



**WHITMAN INVESTMENT COMPANY**  
***To Inquire. To Achieve. To Learn.***

**How to Evaluate a Stock**

Earnings per share (EPS)

Price/Earnings ratio (P/E)

Price/Sales

Earnings growth

Revenue growth

Return on equity

Profit margin

Return on assets

Asset turnover

Dividend rate

Current yield

## **Company Fundamentals**

There are ways besides the numbers to look at a potential investment.

Sustainability

Growth

Products

Research pipeline

Competition

Other factors

**Putting it together**