

Stock	Buy / Sell	Thesis	Current Price	Target Price
AAON	Buy	As seen through its fundamentals, AAON Inc. has great growth potential and will continue to perform in the future. Even though FY 2015, was a difficult year in terms of economical atmosphere, AAON recorded all-time records for both sales and earnings. Besides, given the increasing demand for heating and cooling products, revenues are expected to rise in the future, giving AAON the possibility to expand its horizon even more. In fact, the company plans to diversify its products portfolio by launching new products in a near future. I recommend that we buy AAON Inc. stock which is currently undervalued – I expect the price to rise around \$45-\$50 in the future.	\$ 33.40	\$ 50.18
ATVI	Buy	Expansion with the company offering More Protection and many risks explained in their most recent 10-k have diminished. Gaming Market continues to grow and Activision is best positioned to take advantage in the future. Virtual Reality / Augmented Reality Potential for future could have similar effect of Nintendo's Pokémon Go.	\$ 36.84	\$ 42.55
CAKE	Buy	Too much surprise, while most restaurants may be suffering from current industry effects, The Cheesecake Factory has continued to grow through this downfall. Beating comparable last quarters EPS of \$.07 by \$.09 and increasing revenue by \$3.87 million the Cheesecake Factory is moving through quarter 4 2016 feeling great. With the plan to expand delivery services to all restaurant locations and increase number of Cheesecake Factory and RockSugar restaurants in 2017 this growth plan will support in outperforming their competitors. Increasing margins and revenue year after year support my opinion of a Buy of Cheesecake Factory.	\$ 58.50	\$ 60.82
DPS	Buy	Dr. Pepper Snapple Group, Inc. is currently undervalued. DPS has a low P/E ratio of 18.81. Using forward P/E multiples and Capital IQ data, the median implied price per share is \$126.23. DPS has low short interest at around 5.21%. Focusing on ownership, the percent change in new buyers increased by 6.59% and the percent change in selloffs decreased by 5.62%. This shows that more people are getting interested in buying the stock and less people are interested in selling. DPS has great margins in comparison to its competitors. In addition to that, DPS has higher sales growth than both of their main competitors, Coca-Cola and Pepsico. Dr. Pepper does have a lot of debt, but that shows that investors trust that Dr. Pepper will be able to pay the debt back. This is also shown with S&P's high rating of BBB+. The stock itself has a high average volume of 1,300,398 shares, so a lot of trading happens involving this stock. Additionally, DPS has outperformed analyst estimates on each of their last four quarters of earnings. Overall, DPS is an undervalued stock with high potential to grow and beat out its main competitors. I have DPS as a BUY at \$83.04 for an approximate return of 18%.	\$ 83.04	\$ 95.89

LULU	Buy	<p>Lululemon Athletica, Inc. is a designer, distributor, and retailer of technical, fashionable, innovative, athletic apparel. Lululemon, since its foundation, has developed an extremely distinctive corporate culture that allows it to be the best in its class. The company's mission is to produce and provide products to its consumers that create transformational experiences for them to live happy, healthy, and fun lives. Lululemon's core values include developing the absolute highest quality products, operating with integrity, leading a balanced and fun life, and nurturing entrepreneurial spirit. Its purpose is "elevating the world from mediocrity to greatness." Lululemon is the best in its class, with positive margins that well surpass those of its competitors. As an innovative company, Lululemon is continuously setting the bar for the industry with new fabrics and products therefore it is continuously growing year after year. Historically, the company's ROIC/WACC has been 1.93, which proves that they are a value added company. With the holiday months ahead and expansion initiatives in the making, Lululemon will further its growth even more. The company's stock is currently priced towards the lower end of its 52-week range and with the upcoming months, the price is expected to converge closer to its 52-week high.</p>	\$ 57.99	\$ 71.40
SPTN	Buy	<p>SpartanNash is a fairly new company that due to acquisitions in 2014 and being able to constantly expand under deflating food prices. This means that if the company is succeeding under difficult Macro- Economic times it will not only continue to succeed in the future. Additionally, massive discretion centers that are positioned in intelligent locations will create economies of scale which will benefit the company in the long run.</p>	\$ 37.44	\$ 44.70
VIAB	Buy	<p>Viacom is a media conglomerate company that began in 1971 under parent company CBS. It is currently the world's sixth largest broadcasting and cable company. In December of 2005 the company split from CBS and since has been operating as the company it is today. Viacom primarily focuses on distributing television shows and is a subsidiary of Paramount Pictures movie company. The company reaches 700 million subscribers in 160 countries of 170 networks. CBS and Viacom are both looking into a possible merger again for the first time in 11 years. This merge will reinvigorate Viacom's value and cause Viacom to currently be a profitable long term purchase. In 2005 when the two companies split, they both saw an immediate increase of more than 10% in opening stock price. Also, the potential long-term realized gains from the purchase of Argentina's largest media distribution network for \$345 million can prove to be a long term growth investment. The emerging markets in Asia and South America are one of the greatest new competitive edges for the media industry. By stepping into Argentina, Viacom can become a leading cable network distribution in the country.</p>	\$ 37.64	\$ 46.00