

Company Survey Carnival Corporation

Instructions: The Part 5 Company Survey contains five sections: Company Capsule, Financial Data, Company Culture, Investor Info, and In the News. Complete the questions and activities for each section as you study Part 5 of the textbook. Each section offers specific instructions and research tips.

Company Capsule

Instructions: Fill in the following chart with information about Carnival Corporation. Use the Carnival Corporation Web site (www.carnivalcorp.com) and Hoover’s Online (www.hoovers.com) to locate this basic company data.

Research Tips: Use the “Investor Overview” link on the Carnival Corporation Web site to locate basic company data. On the Hoover’s Online site, use the “Companies & Industries” link and then search for Carnival Corporation using the **Search** function.

Corporate Headquarters Address:	
Phone:	
Year Incorporated	
Carnival’s Six Cruise Brands	
Number of Employees	
Current CEO	
Number of cruise ships in operation	
Top Competitors (list three)	
Fiscal Year End	
2001 Sales	

Financial Data

Instructions: Answer the following questions about Carnival Corporation financial data.

Research Tips: Use the 2001 Carnival Corporation Annual Report and the Carnival Corporation Web site to answer the following questions.

1. Describe how Carnival Corporation treats recognition of revenue. What modifying convention is being followed in Carnival Corporation's treatment of revenue recognition?
2. What amount did Carnival Corporation report for Accounts Receivable as of November 30, 2001? Does this figure reflect an allowance for uncollectible accounts? How do you know?
3. What total long-term debt was reported on the 2001 balance sheet? List the types of notes, dates due, and amounts that comprise this total debt.
4. Describe the internal controls you think would be necessary to track and manage Carnival Corporation's long-term debt.
5. What types of inventory does Carnival Corporation carry? How is this inventory valued in the accounting records?
6. What is the net value of Property and Equipment at November 30, 2001? What depreciation method is used? How many years are the company's ships depreciated over?

Company Culture

Instructions: Answer the following questions related to Carnival Corporation's commitment to preserving the environment, employee benefits, and industry awards.

Research Tips: Use the "Environmental Policy" link on the Carnival Corporation Web site and the Holland American Line Web site to find answers to the following questions.

1. Describe the objectives of the environmentally conscious practices of Carnival Corporation.
2. Describe the benefits offered to employees of Holland America Line. Access the Holland America Line page, then click on "About Us" and "Employment."
3. What industry recognitions have been awarded the Holland America Line?

Investor Info

Instructions: Answer the following questions about investment options in Carnival Corporation.

Research Tips: Use the “Investing” section of the *Business Week* Web site (www.businessweek.com) to search for details on Carnival Corporation. You may also use the Carnival Corporation “Financial Statistics” page on the company Web site.

1. What is the current stock price for Carnival Corporation common stock?
2. How many shares of stock are outstanding?
3. Did the gross profit margin increase or decrease from 2000 to 2001? By what percent?
4. If you were a common stockholder from years 1997 to 2001, what dividends per share would you have been paid each year?

In the News

Instructions: Imagine that you are a business news writer for a local newspaper in your city. You have been asked to write a feature article about Carnival Corporation and discuss the financial condition of the company along with any financial deals like mergers or acquisitions that may affect the value of the company. Write a one-page article that gives readers a brief history of the company, a snapshot of earnings, and recent events in the industry. Be sure to keep a separate document listing your sources.