

Rocky Mountain Chocolate Factory (Tue, Jul 02, 2024)

Sell candidate since May 17, 2024

Loss -34.17%

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Tech commentaries:

The **Rocky Mountain Chocolate Factory** stock price fell by **-0.474%** on the last day (Tuesday, 2nd Jul 2024) from **\$2.11** to **\$2.10**. It has now fallen 3 days in a row. During the last trading day the stock fluctuated **16.75%** from a day low at **\$2.03** to a day high of **\$2.37**. The price has fallen in 7 of the last 10 days and is down by **-9.68%** for this period. Volume fell on the last day along with the stock, which is actually a good sign as volume should follow the stock. On the last day, the trading volume fell by **-13 thousand** shares and in total, **14 thousand** shares were bought and sold for approximately **\$29.94** thousand.

The stock has broken the wide and falling short-term trend down. Firstly a stronger fallrate is indicated, but false breaks and "sell-off" may occur. However, a further fall is realistic and any reactions back to the breaking point (**\$2.18**) are considered to be a "second chance" to get out. According to the fan-theory **\$1.94** will represent the new bottom line of the next trend, but it is far too early to say this for certain.

There are few to no technical positive signals at the moment. The **Rocky Mountain Chocolate Factory** stock holds sell signals from both short and long-term Moving Averages giving a more negative forecast for the stock. Also, there is a general sell signal from the relation between the two signals where the long-term average is above the short-term average. On corrections up, there will be some resistance from the lines at **\$2.22** and **\$2.72**. A break-up above any of these levels will issue buy signals. A sell signal was issued from a pivot top point on **Wednesday, June 05, 2024**, and so far it has fallen **-27.81%**. Further fall is indicated until a new bottom pivot has been found. Furthermore, there is currently a sell signal from the 3 month Moving Average Convergence Divergence (MACD). Volume fell along with the price during the last trading day which is technical positive. One should, however, note that this stock may have low liquidity in periods, which increases the general risk. The very low volume increases the risk and reduces the other technical signals issued.

There is no support from accumulated volume below today's level and given the right condition the stock may perform very badly in the next couple of days. On the upside the stock meets some resistance just above today's level from accumulated volume at **\$2.20**, **\$2.24** and **\$2.40**.

This stock may move much during the day (volatility) and with periodic low trading volume this stock is considered to be "high risk". During the last day, the stock moved **\$0.340** between high and low, or **16.75%**. For the last week the stock has had daily average volatility of **11.48%**.

Rocky Mountain Chocolate Factory holds several negative signals and is within a wide and falling trend, so we believe it will still perform weakly in the next couple of days or weeks. We therefore hold a negative evaluation of this stock.

Risk: High

Evaluation: Strong Sell Candidate

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