share price went low we would invest in them, and when their price rose we sold it to make a profit. We spread our money to have a balanced portfolio and lower the risks. In effect we didn't put all our eggs on one basket. This ensures that a poor performance by one company didn't damage our portfolio's value too severely. We found that a business named Roman Cars was very successful.

After a day of wheeling and frantically dealing we managed to end the day with a portfolio value of over £96,000. We came third out of about 20 other schools, and **raised £200 pound for the Business Studies department**, but most importantly we all had fun and enjoyed the experience!

