

## Mississippi SP15 High School State Winner

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There are many viable companies out there that would provide short-term wealth, but the diamonds in the rough are those that will last for decades to come. Generally, when we think of companies that have been around for decades, we think of those that already have been. Some that come to mind are McDonalds, Ford Motor Company, and Wal-Mart. But what we fail to take into account are the relatively newer companies that are breaking ground in their industries. The companies I have selected are "Amazon.com, Inc. and Tesla Motors".

Amazon.com, Inc. is an electronic commerce company that sells goods both of their own and those of a third party. It has created many goods such as the "Kindle Fire", an e-reader that allows users to purchase books and have them stored in digital form to be accessed at any time on the device. As the market progresses, it becomes much easier to find and order items online as opposed to going out and shopping all over to find the kind you want. Amazon.com, Inc. caters to this need and has been rewarded handsomely since the beginning of the company. The company began as an online bookstore in 1994, and has since grown exponentially in accordance with the growing need for goods not readily found in stores. This is seen especially in 2013, when between the second and third quarter sales rose from \$13.8 billion to over \$17 billion. And since it has been significantly growing in the same way from the lowest stock price of \$6.71 in 2001, it has had constant growth in the past 14 years, to a current stock price of \$385.82 per share. Between 2014 and 2016, Amazon announced its "Prime Air" program that delivers your package in 30 minutes from a flying drone that arrives at your location exponentially faster than any delivery company. As the need for goods faster grows over the next few years, so will this service and Amazons use as the number one electronic commerce company. The reasonable time to sell this stock would be when it peaks, predicted to be after the "Prime Air" system launches. While this will probably not be unveiled in the United States in 2015, it may be best to wait to sell stock until the program launches.

My second company is "Tesla Motors", a company that designs and manufactures electronic cars and electronic car components. It was founded in 2003 as one of the first big name electric car companies, and still has a major hand in the market of electric cars. While the price of gas is low now, it fluctuates, and soon when the price rises again, it may not come down for quite a while. In the near to distant future, electric cars will be much cheaper in the long run, without having to handle the rising gas prices, more people will switch just to have the ability to save money weekly on gasoline. While the price of a share was at a low at \$19.20 in 2010, it has since grown to \$202.60 per share. While the road has not always been smooth, since 2003 it has been on a constant, long-term growth. The key thing here is that the growth is long term, and not a "get rich quick" stock. While the CEO, Elon Musk, first started the company as an independent automobile company, he has said that Tesla motors are currently lowering its prices to fit the needs of the average consumer. So, alongside Brian Stoffel, I believe that it would be best to wait and sell this stock until after 2015.