

# Reasons and Limits Worksheet

<b>This investment is:</b> GROWTH      VALUE	<b>Company Name:</b> <b>Ticker:</b>
<b>Company Strengths</b>	<b>Why to Buy</b> Industry Leader    Growing Industry    Strong Sales Growth    Decreasing Debt    Increasing Margins    Superior Technology    New Management
<b>Company Challenges</b>	<b>Why to Sell</b> Reached Price Target    Increased Competition    Declining Industry    Weakening Sales    Increasing Debt    Decreasing Margins    Legal Trouble