



ANALYSIS - CURRENT PRICE OF VISA - \$70.02

STRATEGY IMPLEMENTATION

Visa Inc. is a world leader in electronic payments. The Company is engaged in operating a processing network, VisaNet, which facilitates authorisation, clearing and settlement of payment transactions across the world. The Company provides its services to consumers, businesses, financial institutions and governments in more than 200 countries and territories for electronic payments.

Retail sales rose 1.20% in May compared to April, according to the latest U.S. Census Bureau data. Retail sales account for nearly one-third of US consumer spending. Since a substantial portion of sales at stores is carried out by cards, growth in retail sales means growth in card transactions. This should benefit card merchants like Visa.

With continually revised higher target prices amongst the analyst community we tend to agree with this view and are looking for a move higher in price move ahead of its earnings announcement scheduled for 23rd July. Out of the past four earnings announcements, the company has surprised the market with greater than expected numbers, 3 of these times. The consensus price target amongst 16 analyst firms is \$76.00. I have high hopes of this stock reaching this target in the near term.

Please call the Luke Pilkington if you require any further information on
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OPENING TRADE OPTIONS:

- 1: BUY JAN16 VISA 65.00 CALL @ LIMIT \$7.00
- 2: BUY STOCK @ MKT, place stop loss at \$63.01 (10%)
- 3: BUY CFD @ MKT, place stop loss at \$63.01 (10%)

MAXIMUM RISK

- 1: Maximum risk on this trade is the cost of the bought call.
- 2: Number of Shares x (Entry Price – Stop Loss Price) (10%)
- 3: Number of CFD's x (Entry Price – Stop Loss Price) (10%)

MAXIMUM UPSIDE

Potentially unlimited on the bought call, long stock and long CFD's.

Written By: Luke Pilkington



**PLEASE CALL LUKE PILKINGTON IF YOU HAVE ANY QUESTIONS
OR WOULD LIKE ME TO IMPLEMENT THIS STRATEGY FOR YOU.**

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