

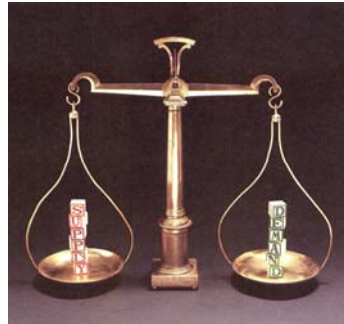
# Factors Affecting Price Movement

Created by: Dennis Schroeder - Marshall FBM

## A. Fundamentals

*(Supply and Demand)*

- \* Weather
- \* Gold - metals
- \* Transportation
- \* Dock & trucker strikes
- \* USDA reports
- \* Disease
- \* Actions of other countries
- \* Government programs



- \* Domestic use
- \* Exports - imports
- \* Reserves
- \* Embargo
- \* Interest rates
- \* Value of the dollar
- \* Inflation
- \* Other factors

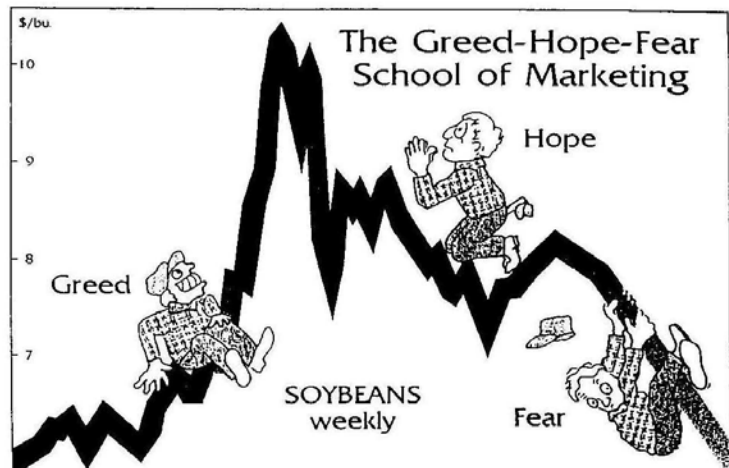
## B. Technical or charts

- \* Trends
- \* Chart formations
- \* Cycles
- \* Seasonal odds
- \* Contrary opinion

## C. Emotions of people



## Which Phase Are You In?



## 3 Rules of Marketing

- 1. Keep good records** Know your costs and determine your profit margins.
- 2. Take profits** When you can price at a profit, do so.  
If prices are high, don't wait for them to go a little higher!
- 3. Bet the odds** Use historical data, seasonal trends and the fundamentals