



# The Coe Report

Intraday Bulletin

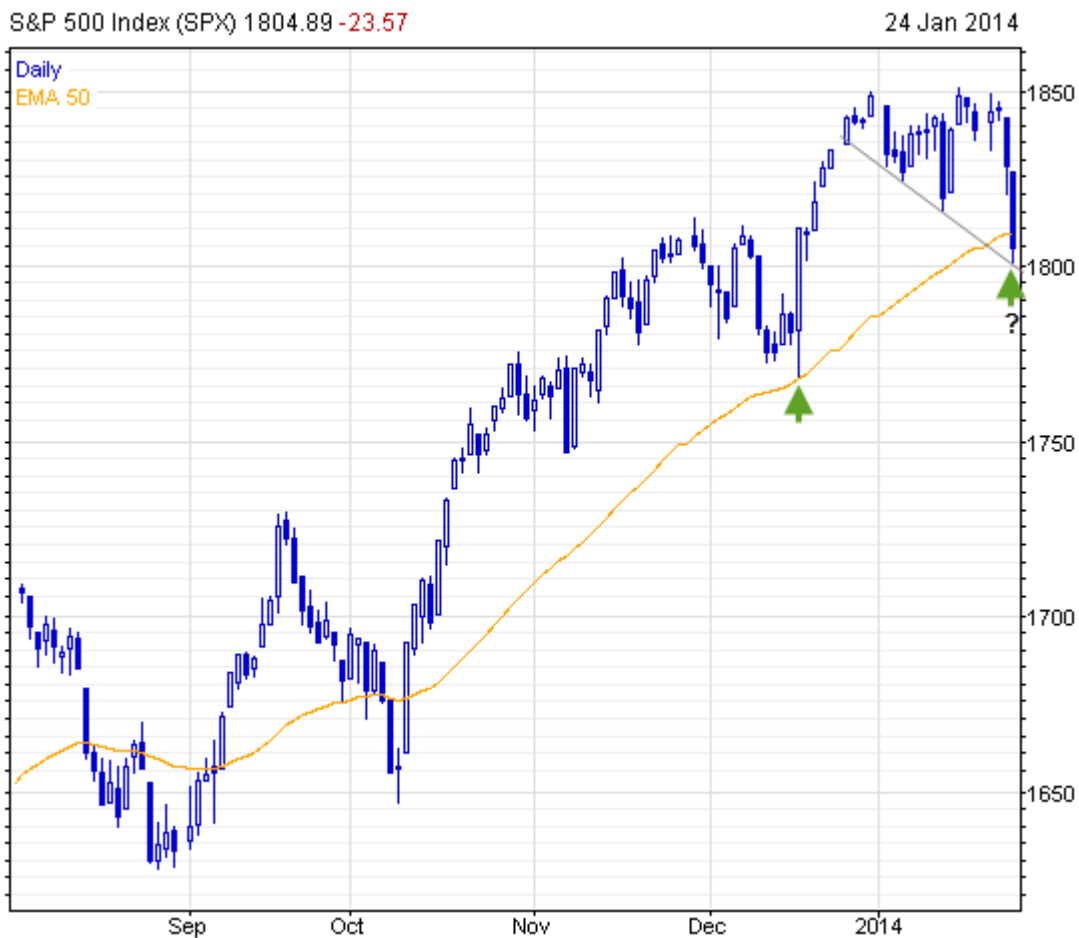
12.33pm EDT 24 January 2014

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## Near-term Market View

This morning's weakness has pulled the **S&P 500** down to potential trendline support and also the critical 50-day exponential moving average. That latter test last happened in mid-December, after which the index snapped back. We will avoid shorting in today's drop as we need to see how the index reacts to this probe of potential support. Closing beneath the 50-day (1809) and then deteriorating on Monday would certainly indicate a short-term top was in play (with a target down to 1780).



## BUYING AT 1pm

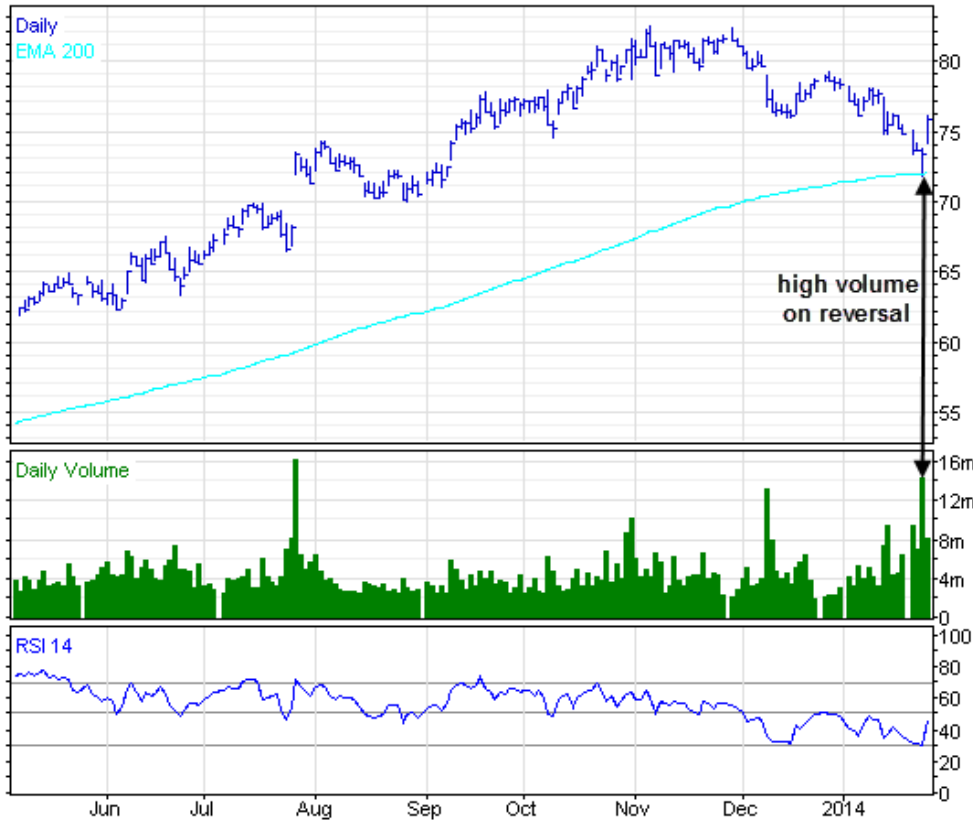
**Starbucks (SBUX)** found support at its 200-day exponential moving average yesterday and is following through to the upside today. Volume was strong yesterday, as is today's, that is healthy. Upside potential is there as the 14-day RSI turns up from oversold.

Target = \$82.50 (all-time high from November 2013)

Stoploss = \$71.50; EOD3 type

Starbucks Corp (SBUX) 75.9 +2.51

24 Jan 2014

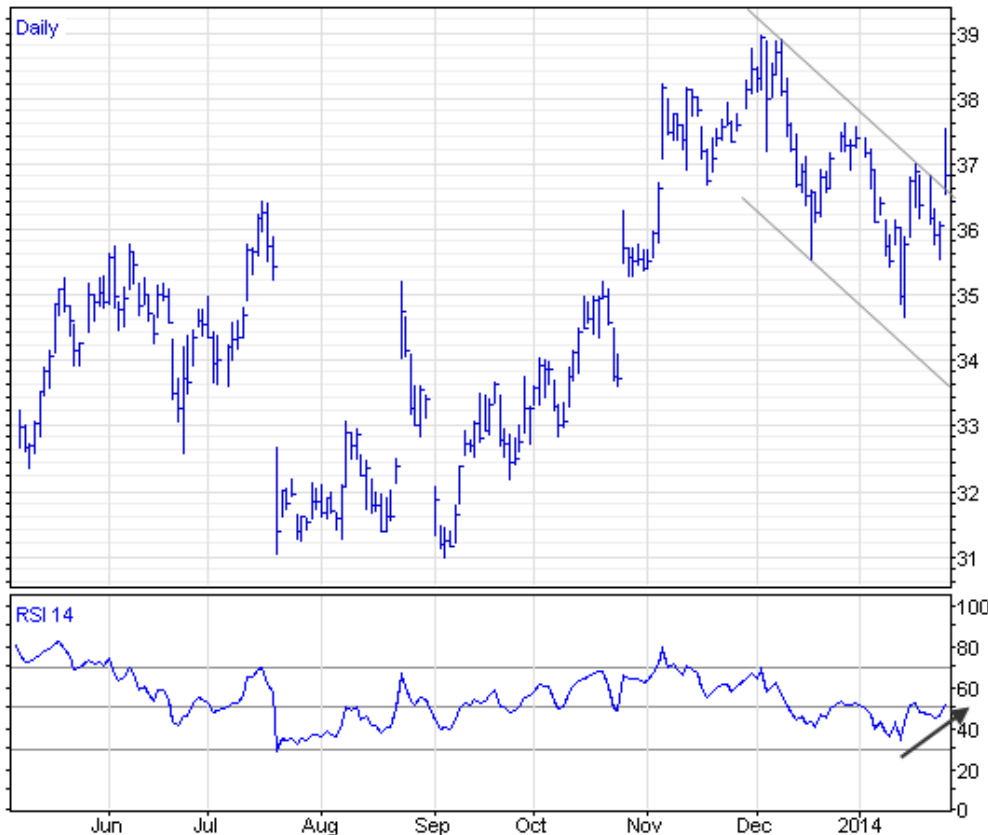


## BUY IDEA

**Microsoft (MSFT)** is showing good strength on a market down session today. Today's move is attempting to break the downtrend channel of the past two months. With momentum rising through neutral, the slack is there for the move to extend. The 2013 high at \$38.98 may be tested over the next month.

Microsoft Corp (MSFT) 36.84 +0.79

24 Jan 2014

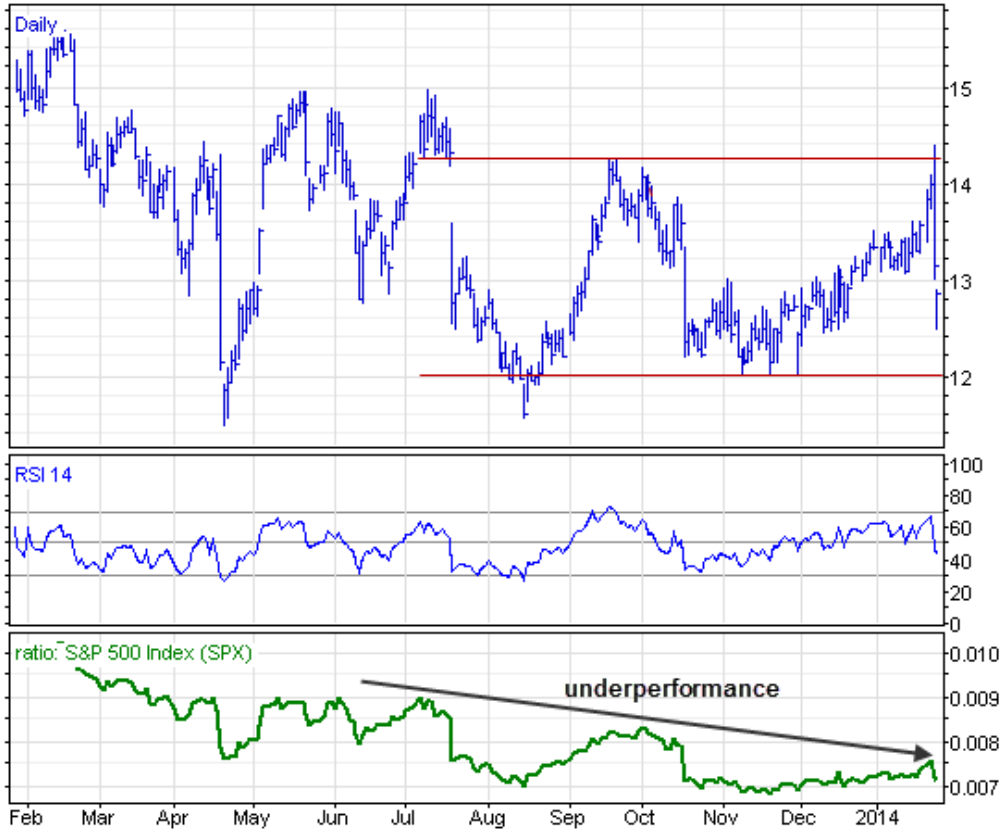


**SELL IDEA**

**Fairchild Semiconductor International (FCS)** printed a wide key-day-reversal yesterday. The turn occurred at the top of the range which means that a retreat is now likely underway towards the bottom of the range at \$12. Momentum is positioned to allow for that weakness. The relative chart is resuming its long-term downtrend.

Fairchild Semiconductor International Inc (FCS) 12.87 -0.28

24 Jan 2014



**SELL IDEA**

**CNOOC Ltd. (CEO)** is heading towards a four year support level across \$150. A break of that floor would attract further selling. The Chinese ADR is at five year relative lows and that underperformance is expected to continue.

CNOOC Ltd ADR (CEO) 160.19 -2.53

24 Jan 2014



## Stop Adjustments

The **Starwood Property Trust (STWD)** stop is raised to \$29.70 and is now intraday.

The **Hospira (HSP)** stop is raised to \$43.70 and is now intraday.

### Portfolio The Coe Report Longs

Date	Sector	Stock	Code	Type	Open Price	Current Price	% P&L	Target	Stop	Alloc %	Comment
4 Nov 2013	Consumer Staples	Altria Group Inc	MO	Long	37.37	37.37	0.00%	39	36.25	5	Stop type - EOD3
4 Dec 2013	Consumer Staples	Philip Morris International	PM	Long	85.84	83.54	-2.68%	92	82	5	Stop type - EOD3
9 Dec 2013	Consumer Staples	Sysco Corp	SY	Long	38.24	36.11	-5.57%	43	36	5	Stop type - EOD3
30 Dec 2013	Utilities	Entergy Corp	ETR	Long	62.66	61.71	-1.52%	68	60	5	Stop type - EOD3
10 Jan 2014	Utilities	Dominion Resources Inc	D	Long	67.52	66.4	-1.66%	70	64.50	5	Stop type - EOD3
13 Jan 2014	Gold/Silver/Gems	Novagold Resources	NG	Long	2.93	3.11	+6.14%	5	2.95	5	Stop type - ITD
15 Jan 2014	Information Technology	Google Inc	GOOG	Long	1148.15	1160.1	+1.04%	1175	1120	5	Stop type - EOD3
15 Jan 2014	Financials	American Express Co	AXP	Long	88.19	89.17	+1.11%	95	85	5	Stop type - EOD3
15 Jan 2014	Telecommunication Services	AT&T Inc	T	Long	33.976	33.8	-0.52%	39	33	5	Stop type - EOD3
15 Jan 2014	Health Care	Biogen Inc	BIIB	Long	294.93	314.96	+6.79%	320	295.50	5	Stop type - ITD
17 Jan 2014	Health Care	Hospira Inc	HSP	Long	42.985	45	+4.69%	48	43.70	5	Stop type - ITD
17 Jan 2014	Finance REITs	Starwood Property Trust Inc	STWD	Long	29	30.67	+5.76%	31	29.70	5	Stop type - ITD
17 Jan 2014	Health Care	Gilead Sciences Inc	GILD	Long	78.569	82.15	+4.56%	90	79	5	Stop type - ITD
22 Jan 2014	Information Technology	Fidelity National Information Services Inc	FIS	Long	53.48	53.25	-0.43%	55	51	5	Stop type - EOD3
22 Jan 2014	Consumer Staples	Coca-Cola Co	KO	Long	39.95	39.24	-1.78%	43.43	39.10	5	Stop type - EOD3

### The Coe Report Shorts

Date	Sector	Stock	Code	Type	Open Price	Current Price	% P&L	Target	Stop	Alloc %	Comment
21 Oct 2013	Information Technology	IBM Corp	IBM	Short	173.58	182.73	-5.27%	145	189	5	Stop type - EOD3
30 Oct 2013	Metal Ores	Cameco Corp	CCJ	Short	18.96	22.14	-16.77%	16	22.25	5	Stop type - EOD3
20 Nov 2013	Leisure Gaming Equip	Boyd Gaming Corp	BYD	Short	9.76	10.55	-8.09%	6	11.90	5	Stop type - EOD3
25 Nov 2013	Energy	Diamond Offshore Drilling Inc	DO	Short	59.485	51.88	+12.78%	53	59.10	5	Stop type - ITD
12 Dec 2013	Financials	Kimco Realty Corp	KIM	Short	20.22	20.88	-3.26%	19	21	5	Stop type - EOD3
3 Jan 2014	Information Technology	Altera Corp	ALTR	Short	32.12	32.93	-2.52%	30	33	5	Stop type - EOD3
3 Jan 2014	Information Technology	First Solar Inc	FSLR	Short	56.77	50.44	+11.15%	49	54.45	5	Stop type - ITD
6 Jan 2014	Financials	AFLAC Inc	AFL	Short	64.86	63.56	+2.00%	61	67.50	5	Stop type - EOD3
8 Jan 2014	Consumer Discretionary	Penney (J.C.) Co Inc	JCP	Short	7.37	6.84	+7.19%	6	7.27	5	Stop type - ITD
10 Jan 2014	Financials	Health Care Property Investors Inc	HCP	Short	38.42	38.53	-0.29%	35	39	5	Stop type - EOD3
17 Jan 2014	Information Technology	Electronic Arts Inc	EA	Short	24.085	23.87	+0.89%	18	24.50	5	Stop type - EOD3

**Guide to Stops**

**ITD** - executed when the stop is touched intraday. Should the stock gap through an intraday level at the open then the trade will be closed out at the opening price.

**EOD** - activated following an end of day close beneath the stop level. Trade then closed out on the following session. Our trade will be closed out at the day's mid-range (to reflect a fair/average exit price).

**EOD3** - activated following three consecutive end-of-day closes beneath the stop level. Trade then closed out on the fourth day. Our trade is closed out at the day's mid-range.

Adjusted stops are effective from the time of publication.

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**Tarquin Coe, Technical Analyst**. Let us know your feedback at [analysis@investorsintelligence.com](mailto:analysis@investorsintelligence.com)

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