

STOCK MARKET PROJECT



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GNBS

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INTRODUCTION

THE STOCKS



NETFLIX

T-Mobile®

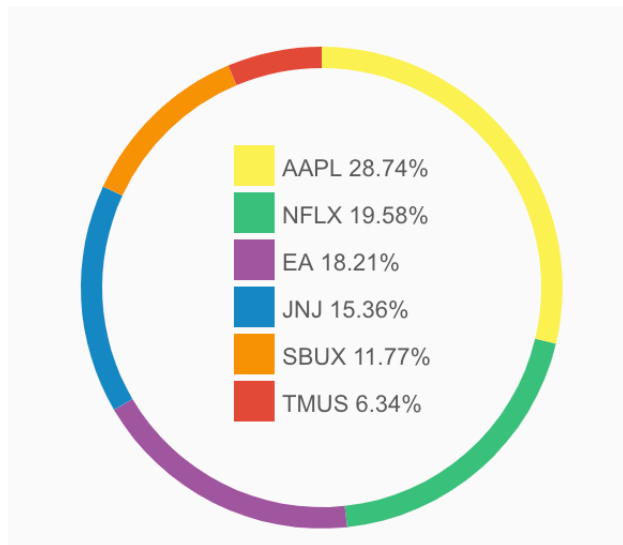
Johnson & Johnson



STARBUCKS



Stock Name	Price/Share	Quantity	Total
Johnson & Johnson (JNJ)	\$ 138.17	144	\$ 19,896.48
Apple (AAPL)	\$ 175.00	150	\$ 26,250.00
Starbucks (SBUX)	\$ 70.70	150	\$ 10,605.00
Netflix (NFLX)	\$ 362.58	50	\$ 18,129.00
Electronic Arts (EA)	\$ 97.84	165	\$ 16,143.60
T-Mobile (TMUS)	\$ 71.33	120	\$ 8,559.60
			\$ 99,583.68



These are the stocks at their original price at the point of purchase (03/03/2019), in which the colour code represent how much each of the stocks actually take up.

WEEK 1

SYMBOL	COMPANY	PURCHASE PRICE	WEEKEND	DIFFERENTIATION
JNJ	Johnson & Johnson	\$ 138.17	\$ 138.24	\$ 0.07
AAPL	Apple	\$ 175.00	\$ 172.50	\$ -2.50
SBUX	Starbucks	\$ 70.70	\$ 70.61	\$ -0.09
NFLX	Netflix	\$ 362.58	\$ 352.60	\$ -9.98
EA	Electronic Arts	\$ 97.84	\$ 99.36	\$ 1.52
TMUS	T-Mobile	\$ 71.29	\$ 70.65	\$ -0.64

STOCK PRICE	NEWS EVENTS
JNJ \$138.17	<p>The U.S. Food and Drug Administration has approved Johnson & Johnson's nasal spray antidepressant that is chemically similar to often-abused ketamine, marking the first advance in treating depression in more than 30 years.</p> <p>With the new Human Performance Institute headquarters in Lake Nona Medical City, Johnson & Johnson qualified for an Orlando tax refund program and will be reimbursed a total of \$175,000 from the city and state of Orlando, contingent upon delivering its proposed 25 jobs with an average annual wage of \$100,000 by 2020</p> <p>IMPACTS: The stock has a slight bump from \$138.17 to \$138.24 by the end of the week. A general upward trend could be due to the two big good news this week.</p> <p>Monday the stock fluctuated in an upward manner, as soon as the news about the first ever antidepressant nasal spray came out, from 138.17 and peaked at 139.09 by 03/06/19.</p> <p>On 03/07/19 JNJ experienced a sudden dip from 139.09 to 137.80 and stabilized around 138.24. Although this is still an increase of \$0.07 per share, the stock has been quite volatile.</p>
AAPL \$175.00	<p>Apple is credited with saving a life from tachycardia due to its heart beat monitoring functionality. Future MacBook models could offer some of the same health and fitness tracking functions as provided by the Apple Watch, with the inclusion of a small bio-sensor in the casing near the trackpad which the user could access while typing on the keyboard.</p> <p>Fitbit introduced its new basic smart watch line – Versa, with competitive prices. By offering only the basic uses, it enables Fitbit to sell the device for just \$159.95 -- \$40 less than its standard Versa model and significantly less than the Apple Watch Series 4 (\$399) and Series 3 (\$279).</p> <p>The information release of iPhone 11 has been unimpressive to the public as the phone is deemed to be "basic" and "non-inventive"</p> <p>Apple announced it would throttle the iPhone 8 and X – something it said wouldn't be necessary only last year.</p> <p>IMPACTS: This week Apple experienced a loss, from \$175.00 to \$172.50.</p>

	<p>At the beginning of the week there was a slight upward fluctuation with the peak - \$176.00 achieved by on 03/04/19. This could be due to the positive news about the monitoring functionality of its Apple Watch. Since then, Apple experienced a gradual declining fluctuation. With the lowest being \$172.21 on 03/07/19. With Apple's global share of the smartwatch market declined from 67.2% to 50.7%. This could be due to the new smart watch line by Fitbit, which beats Apple Watch with its highly affordable price.</p> <p>This week has been a thread of unfortunate news for the firm, resulting in its stock price plummeting, since the public is quite outraged at its announcement that they would slow down all the previous models prior to the introduction of the newest phone – Iphone 11. Which in many cases has been called unimpressive.</p>
<p>SBUX \$70.70</p>	<p>This week, Starbucks launches its latest additions to the menu. The new tea latte adds to Starbucks' long line of vegan-friendly product launches from Starbucks, which now offers a range of plant-based food and drink options in its stores across the world.</p> <p>A new cat paw mug limited-edition release in China is so popular that people are fighting in the store to get one.</p> <p>In return to receiving significant equity in Bakkt – a newly formed digital asset ecosystem, Starbucks stores are to install Bakkt software this year to allow coffee guzzlers to pay with bitcoin. Analysts are pointing out that this could lead to difficulties when it comes to tax reporting.</p> <p>IMPACTS: Starbucks started the week with \$70.70 and ended at \$70.61 by the end of the week.</p> <p>With the new exciting launches in its international market, Starbucks started the week out quite strong. Customers are not only fighting and rushing to get just the cat paw mug, but also the stocks. The firm reaches an all-time high for its stock price by 03/07/19 at \$71.95 per share.</p> <p>Towards the half end of the week, there is a gradual decline as Starbucks announced that its coffee could now be paid with Bitcoin. The complications in regards to tax purposes could be highly cumbersome to investors.</p>
<p>NFLX \$362.58</p>	<p>Another high-profile exit: Kelly Bennet – the chief marketing of Netflix departed from the firm, after seven years in the role, during which the online video-streaming giant's paid subscribers jumped five-fold to 139 million.</p> <p>Netflix is on its way towards "strong" first-quarter results, with more than 10% increase in subscriber additions both domestically and internationally. The firm is expected to top forecasts, according to analyst Michael Olson at Piper Jaffray.</p> <p>The relationship between Disney and Netflix has become chilly, as Disney pulled its shows off of Netflix. Disney streaming service will also rival Netflix with expected 160 million subscribers worldwide, more than Netflix's current 139 million.</p> <p>IMPACTS: This week, Netflix stock dropped from \$362.58 to \$352.60 per share.</p> <p>Netflix did not have a great start this week as right on Monday, the firm experienced a sudden drop from \$362.58 to \$348.41 – one of the lowest prices witnessed this month. This could be due to another high-profile departure from the company – Kelly Bennet (CMO) who has been with Netflix during its most aggressive growth span.</p>

	<p>The news in which states that Netflix is gaining large number of subscribers in both domestic and international market might have salvaged the stock as its price picks up gradually and reaches \$359.80 on 03/06/19, making its the peak of the week.</p> <p>Netflix's stock once again plummeted quickly as Disney announces its numbers and projection for its screening service, in addition to the firm pulling most of its titles off of Netflix. The firm stock lands at \$350.62 by the end of the week.</p>
<p>EA \$97.84</p>	<p>Electronic Arts is streaming its big announcements when the E3 video game conference rolls around this summer to entirely focus on the consumers and the games they love.</p> <p>Following the release of Apex Legends, management noted that more than 2.5 million players were engaged with the game within 24 hours of its release. Further, it became the number one game on Twitch.</p> <p>EA will launch Anthem on Feb 22. Notably, management stated that fans played more than 40 million hours in the game's recent demo. The company will also be releasing Star Wars Jedi: Fallen Order in the near term.</p> <p>IMPACTS: EA started the week at \$97.84 and rose to \$99.36 by the end of the week.</p> <p>Following a stream of good news, EA has a positive growth in its stock price this week.</p> <p>Although the first half of the week there was a slight depreciation from \$97.84 to \$94.21, the lowest point reached on 03/06/19, the stock quickly picked up again.</p> <p>The reason the stock price rose up exponentially could be due to good expected numbers on its newly released games, as well as the upcoming release</p>
<p>TMUS \$71.29</p>	<p>The new \$26 billion merger deal between T-mobile and Sprint is getting slammed and getting blocking proposals from Democrats due to concerns that the deal will eliminate competition that has been shown to benefit consumers and stifle the emergence of new carriers. Consumers are also worried that it will drive up wireless plan prices by shrinking the nation's carrier pool from four major companies to three.</p> <p>T-Mobile later also admits it spent \$195,000 on Trump's hotel while lobbying for the Sprint merger deal since the firm needs the Trump administration to give its approval, as well as the Federal Communications Commission.</p> <p>IMPACTS: T-mobile started the week at \$71.29 and dropped to \$70.65 by the end of the week.</p> <p>The controversies in regard to the billion dollar merger had the stock price this week dropped down as insiders are unloading their holdings due to ambiguity. By Wednesday, the stock went down to \$70.02, the lowest price achieved this week.</p> <p>Towards the half end of the week, the firm managed to climb up slowly and settled at \$70.65. The possible explanations for this could be that some traders could see an increase in the firm's worth if the merger go through, albeit the firm is facing marketing disaster right now.</p>

WEEK 2

SYMBOL	COMPANY	WEEK-BEGIN	WEEK-END	DIFFERENTIATION
JNJ	Johnson & Johnson	\$ 137.67	\$ 138.02	\$ 0.35
AAPL	Apple	\$ 176.63	\$ 183.73	\$ 8.73
SBUX	Starbucks	\$ 69.41	\$ 70.62	\$ 1.21
NFLX	Netflix	\$ 351.57	\$ 360.49	\$ 8.92
EA	Electronic Arts	\$ 99.64	\$ 98.829	\$ -0.811
TMUS	T-Mobile	\$ 70.64	\$ 73.46	\$ 2.82

WEEK-BEGIN	NEWS EVENTS
JNJ \$137.67	<p>Johnson & Johnson was trialed with burgeoning the opioid-addiction crisis in America, operating like a drug kingpin by selling opioid-and-fentanyl-based painkillers to vulnerable populations, such as children, the elderly and veterans., according to newly unsealed court filings.</p> <p>Focused on creating the next frontier of surgery, JNJ and Ethicon, Inc., acquired Auris Health, Inc., a privately held developer of robotic technologies, with an FDA-cleared platform currently used in bronchoscopic diagnostic and therapeutic procedures, for approximately \$3.4 billion in cash. This acquisition will accelerate Johnson & Johnson's entry into robotics with potential for growth and expansion into other interventional applications.</p> <p>IMPACTS: The stock has a slight bump from \$137.67 to \$138.02 by the end of the week. This could be due to the new acquisition deal that got the traders hopeful of the firm's prospects.</p> <p>In the first half of the week, the stock rocketed from \$137.67 to \$139.81, however as soon as the news about the opioid and fentanyl based painkillers trial came out, there is a deep fluctuation as the buyers are deciding what to do with it.</p> <p>By the end of the week, although there is still an upward trend, it is still a drop from the peak during mid-week, from \$139.81 to \$138.02</p>
AAPL \$176.63	<p>Multiple iPhone price cuts did not stop China iPhone search trends from weakening further while February supplier sales were abysmal, decelerating on a year over year basis. With US and European markets effectively saturated, growth in China and the other BRIC territories is a vital bridge from Apple's current financial hardware first business model.</p> <p>Spotify filed a complaint with European regulators, accusing Apple of using its App Store to squash companies that compete with its services, including Apple Music. Apple's powerful role as gatekeeper of the App Store has long frustrated the makers of apps who must abide by its rules or risk losing access to hundreds of millions of customers who own Apple devices.</p> <p>Apple acquired Laserlike, a machine learningsStartup, to strengthen its artificial intelligence efforts, including Siri. The Laserlike team has joined the Apple AI group led by new Apple AI chief John Giannandrea, who came to Apple from Google last year.</p>

	<p>IMPACTS: It has been an exciting week for Apple as the stock price took up exponentially, although the majority of the news has been against the firm.</p> <p>Although there was a minor dip by the end of Monday, it did not really have that much of an impact on the stock at all as the stock quickly picked up the next day and rocketed to a new peak of \$182.40. Ever since then, it has been on the way up.</p>
<p>SBUX \$69.41</p>	<p>Ariana Grande, the Grammy Award-winning singer, became the ambassador for Starbucks' new drink – Cloud Macchiato</p> <p>Its global comparable stores sales spiked a healthy 4%, and even sales in China, where it has faced problems, rose a respectable 1%.</p> <p>It even opened 541 net stores in the first quarter of 2019, bringing its overall store level to 29,865 outlets, a 7% increase over the prior year. Of these openings, more than 65% were outside of the U.S., showing its global reach.</p> <p>IMPACTS: Starbucks started the week at \$69.41 and rose to \$70.62 by the end of the week.</p> <p>The new addition to Starbucks has been exciting, now that Ariana Granda is endorsing one of them makes it even more attractive to the stock buyers. This, combined with great numbers from the store sales and new opening world wide, showing its global reach and marketing success.</p>
<p>NFLX \$351.57</p>	<p>Most popular movies are getting pulled off from Netflix since big production companies all are on the way of launching their own streaming services (e.g. WarnerMedia and Disney).</p> <p>Netflix is pursuing many different content such as anime to fill the coming content gap; the company has also invested heavily in producing shows and films like the acclaimed Roma, which was available on Netflix shortly after debuting in theatres. The firm is revolutionarize the anime as a media.</p> <p>Netflix's vice president of product Todd Yellin teased that the success of Bandersnatch has convinced the company to move forward with more choose-your-own-adventure content.</p> <p>IMPACTS: This week, Netflix stock rose from \$351.57 to \$360.49 per share.</p> <p>Although the news that most popular movies are departing Netflix is concerning, it did not really influence the stock negatively at all. In fact, the stock rose nearly \$9 this week following the reassuring talk from Yellin, with all the new and creative content coming in. The fact that Netflix is doubling down on anime is ensuring that they will tap on a whole new target customer pool.</p>
<p>EA \$99.64</p>	<p>Electronic Arts now admits its process for doing just that broke down when the company was told of credible allegations of sexual harassment by a member of its Sims Game Changer community partnership program.</p> <p>Electronic Arts a month ago dropped "Apex Legends," its own free-to-play multiplayer team combat game, and it might be hotter than "Fortnite." It has grown as much in a month as "Fortnite" did in four. The "Fortnite" developer is already copying features.</p> <p>IMPACTS: EA started the week at \$99.64 and slightly went down to \$98.829 by the end of the week.</p>

	<p>It has been an interesting week for EA. There are a lot of deep ups and downs as it might have been due to the bad news coming out this week. However, in retrospect, the trajectory that the company is on right now is a good one, hence the stock did not really lose that much worth.</p>
<p>TMUS \$70.64</p>	<p>T-Mobile promises to provide 5G home internet service with fast speeds, easy installation, and low prices that will reach half of all US homes within five years and meaningfully shake up the woefully anti-competitive cable industry if the Sprint Merger deal could come through. The firm also has pledged to keep supporting Sprint's low-income Assurance Wireless brand "indefinitely".</p> <p>T-Mobile announced that it has upgraded hundreds of cell sites with more mid-band LTE capacity over the last two weeks, making its internet dramatically faster.</p> <p>The firm has also just expanded its industry-first Caller Verified feature, which alerts customers to likely scam calls, to seven additional smartphone models in the coming weeks.</p> <p>IMPACTS: T-mobile started the week at \$70.64 and rose to \$73.46 by the end of the week.</p> <p>The focus of this week's news is still on the \$28 billion merger between T-Mobile and Sprint. However, with the attractive offers given by the firm, the merger could very much be possible. This could be the reason why the stock rose accordingly.</p> <p>With more customer-oriented expansion, T-mobile is still the top chosen network in the country, making it a very optimistic stock to invest in.</p>

WEEK 3

SYMBOL	COMPANY	WEEK-BEGIN	WEEK-END	DIFFERENTIATION
JNJ	Johnson & Johnson	\$ 136.90	\$ 136.91	\$ 0.01
AAPL	Apple	\$ 186.68	\$ 191.20	\$ 4.52
SBUX	Starbucks	\$ 71.025	\$ 71.96	\$ 0.935
NFLX	Netflix	\$ 366.43	\$ 361.00	\$ -5.43
EA	Electronic Arts	\$ 98.15	\$ 102.39	\$ 4.21
TMUS	T-Mobile	\$ 73.75	\$ 71.90	\$ -1.85

WEEK-BEGIN	NEWS EVENTS
<p>JNJ \$136.90</p>	<p>JNJ lost a \$29million settlement to Teresa Leavitt's lawsuit, who sued the firm over allegations that the company's talcum-based baby powder contains asbestos-causing cancer – was the reason she developed mesothelioma, a cancer caused by exposure to asbestos. JNJ is about to face up to 13,000 more similar lawsuits. This infamous baby power formula has been causing JNJ nothing but trouble as back in 2018, a Missouri jury also ordered the company to pay \$4.69 billion to 22 women who said the product gave them ovarian cancer. J&J is also being investigated by the SEC and the U.S. Justice Department regarding disclosures about asbestos in its products. A 2018 report by Reuters examined internal company</p>

	<p>documents that showed for decades, company executives and scientists knew and discussed addressing positive tests for asbestos in powders but did nothing to warn the public or pull the products over health and safety concerns.</p> <p>Focused on creating the next frontier of surgery, JNJ and Ethicon, Inc., acquired Auris Health, Inc., a privately held developer of robotic technologies, with an FDA-cleared platform currently used in bronchoscopic diagnostic and therapeutic procedures, for approximately \$3.4 billion in cash. This acquisition will accelerate Johnson & Johnson's entry into robotics with potential for growth and expansion into other interventional applications.</p> <p>IMPACTS: The stock slightly rose from \$136.90 to \$136.91 by the end of the week.</p> <p>This week has been nothing short of a turmoil for the firm as the stock price rollercoasted its way through the week. Although there were 2 major spikes on Tuesday and Thursday, reaching \$138.73 and \$138.76 respectively; there were also dramatic dips which resulted in \$136.84 on Wednesday and at the week-end at \$136.91.</p> <p>Despite the fact that the news has been rough on the firm, the stock price did not reflect the current news situation.</p>
<p>AAPL \$186.68</p>	<p>Apple is expected to launch two services on March 25, including its rumored video streaming service, at an event in Cupertino, Calif. that will be attended by Hollywood celebrities such as JJ Abrams and Jennifer Aniston. This is in stark contrast to past events, which have largely featured tech journalists, Wall Street and industry analysts. Amid launch rumors that Apple is preparing to release the AirPower sometime soon, the Cupertino company has finally secured the rights to the AirPower trademark.</p> <p>CEO Tim Cook, who has become increasingly active in touting the company's business outside of its iPhone, has previously said the company would double its service revenue by 2020 from 2016 levels. Revenue attributed to its Services-related business totaled \$10.9 billion in its most recent quarter, up 19 percent year-over-year.</p> <p>Apple has signed another publisher to its upcoming premium Apple News subscription service. According to the report, Apple has inked a deal with Vox to be a part of the service. Apple has been facing pushback from publishers regarding its monetization plans for Apple News. The company is seeking a 50 percent cut of revenue from the service, which will reportedly be priced at \$10 per month.</p> <p>IMPACTS: It has been an exciting week for Apple as the stock price took up exponentially, from \$186.68 to \$191.20. although the majority of the news has been against the firm.</p> <p>In the first half of the week, the stock stayed put at around \$186-\$189, then jumped to \$191.94 on Thursday, and reached the highest of \$197.35 by beginning of the day and finished at \$191.20 by the end of the day.</p> <p>With the solid increase in its revenue, as well as many exciting launches, this could be the reasons contributed to the stock price rocketed.</p>
<p>SBUX \$71.025</p>	<p>Following a drastic effort to rebrand itself, Starbucks is pushing for a sustainability strategy with recyclable, compostable cups, as well as going strawless. The firm also will modernize its stores to focus on "convenience, comfort and connection", as well as to prevent store cannibalization – when one location takes clients from another nearby.</p>

	<p>Starbucks is investing \$100 million in the new Valor Siren Ventures Fund to help keep the company focused on new ideas and technologies. The fund will invest in companies that are developing technologies, products and solutions relating to food or retail.</p> <p>IMPACTS: Starbucks started the week at \$71.025 and slightly bumped up to \$71.96 by the end of the week.</p> <p>The stock price this week has been fluctuating in an upward manner due to its captivating green marketing, as well as many new investments – showing that the company is growing and staying up-to-date with the curb and customer’s needs.</p>
<p>NFLX \$366.43</p>	<p>Netflix is testing a mobile-only subscription in India that costs half of its basic plan. Netflix India’s monthly plans begin at INR500 (\$7.27), and the mobile-only plan is being trialed at INR250 (\$3.63) per month.</p> <p>With Apple announcing its streaming service, and Netflix not being a part of the providers, this poses more challenges to the firm in an increasingly tight and competitive market. With this being said, the firm is trying to offer a more personalized experience to international customers, by producing more local content in the local languages.</p> <p>Netflix is staffing up its marketing team to help grow its ad revenue which involves product placement ads inside their shows.</p> <p>IMPACTS: This week, Netflix stock fell from \$366.43 to \$361.00 per share.</p> <p>With the streaming service industry being increasingly competitive, and most production companies taking their titles off of Netflix; and Netflix not being included in Apple’s new streaming service, this gives the stockholders cold hand, hence the fall in its stock price.</p>
<p>EA \$99.64</p>	<p>Electronic Arts Inc. is leading an index of video-game publishers to the highest in more than two months as new data Thursday suggests digital game spending worldwide has grown.</p> <p>The firm reported a whopping gain of \$92million for its newly released title Apex Legends and \$100million for Anthem since launch.</p> <p>IMPACTS: EA started the week at \$98.15 and jumped up to \$102.39 by the end of the week.</p> <p>It has been an interesting week for EA. Although there has been not much news, the stock still skyrocketed. This could be due to the lumpsum revenue reports from its newly launched titles that gathered new stock buyers.</p>
<p>TMUS \$73.75</p>	<p>T-Mobile is starting to pilot a wireless home internet service, offering unlimited LTE data to the home for \$50 per month. This is meant to test T-Mobile’s ability to deliver a high-speed home internet connection ahead of its 5G rollout. Although right now it only offers very limited availability, it plans to connect to at least 50,000 homes in rural areas by the end of the year.</p> <p>T-Mobile and Major League Baseball have extended their sponsorship agreement for an additional four years. As part of the deal customers that signed up with T-Mobile will have a chance to get MLB.TV Premium for free on “T-Mobile Tuesday.”</p>

IMPACTS: T-mobile started the week at \$73.75 and dropped down to \$71.90 by the end of the week.

Although this week, T-Mobile is making very strategic moves to elevate the merger deal, the stock dropped unaccordingly.

WEEK 4

SYMBOL	COMPANY	WEEK-BEGIN	WEEK-END	DIFFERENTIATION
JNJ	Johnson & Johnson	\$ 136.26	\$ 139.79	\$ 3.53
AAPL	Apple	\$ 190.63	\$ 189.94	\$ -0.69
SBUX	Starbucks	\$ 72.25	\$ 74.339	\$ 2.089
NFLX	Netflix	\$ 365.39	\$ 356.56	\$ -9.03
EA	Electronic Arts	\$ 103.29	\$ 101.63	\$ -1.66
TMUS	T-Mobile	\$ 71.75	\$ 69.12	\$ -2.63

WEEK-BEGIN	NEWS EVENTS
JNJ \$136.26	<p>Bayer AG and Johnson & Johnson, the two companies that jointly developed Xarelto – a prescription blood thinner medication, have agreed to settle with plaintiffs on alleged injuries and death for a total of \$775 million. Under the terms of the agreement, the companies do not admit liability. In February, Xarelto was also slated to be the first of Johnson & Johnson’s prescription drugs to be advertised in television commercials.</p> <p>Studies on contact lenses imbued with an antihistamine drug helps reducing itchy eye symptoms by the vision business at JNJ was announced near-ready.</p> <p>JNJ and some other largest companies in America are banding together to make push the market for renewable energy forward, creating Renewable Energy Buyers Alliance. This is to help companies to take advantage of new ways to purchase clean energy.</p> <p>IMPACTS: The stock rocketed from \$136.26 to \$139.79 by the end of the week.</p> <p>This week has been exciting for JNJ. Although the firm had a slow start on Monday with the stock staying stagnant at around \$136.26, on Tuesday and the following the stock quickly leaped up to around \$139.19, and settled at a peak of \$139.79.</p> <p>The news this week shows a strong public image and relation handling for JNJ as they settled all the cases against them without too much of a spill. With the continuing effort with green marketing and the announcement of future innovations, JNJ stock is a hot buy right now.</p>
AAPL \$190.63	<p>Apple’s Original Video Subscription Service in the All-New Apple TV App will Give Users Access to Exclusive Original Shows, Movies and Documentaries</p>

	<p>Apple announced the launch of Apple Card, an innovative, new kind of credit card designed to help customers lead a healthier financial life. Apple Card is built into the Apple Wallet app on iPhone, offering customers a familiar experience with Apple Pay and the ability to manage their card right on iPhone.</p> <p>IMPACTS: Apple's stocks dipped from \$190.63 on Monday to \$189.94 by the end of the week, although the majority of the news has been positive.</p> <p>Throughout the entire week, there was deep fluctuation and unclear pattern of where the stock is going. AAPL peaked at the highest of \$192.47 on Tuesday and dipped to the lowest of \$185.59 at the end of the same day. The stock since then slowly picked up and landed at \$189.94 at the end of the trading week.</p> <p>With the iPhone sales sputtering, Apple's 180 strategy switch to streaming service and news, could discourage buyers, as they are unsure of what could happen to this take. This could be the reason to the fluctuation in its stock price.</p>
<p>SBUX \$72.25</p>	<p>Starbucks continues spreading their Green strategy to new locations, to big cities such as Los Angeles, San Francisco, Seattle, Washington, D.C., and Toronto. The company is working to phase out plastic straws from all of its 30,000 stores worldwide by 2020, eliminating more than 1 billion straws a year.</p> <p>The firm announced a \$100 million investment in a new venture fund with Valor Equity Partners. This new fund will give Starbucks a first look at food and retail start-ups. The fund plans to raise an additional \$300 million from outside investors in the coming months.</p> <p>Starbucks are ranked amongst the best companies to work for in the US by Comparably.com</p> <p>IMPACTS: Starbucks started the week at \$72.25 and leaped up to \$74.339 by the end of the week.</p> <p>The green marketing has been proven a big hit with the buyers as the stock continued to constantly rise higher and higher since last week.</p>
<p>NFLX \$365.39</p>	<p>Netflix was praised this week as they stood up for Brie Larson against claim she is not qualified to be a director for its new series "Unicorn Store"</p> <p>The firm is testing a 250 rupee (\$3.63) monthly subscription for mobile devices in India, aiming to boost its presence in a price-sensitive market where data consumption on smartphones is surging.</p> <p>Netflix is facing backlash after it failed to hire an Asian actor for its upcoming To All the Boys I've Loved Before sequel. Failure to have a more inclusive approach to the film, whose predecessor marked the first mainstream teen romance to feature an Asian-American lead, left many on social media angry.</p> <p>IMPACTS: This week, Netflix stock has a slight dip, from \$365.39 to \$356.56 per share.</p> <p>The saturated streaming market, as well as the accusation of not being inclusive could be the factor to the fall in price this week. Although had a strong start, during mid-week the stock price plummeted to the lowest recorded at \$350.54. It slowly picked up and finished on a positive trajectory, making it seem optimistic for next week.</p>
<p>EA \$103.29</p>	<p>EA confirmed that it laid off 350 people in marketing, publishing and other departments. Its Japan office has been closed entirely as well.</p>

	<p>In the same week, EA has signed a deal to publish the first game from Velan Studios, an independent game developer started by gaming veterans Guha and Karthik Bala.</p> <p>IMPACTS: EA started the week at \$103.29 and fell down to \$101.63 by the end of the week.</p> <p>The news this week remains concise and short, yet impactful for EA's stock price. The news about the layoff, although in retrospect is only about 3.8% of the entire employee pool, could indicate that the firm is struggling internally. This could be a motive behind stockholders selling off their shares and the stock price falling.</p>
TMUS \$71.75	<p>The Sprint Merger deal continues to be an issue for the firm as States investigations are considering a lawsuit to block the deal on antitrust grounds and may act even if the Justice Department approves it.</p> <p>TMUS has just also launched the next evolution in telecom – the T-Mobile Phone BoothE – in New York City, Washington D.C. and its hometown of Seattle, with many more to come. These vertical vestibules offer the ultimate privacy, so you can use your smartphone in peace, even on the streets of some of the busiest cities in America.</p> <p>IMPACTS: T-mobile started the week at \$71.75 and dropped down to a humble \$69.12 per share by the end of the week.</p> <p>The worrying news in regards to the Sprint acquisition continues affecting both of the firms involved's stock price. TMUS started the week strong and constant at \$71.75 until it suddenly experienced a drop as soon as the news started circulating, making it down \$69.12 by week-end.</p>

WEEK 5

SYMBOL	COMPANY	WEEK-BEGIN	WEEK-END	DIFFERENTIATION
JNJ	Johnson & Johnson	\$ 126.17	\$ 136.18	\$ 10.01
AAPL	Apple	\$ 147.30	\$ 197.00	\$ 49.7
SBUX	Starbucks	\$ 63.24	\$ 75.03	\$ 11.79
NFLX	Netflix	\$ 315.34	\$ 365.49	\$ 50.15
EA	Electronic Arts	\$ 87.59	\$ 99.43	\$ 11.84
TMUS	T-Mobile	\$ 68.44	\$ 70.35	\$ 1.91

WEEK-BEGIN	NEWS EVENTS
JNJ \$126.17	Oklahoma's attorney general on Thursday had dropped all but a single claim against Johnson & Johnson and Teva Pharmaceutical in a closely watched lawsuit alleging the drugmakers helped fuel the U.S. opioid epidemic.

	<p>Johnson & Johnson is shaking off the recent scandal following its talc-based lawsuit with the relaunch of its baby products. Aimed at the millennial parent market, the new range has had hazardous ingredients removed with the formulation now being from 90 percent derived natural ingredients.</p> <p>The firm's baby shampoo samples failed quality tests in the Indian state of Rajasthan, according to a notice from the state's drugs watchdog. The state's findings were rejected by the U.S. product manufacturer. The Rajasthan Drugs Control Organisation's notice dated March 5 said that the samples of J&J's baby shampoo taken from two batches had failed the quality test as they contained "harmful ingredients." It did not elaborate, according to Reuters.</p> <p>IMPACTS: The stock rocketed from \$126.17 to \$136.18 by the end of the week.</p> <p>This week has been exciting for JNJ. With all the lawsuits handled graciously and responsibly, the firm is winning back the public's trust; that is reflected by the upward trend in the stock price. The stock this week hit the highest point of 139.79 early Friday and settled at \$136.18 by the end of the trading week. That is still a difference of more than \$10 increase for JNJ.</p>
<p>AAPL \$147.30</p>	<p>Former Google AI researcher Ian Goodfellow has left the search engine giant to join Apple, as first noted by CNBC. Making him another high-profile addition for the AI department, after Google AI executive in John Giannandrea a year ago.</p> <p>Apple News Plus has seen over 200,000 subscribers already sign up to the iOS news app, in its opening two days on the app store.</p> <p>Apple has also offered to spend \$9.7 million on new bike and pedestrian-oriented transportation projects in the city of Cupertino, where it has two campuses, reports The Mercury News.</p> <p>IMPACTS: Apple's stocks leapt from \$147.30 on Monday to \$197.00, a difference of nearly \$50 by the end of the week.</p> <p>Apple's potentials are proven to be profound, with the Apple New+ and Apple TV+ out scoring nearly thousand and thousand of subscribers. It is also interesting to see what the newly added high-profile can do for Apple in the AI race.</p>
<p>SBUX \$63.24</p>	<p>Starbucks might be the most downloaded loyalty app among quick-service restaurant customers, according to a 2018 survey from technology survey data company The Manifest.</p> <p>Starbuck created Valor Siren Ventures I (VSV1), a venture firm to invest in new start-ups developing technologies, products, and solutions relating to food or retail. The firm has invested \$100 million in VSV1, and seeks to raise an additional \$300 million in the next few months from other strategic partners and key institutional investors. Starbucks also plans to "explore direct commercial arrangements with these start-ups," according to the press release.</p> <p>IMPACTS: Starbucks started the week at \$63.24 and jumped up to \$75.03 by the end of the week.</p> <p>Starbucks is well on its track to be an impactful firm this year as its loyalty program is proven to be the most popular in the US. As for its venture firm, investing in start-ups is a challenging proposition, but the chances for Starbucks-backed companies to succeed are greater than for those companies fully on their own, this could be the beginning to a new era for Starbucks.</p>

<p>NFLX \$315.34</p>	<p>Tania Zarak, a former Netflix executive says she was fired because she got pregnant; now she's suing. She says she was shunned and taken off projects, including the upcoming series about Mexican American singer Selena.</p> <p>The company has also announced higher pricing for all plans — representing its biggest price increase to date. The new rates applied to new subscribers immediately, and since then Netflix has been gradually moving existing customers to the higher-priced tiers, based on each member's billing cycle.</p> <p>IMPACTS: Netflix has had an exciting week as its stock rocketed from \$315.34 to \$365.49 per share.</p> <p>Netflix has the highest increase this week, with a \$50 difference on its stock. It is unclear to why as the news has not been that supportive for the firm.</p>
<p>EA \$87.59</p>	<p>There has been no news this week for EA.</p> <p>IMPACTS: EA started the week at \$87.59 and increased by nearly \$12 to \$99.43 by the end of the week.</p> <p>Although there has been no news this week for EA, the trend has been interesting. There was a deep dive on Wednesday where the stock reached \$80.21, and followed right away the next day with the week's highest at \$106.84 on Thursday, before landing on \$99.43 for the week's end.</p>
<p>TMUS \$68.44</p>	<p>Following the rocky megamerger deal between T-Mobile and Sprint, this week the CEO, John Legere came up with another pitch for the deal – jobs. Legere wrote in the blog post that between customer service jobs and retail store expansions, the “New T-Mobile” will employ 11,000 more people by 2024 than the individual companies would have.</p> <p>IMPACTS: T-mobile started the week at \$68.44 and dropped down to a humble \$70.35 per share by the end of the week.</p> <p>The merger deal continues to affect the stock price deeply as there was great fluctuations this week as well. Before landing at \$70.35, it dropped to the lowest of \$68.78 on Wednesday, and slowly came back up.</p>