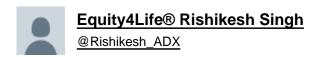
Twitter Thread by **Equity4Life® Rishikesh Singh**





Thread on

- ■How to choose best stocks for long term #Investing.
- **1** Check out fundamentals:
- ■Debt to Equity Ratio = 0 or <1
- ■Revenue Growth > 10%
- ■Net Profit Growth > 15%
- ■Return on Equity > 20%
- **■**Earning per share increases 10% Y-O-Y.

(1/N)

- 2■ Business model of the company:
- ■What the company sells or what services it offers and how the company makes a profit from its operations.
- ■Whether the products or services exists even after 50 years.

(2/N)

- 3■ The management of the company:
- ■The educational, employment backgrounds of the persons in key positions i.e. CEO, CFP, COO & CIO.
- ■Whether the management promoters the business as an open, transparent and flexible way.

(3/N)

4■ Competitive advantage:
■Company that has a sustainable competitive advantages in respect of cost structure brand reorganization, product/services quality distribution network and superior customary support.
(4/N)
5■ Qualitative factors:
■A domestic player or a big gun around the globe.
■Strong entry barrier.
■Future plans i.e. expansion of business, marketing policy.
Team #Equity4Life #Learning #Investing #StockMarket #FundamentalAnalysis