Jump Start Your Job Search Strategy

Company & Industry Research
Presenters

• Kellogg Leliveld, Director, Career Education
• Sara Hess, Reference Librarian
• Karen King, Director, Darden Library
• Susan Norrisey, Reference Librarian
Research – Key to Job Search Success

Job Search Process

1. Know Yourself
2. Know the Market
3. Market Yourself

Driving Success

- **Be Impressive** – One aspect of creating a good impression with a recruiter, an interviewer, or a network contact is your knowledge of his/her company
- **Know Before You Go** - Engage in more meaningful dialogue, and demonstrate your level of interest to the interviewer by doing homework
- **Play Your Best Offense** – Knowledge gained from research provides a solid foundation for each networking meeting or interview, demonstrating your level of interest and allowing you more time to explore key issues
- **Play Your Best Defense** – Research will also hopefully help you avoid taking a short-term job by helping you best assess fit with your career goals and objectives

Source: [http://www.job-hunt.org/company_research/article_company_research.shtml](http://www.job-hunt.org/company_research/article_company_research.shtml)
What Do You Need to Know?

Sample Market Research Questions

- What are some of the key issues facing this segment/company?
- What companies are "up and coming" in this industry/segment?
- Who are the leaders? Who are the losers? Why?
- On what basis are companies competing?
- What is the single most important factor in securing a job with in this industry/company?
- What are some of the exciting areas to be working in throughout this industry/company?
- What qualities or experiences are required to succeed in this industry/company?

Source: Darden ACS Toolkit
Jump Start Your Job Search Strategy Guide
darden.libguides.com/JumpStartJobSearch
Hoovers

Sara Hess, Reference Librarian
Why use Hoovers?

• Primer on public companies
• Variety of company information and data
  • Financials
  • Comparison to competitors
• Industry information
  • Overview
  • Competitive landscape
  • Trends, challenges
• Downloadable reports
• Build A List feature
<table>
<thead>
<tr>
<th>Billing/Financial Aid</th>
<th>Career System</th>
<th>Registrar System</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canvas (LMS)</td>
<td>Graduate Record</td>
<td>Student Login</td>
<td>UVa Student Information Form</td>
</tr>
<tr>
<td>Career Portal</td>
<td></td>
<td>Registrar Website</td>
<td>UVa Resources</td>
</tr>
<tr>
<td></td>
<td>Library</td>
<td>Room Scheduler</td>
<td></td>
</tr>
</tbody>
</table>
Go to the Library page in the Darden Portal and open the database menu.
Select **Hoovers** from the drop down menu
Build A List

Create list of companies based on location, industry, and more
Industry
Filter for Companies by Hoover's Industries, SIC Codes, and NAICS Codes

Industry Focus
- Include Primary Only
- Include Primary and Secondary

Add Hoover's Industries
Type and choose an industry name.
- Include Industries
- Exclude Industries

Not sure which industry you're looking for?
Browse the list of Hoover's industries

Add US SIC Codes
2 to 8 digit SIC codes are supported. Separate multiple codes with commas; to range search, use a dash between codes.
- Include Industries
- Exclude Industries

Not sure which SIC code you're looking for?
Browse or Search for US SIC codes

Add NAICS Codes
2 to 6 digit NAICS codes are supported. Separate multiple codes with commas; to range search, use a dash between codes.
- Include Industries
- Exclude Industries

Not sure which NAICS code you're looking for?
Browse or Search for NAICS codes
## Company Search Results

### Filter Your Results
- Non-Public: 2
- Owned by a Public Company: 1

### Companies by Ownership Type

#### My Criteria

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Location</th>
<th>Location Type</th>
<th>Sales ($ Mil)</th>
<th>Employees</th>
<th>SIC</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Ridge Numerics, Inc.</td>
<td>Charlottesville VA United States</td>
<td>Headquarters</td>
<td>4.33M</td>
<td>40</td>
<td>73710301 Computer software development</td>
<td>+1-434-977-2764</td>
</tr>
<tr>
<td>RE Discovery Software, Inc.</td>
<td>Charlottesville VA United States</td>
<td>Headquarters</td>
<td>1.01M</td>
<td>16</td>
<td>73720000 Prepackaged software</td>
<td>+1-434-975-3256</td>
</tr>
<tr>
<td>Viki Research, Inc.</td>
<td>Charlottesville VA United States</td>
<td>Headquarters</td>
<td>0.78M</td>
<td>5</td>
<td>73720000 Prepackaged software</td>
<td>+1-434-975-6382</td>
</tr>
</tbody>
</table>

**Results:** 3 Companies  11 People
Company information
Microsoft is omnipresent. Its Windows operating system and Office suite of productivity software dominate their markets. The company’s cloud computing platform, Azure, is one of the leaders in that burgeoning market.

Customers range from individuals and small businesses to the world’s biggest companies and government agencies. Microsoft makes tablets (Surface), game consoles (Xbox), and even laptop computers (introduced in 2015). The company’s own Skype, the video meeting service. And in 2016, Microsoft added LinkedIn, the business-oriented social network, to its portfolio in a $26 billion deal. Microsoft’s software is included in most personal computers including those from Dell Technologies, HP Inc., and Lenovo.

Operations

Microsoft organized its reporting units into productivity and platform segments that reflect its strategic direction in productivity and platform.

The More Personal Computing segment, 44% of sales, consists of products and services for end users, developers, and IT managers across devices. Included are Windows OS products: devices, including the Surface tablet, phones, and PC accessories; gaming such as Xbox hardware and Xbox Live; video games; HoloLens virtual reality technology; and third-party video game royalties; and search advertising.

The Productivity and Business Processes segment, 29% of sales, covers productivity, communication, and information products and services across devices and platforms. Among the products are Office, Office 365 (the cloud version), Exchange, SharePoint, Skype and Skype for Business, and the Dynamics ERP and CRM products.

The Intelligent Cloud segment, 27%, consists of its public, private, and hybrid server products and cloud services. Those products and services include SQL Server, Windows Server, Visual Studio, System Center, and Azure.

Geographic Reach

Microsoft operates in some 190 countries with international sales accounting for 52% of revenue and the balance coming from the US.

The company has regional centers around the world as well as data centers and research and development facilities.

Sales and Marketing
## Balance Sheet

All amounts in millions of **US Dollars** except per share amounts.

<table>
<thead>
<tr>
<th>Assets</th>
<th>Jun 16</th>
<th>Jun 15</th>
<th>Jun 14</th>
<th>Jun 13</th>
<th>Jun 12</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>6,510.00</td>
<td>5,595.00</td>
<td>8,669.00</td>
<td>3,804.00</td>
<td>6,938.00</td>
</tr>
<tr>
<td>Net Receivables</td>
<td>18,277.00</td>
<td>17,908.00</td>
<td>19,544.00</td>
<td>17,466.00</td>
<td>15,780.00</td>
</tr>
<tr>
<td>Inventories</td>
<td>2,251.00</td>
<td>2,902.00</td>
<td>2,660.00</td>
<td>1,938.00</td>
<td>1,137.00</td>
</tr>
<tr>
<td>Other Current Assets</td>
<td>5,892.00</td>
<td>5,461.00</td>
<td>4,392.00</td>
<td>3,388.00</td>
<td>3,092.00</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>139,660.00</td>
<td>124,712.00</td>
<td>114,246.00</td>
<td>101,466.00</td>
<td>85,084.00</td>
</tr>
<tr>
<td><strong>Net Fixed Assets</strong></td>
<td>18,356.00</td>
<td>14,731.00</td>
<td>13,011.00</td>
<td>9,991.00</td>
<td>8,260.00</td>
</tr>
<tr>
<td>Other Noncurrent Assets</td>
<td>3,642.00</td>
<td>2,953.00</td>
<td>3,422.00</td>
<td>2,392.00</td>
<td>1,520.00</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>193,694.00</td>
<td>176,223.00</td>
<td>172,384.00</td>
<td>142,431.00</td>
<td>121,271.00</td>
</tr>
</tbody>
</table>

| Liabilities                   |        |        |        |        |        |
|-------------------------------|        |        |        |        |        |
| **Current Liabilities**       |        |        |        |        |        |
| Accounts Payable              | 6,898.00 | 6,591.00 | 7,432.00 | 4,828.00 | 4,175.00 |
| Short Term Debt               | 12,904.00 | 7,484.00 | 2,000.00 | 2,999.00 | 1,231.00 |
## Competitors

Select up to three competitors from the list below to compare them to MICROSOFT CORPORATION as well as Industry and Market medians. If no competitors are selected, the top three competitors will be used in the comparison.

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Revenue</th>
<th>Net Profit Margin</th>
<th>Net Operating Cash Flow</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Systems</td>
<td>$4,795.51M</td>
<td>17.86%</td>
<td>$1,469.50M</td>
</tr>
<tr>
<td>Amazon.com</td>
<td>$107,006.00M</td>
<td>1.60%</td>
<td>$11,920.00M</td>
</tr>
<tr>
<td>Apple Inc.</td>
<td>$215,639.00M</td>
<td>21.19%</td>
<td>$65,824.00M</td>
</tr>
<tr>
<td>CA, Inc.</td>
<td>$4,025.00M</td>
<td>19.00%</td>
<td>$1,034.00M</td>
</tr>
<tr>
<td>EMC</td>
<td>$24,704.00M</td>
<td>8.54%</td>
<td>$5,386.00M</td>
</tr>
<tr>
<td>Google</td>
<td>$74,989.00M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>HP</td>
<td>$103,355.00M</td>
<td>5.42%</td>
<td>$6,490.00M</td>
</tr>
<tr>
<td>IBM</td>
<td>$81,741.00M</td>
<td>14.75%</td>
<td>$17,008.00M</td>
</tr>
<tr>
<td>Logitech</td>
<td>$2,018.10M</td>
<td>6.46%</td>
<td>$183.11M</td>
</tr>
<tr>
<td>Mozilla</td>
<td>$19,31M</td>
<td>--</td>
<td>--</td>
</tr>
<tr>
<td>Nintendo</td>
<td>$4,669.78M</td>
<td>3.27%</td>
<td>$1,122.77M</td>
</tr>
</tbody>
</table>
To compare the company to its top 3 competitors and its primary industry, start on Competitive Landscape.

This page shows financial comparisons between this company, up to three competitors, and industry medians. You can use the button at the right to select different competitors to compare with this company.

### 2015 Key Numbers

<table>
<thead>
<tr>
<th></th>
<th>Microsoft</th>
<th>Amazon.com</th>
<th>Apple Inc.</th>
<th>Google</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Sales</td>
<td>$85.32B</td>
<td>$107.01B</td>
<td>$215.64B</td>
<td>$74.99B</td>
</tr>
<tr>
<td>Employees</td>
<td>118,000</td>
<td>230,800</td>
<td>110,000</td>
<td>--</td>
</tr>
<tr>
<td>Market Cap</td>
<td>$399.54B</td>
<td>$318.34B</td>
<td>$601.44B</td>
<td>--</td>
</tr>
</tbody>
</table>

### 2015 Profitability

<table>
<thead>
<tr>
<th></th>
<th>Microsoft</th>
<th>Amazon.com</th>
<th>Apple Inc.</th>
<th>Google</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Industry Median</td>
<td>Market Median1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Industry information
## Company Index

### Industry Information

<table>
<thead>
<tr>
<th>NAICS Codes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>334118</td>
<td>Computer Terminal and Other Computer Peripheral Equipment Manufacturing</td>
</tr>
<tr>
<td>511210</td>
<td>Software Publishers (primary)</td>
</tr>
<tr>
<td>519190</td>
<td>All Other Information Services</td>
</tr>
<tr>
<td>541511</td>
<td>Custom Computer Programming Services</td>
</tr>
</tbody>
</table>

### US SIC Codes

<table>
<thead>
<tr>
<th>SIC Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>35770000</td>
<td>Computer peripheral equipment, not elsewhere classified</td>
</tr>
</tbody>
</table>
Development Tools, Operating Systems & Utilities Software

Industry Index
- Overview
- Description
- Associated Industry Codes
- Companies List
- Financials
- Trends & Opportunities
- News & Social
- Call Preparation Questions
- Quarterly Industry Updates
- Executive Insight
- Business Challenges
- Glossary of Acronyms

Tools
- Print Preview
- Print Report
- Receive Industry Alerts

INDUSTRY DESCRIPTION
Companies in this industry design and publish development tools, operating systems, and utilities software. Major companies include Apple, Google, Hewlett-Packard, IBM, Intel, Microsoft, Red Hat, and Symantec (all based in the US), as well as AVG Technologies (the Netherlands) and Trend Micro (Japan).

ASSOCIATED INDUSTRY CODES
- NAICS Codes
  511210: Software Publishers
- SIC Codes
  7372: Prepackaged software

INDUSTRY GROWTH RATING
Reflects snapshot of industry performance vs. industry risk over the next 12 to 24 months relative to other U.S. industries, along with

TOP COMPANIES
<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
<th>Employees</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICROSOFT CORPORATION</td>
<td>85,320.00M</td>
<td>114,000</td>
<td>Redmond, WA</td>
</tr>
<tr>
<td>Red Hat, Inc.</td>
<td>2.052.23M</td>
<td>8,800</td>
<td>Raleigh, NC</td>
</tr>
<tr>
<td>MICRO FOCUS INTERNATIONAL PLC</td>
<td>1,245.05M</td>
<td>4,218</td>
<td>Newbury, Berkshire, England</td>
</tr>
</tbody>
</table>
Companies in this industry design and publish development tools, operating systems, and utilities software. Major companies include Apple, Google, Hewlett-Packard, IBM, Intel, Microsoft, Red Hat, and Symantec (all based in the US), as well as AVG Technologies (the Netherlands) and Trend Micro (Japan).

Competitive Landscape

Demand is driven by sales of computing devices, including desktop and notebook PCs, tablets, and smart phones, which are tied to personal income levels and business profits. The profitability of individual companies depends on technical expertise and effective marketing. Large companies have advantages in development, marketing, and distribution resources. Small software companies compete by focusing on niche applications or emerging technologies. The US software industry is concentrated; the 50 largest companies generate about 70% of revenue.

Products, Operations, and Technology

Sales and Marketing

Finance and Regulation

Regional and International Issues

Human Resources

How have hardware sales trends affected demand for the company's products?

Demand for operating systems and utilities software is dependent on corporate and consumer spending on computers and mobile devices.

What emerging technologies or players present the greatest competitive threat to market leaders in the company's industry?

The dominance of large software companies makes it extremely difficult for smaller companies to develop competing products.
Web-based Development Tools — Factors including the growth of remote workers, open-source software, and social media have spawned a category of collaborative developer tools that are either partially or completely Web-based. The trend has been led by GitHub, a collaborative tool used to host, share, and revise code, which has gained more than 6 million users since its launch in 2008. Such tools allow for faster development of applications and tools.

New Programming Methodologies — Software developers continue to explore new approaches to project management to better serve customers and speed products to market. One such method, agile, has gained widespread adoption among developers. Agile emphasizes customer collaboration, constant adaptation, and iterative development periods that result in regular delivery of working software. Development tool designers have contributed to the trend by building new applications to facilitate and track projects that are managed under agile and other emerging programming frameworks.

Driverless Cars — The rapid development of autonomous automobiles promises to drive new demand for operating system software. Worldwide sales of self-driving cars are forecast to grow from nearly 230,000 in 2025 to 11.8 million in 2035, according to IHS Automotive. Such cars rely on complex software to process huge amounts of data gathered from cameras, sensors, and other navigation tools and then coordinate mechanical functions. Google is the leading developer of software for autonomous vehicles, but other companies with extensive automotive software portfolios, such as QNX, are well-positioned to pursue the market. More startups will likely target the segment as it expands.

Mobile Devices — The explosive growth of smartphones and other Internet-enabled mobile devices has largely been enabled by rapid and continuous development of mobile operating systems. With widespread adoption comes the additional need for new connectivity tools and security applications, and wearable electronic devices including wristwatches and glasses could provide the next surge of mobile device sales. Shipment volumes of wearable devices will more than triple in 2014 compared to the previous year, according to a market study by IDC.
Critical Issues

Demand Tied to Hardware Sales — Demand for operating systems and utilities software is dependent on corporate and consumer spending on computers and mobile devices. Recessionary trends such as budget cuts and reduced access to credit result in declining hardware sales. The effect of lower sales among key partners, including distributors, retailers, and OEMs, can significantly impact software sales.

Large Competitors Dominate Market Segments — The dominance of large software companies makes it extremely difficult for smaller companies to develop competing products. Microsoft dominates the market for client computing operating systems, for example, and mobile operating systems designed by Apple, Google, and Microsoft run most smartphones. Large companies can leverage extensive programming resources, greater marketing budgets, and established partnerships to fend off competition from smaller developers.

Other Business Challenges

Data Security — Customers rely on software programs and companies to protect personal information and other sensitive data. Security breaches due to faulty coding or hacker attacks can damage customer trust and reduce sales, and operating system developers are particularly vulnerable to such incidents. Measures to develop and maintain secure products require significant resources.
## Industry Index

<table>
<thead>
<tr>
<th>Overview</th>
<th>Financials</th>
<th>Quarterly Industry Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Trends &amp; Opportunities</td>
<td>Executive Insight</td>
</tr>
<tr>
<td>Associated Industry Codes</td>
<td>News &amp; Social</td>
<td>Business Challenges</td>
</tr>
<tr>
<td>Companies List</td>
<td>Call Preparation Questions</td>
<td>Glossary of Acronyms</td>
</tr>
</tbody>
</table>

## Companies List

1 - 25 of 672 Results

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
<th>Employees</th>
<th>Gross Profit Margin</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MICROSOFT CORPORATION</td>
<td>85,320.00M</td>
<td>114,000</td>
<td>60.87%</td>
<td>Redmond, WA</td>
</tr>
<tr>
<td>Red Hat, Inc.</td>
<td>2,052.23M</td>
<td>8,800</td>
<td>60.06%</td>
<td>Raleigh, NC</td>
</tr>
<tr>
<td>MICROSOFT LIMITED</td>
<td>1,523.48M</td>
<td>2,340</td>
<td>85.06%</td>
<td>London, London, England</td>
</tr>
<tr>
<td>MICRO FOCUS INTERNATIONAL PLC</td>
<td>1,245.05M</td>
<td>4,218</td>
<td>89.12%</td>
<td>Newbury, Berkshire, England</td>
</tr>
<tr>
<td>Opera Software ASA</td>
<td>615.90M</td>
<td>1,671</td>
<td>59.73%</td>
<td>Oslo, Oslo, Norway</td>
</tr>
<tr>
<td>MICROSOFT PTY LTD</td>
<td>442.71M</td>
<td>960</td>
<td></td>
<td>North Ryde, New South Wales, Australia</td>
</tr>
<tr>
<td>Progress Software Corporation</td>
<td>377.55M</td>
<td>1,766</td>
<td>83.91%</td>
<td>Bedford, MA</td>
</tr>
</tbody>
</table>

Change View: [List] [Map]
Factiva

Karen King, Darden Library Director
Factiva contains:

- Newspaper articles from major US and international newspapers and regional US newspapers
- Newswire reports, including press releases
- Transcripts from public traded companies’ conference calls
- Articles from trade journals and some business magazines
- Company overviews including key financial and market information and links to articles
- A current news page with links to recent articles in news publications
Go to Library Portal Page and click on database menu
On the drop-down menu, click on Factiva
On the menu bar, move your cursor over **Companies/Markets** and then select **Company**
Type the company name or ticker in the **Smart Lookup** box and click on the correct listing.
Company Snapshot provides Business Description

Danaher Corp. designs, manufactures and markets professional, medical, industrial and commercial products and services. It operates in five business segments: Test and Measurement, Environmental, Life Sciences and Diagnostics, Dental and Industrial Technologies. The Test and Measurement segment provides electronic measurement instruments and monitoring, management and optimization tools for communications and automation.
### Primary Industry Classification

<table>
<thead>
<tr>
<th>SIC</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3823</td>
<td>Industrial Instruments for Measurement, Display, and Control of Process Variables; and Related Products</td>
</tr>
<tr>
<td>33.30</td>
<td>Manufacture of industrial process control equipment</td>
</tr>
<tr>
<td>334513</td>
<td>Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables</td>
</tr>
</tbody>
</table>

### Secondary Industry Classification

<table>
<thead>
<tr>
<th>SIC</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3843</td>
<td>Dental Equipment and Supplies</td>
</tr>
<tr>
<td>3823</td>
<td>Industrial Instruments for Measurement, Display, and Control of Process Variables; and Related Products</td>
</tr>
<tr>
<td>3825</td>
<td>Instruments for Measuring and Testing of Electricity and Electrical Signals</td>
</tr>
<tr>
<td>9999</td>
<td>Nonclassifiable Establishments</td>
</tr>
<tr>
<td>3599</td>
<td>Service Industry Machinery, NEC</td>
</tr>
<tr>
<td>423830</td>
<td>Industrial Machinery and Equipment Merchant Wholesalers</td>
</tr>
</tbody>
</table>

### Regions

- **United States**: 337
- **India**: 59
- **North America**: 37
- **Australia**: 17
- **Europe**: 17
- **Germany**: 14
- **Kolkata**: 14
- **California**: 12
- **United Kingdom**: 11
- **Sweden**: 10

### Keywords

- manual errors
- worldwide overview
- doors company
- biobanking workflow
- common stocks
Key Executives
- Senior Vice President & General Counsel
  - Sven Ellis

Key Financials
- Currency: USD
- Sales: 19,613,833 m
- Sales Growth (1 year): 4.16%
- Last Reported Employees (Date): 71,003 (31 December 2014)
- Employees Growth (1 year): 7.86%
- Last Reported Auditor (Date): Ernst & Young (31 December 2014)
- Market Cap (USD): 90,308.35 m (27 November 2016)
- Net Income: 2,630,43 m
- Net Profit Margin: 13.07%
- EPS: 3.93
- Altman Z-Score: 4.13
- Audit Fees (Including Non-Audit Fees): 21,155,045.30
- Fiscal Year-End Date: 31 December 2014

Source: FactSet Research Systems Inc.

Performance Segment Information

Financial Performance

Business Segment

Geographic Segment
Factiva identifies a Peer Group and shows data to nearest 10 by Sales

### Peer Group

#### Nearest 10 by Sales

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Sales USD m</th>
<th>Employees</th>
<th>Market Cap USD m</th>
<th>Net Income USD m</th>
<th>Net Profit Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>Medipal Holdings Corp.</td>
<td>23,915.37</td>
<td>10,930</td>
<td>4,346.15</td>
<td>197.18</td>
<td>0.82%</td>
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<tr>
<td>26</td>
<td>Empresas Copec SA</td>
<td>22,420.63</td>
<td></td>
<td>11,257.74</td>
<td>804.59</td>
<td>3.59%</td>
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<tr>
<td>27</td>
<td>Danaher Corp.</td>
<td>19,913.80</td>
<td>71,000</td>
<td>66,368.85</td>
<td>2,598.40</td>
<td>13.05%</td>
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<tr>
<td>28</td>
<td>Doosan Corp.</td>
<td>18,711.25</td>
<td></td>
<td>1,993.19</td>
<td>4.19</td>
<td>0.02%</td>
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<tr>
<td>29</td>
<td>The Southern Co.</td>
<td>18,467.00</td>
<td>26,369</td>
<td>40,520.50</td>
<td>2,031.00</td>
<td>11.00%</td>
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<tr>
<td>30</td>
<td>CJ Corp.</td>
<td>17,892.22</td>
<td>43</td>
<td>6,568.38</td>
<td>191.21</td>
<td>1.07%</td>
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<tr>
<td>31</td>
<td>Top Frontier Investment Holdings, Inc.</td>
<td>17,494.04</td>
<td>18,551</td>
<td>539.57</td>
<td>75.06</td>
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<td>32</td>
<td>DCC Plc</td>
<td>15,716.09</td>
<td>9,447</td>
<td>7,895.90</td>
<td>190.65</td>
<td>1.21%</td>
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<tr>
<td>33</td>
<td>Alfa SAB de CV</td>
<td>15,546.33</td>
<td>70,453</td>
<td>10,662.71</td>
<td>-138.15</td>
<td>-0.89%</td>
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<td>34</td>
<td>KB Financial Group, Inc.</td>
<td>14,980.07</td>
<td>151</td>
<td>12,012.76</td>
<td>1,280.48</td>
<td>8.55%</td>
</tr>
</tbody>
</table>

Dow Jones Industry: Diversified Holding Companies  
Total Number of Companies: 988
View all news or news on different topics
Peer Comparison table provides options

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company Name</th>
<th>Sales USD m</th>
<th>Employees</th>
<th>Market Cap USD m</th>
<th>Fiscal Year-End Date</th>
<th>Symbol</th>
<th>Location</th>
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<tr>
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<td>4,340.15</td>
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<td>26</td>
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<td>11,257.74</td>
<td>31 December 2014</td>
<td>zSCOPEC</td>
<td>Chile</td>
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<td>68,369.85</td>
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<tr>
<td>29</td>
<td>The Southern Co.</td>
<td>18,457.00</td>
<td>26,369</td>
<td>40,520.50</td>
<td>31 December 2014</td>
<td>SO</td>
<td>United States</td>
</tr>
<tr>
<td>30</td>
<td>CJ Corp.</td>
<td>17,892.22</td>
<td>43</td>
<td>6,568.38</td>
<td>31 December 2014</td>
<td>jd001040</td>
<td>Korea, Republic Of</td>
</tr>
</tbody>
</table>
Click on **Financial Results** to view data from 10-Ks and 10-Qs. Click on **Spreadsheet** to save data in csv files to use in Excel.
Create and download a report containing data
News Pages allows you to keep current
Factiva provides *Newspages* for different industries and geographic areas.
Newspage for **Consumer Products**
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Chose to sort by **Relevance, Most recent first**, etc. Limit time period by clicking on a bar on the time graph. Click on **Company** to limit by that company. Click on title of a article to view full article.
Scroll down to view **Sources** list.
Click **+ sign** to see additional sources.
Click a publication name to limit results to that publication.
Factiva

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• On the *News Pages*, look to see front page articles from last Friday’s WSJ
• Do a search for your Company using the Search page
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Susan Norrisey, Reference Librarian
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-- **Newspapers** *(from only a few newspapers: Wall Street Journal, Investor’s Business Daily)*
*Business Source Complete* also contains

- Company SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- *Marketline* company profiles
- Industry Profiles
- Country Profiles
Go to Library Portal page; click *Launch a Database Now* drop down menu
Select *Business Source Complete*
Enter the **company name** and click **Search**. Use **quotation marks** to indicate a phrase or two adjacent words.
Use bar to change Publication Date to latest five years.
View **Source Types** on left sidebar. Click **Show More** to select from complete list.
Select from the types of publications on result list. Click on **SWOT Analyses**.
Click on title to view additional information about publication.
View pdf of SWOT analysis (Strength-Weakness-Opportunity-Threat). Or E-mail it to yourself.
### Strength

Wide product portfolio  
Strong market position  
Joint ventures enabling the company to strengthen its product portfolio  

### Weakness

Dependence on the US market  
Legal proceedings  

### Opportunity

Favorable trends in global specialty chemicals market  
Significant agreement with Solvay  
New launches  

### Threat

Uncertain conditions in global economy and financial markets  
Operational risks  
Extensive regulations  

---

**Strength**

Eastman, through its various business segments, has wide product portfolio catering to the needs of its customers in diverse markets. Its additives and functional products segment manufactures products such as solvents, polymers, antioxidant and specialty amines, which are used in rubber tire manufacturing, polymers, personal goods, and building and construction, among others. The fibers segment of Eastman produces acetal low, acetalate yarn, and acetyl chemical products, which find their application in manufacturing cigarette filters, consumables (apparel), and medical tapes. Key products of adhesives and plasticizers segment of the company include hydrocarbon resins and non-phthalate plasticizers that find their use in manufacturing consumables, and building and construction products. Moreover, the key products of advanced materials business segment of Eastman include specialty plastics and performance materials.
Use drop down menus to narrow down search to Company Entity, Publication Name, etc.
# Table of Contents

- Company Overview ............................................. 3
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- Business Description .......................................... 4
- History ............................................................ 6
- Key Employees .................................................. 9
- Key Employee Biographies .................................... 10
- Major Products and Services ............................... 18
- Revenue Analysis .............................................. 20
- SWOT Analysis .................................................. 21
- Top Competitors ............................................... 25
Viewing **Source Types** again from the left sidebar, select **Industry Profiles**.
Here industry reports are displayed in **Date Newest** order.
Example of narrowing search by both Company Entity and Publication Name.
You can narrow down a search by a relevant keyword, in this case, **phthalates**.
1. **PRODUCT PARADE.**

   Popular Plastics & Packaging. Oc2018, Vol. 81 issue 10, p86-87, 2p. Abstract: The article offers global plastics industry news briefs as of October 2018. Topics discussed include launch of the Medallist MD 12445 blow molding compound from Telnor Apex, developing a low-cost, plastic-based textile by associate professor Yi Cui and colleagues at Stanford University, and approval for listing of Eastman’s 186 SG non-phthalate plasticizer in GreenBlue’s CleanGredients database. (AN: 11889578)

   **Subjects:** Telnor Apex Co., Eastman Chemical Co., Chemical (except agricultural) and allied product merchant wholesalers, Plastics Materials and Basic Forms and Shapes Merchant Wholesalers, All Other Basic Organic Chemical Manufacturing, Other Basic Organic Chemical Manufacturing, All Other Miscellaneous Chemical Product Manufacturing, All Other Plastic Product Manufacturing, All Other Plastic Product Manufacturing, Plastics Material and Resin Manufacturing, Unlaminated Plastics Profile Shape Manufacturing, Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers, Piece goods, notions and other dry goods merchant wholesalers; Broadwoven Fabric Mills, All Other Miscellaneous Textile Product Mills; Plastics industries -- News briefs; Blow molding -- Equipment & supplies -- Evaluation; Plastics; Textiles; Plasticians; Yi Cui

   | PDF Full Text (1.5MB) |
   | Find@UVA |

2. **Eastman Chemical Company SWOT Analysis.**

   Eastman Chemical Company SWOT Analysis. 6/28/2016, p1-9, 10p. Abstract: A SWOT analysis of Eastman Chemical Company is presented. (AN: 117841459)

   **Subjects:** Chemical industry; SWOT analysis; Kingsport (Tenn.); Eastman Chemical Co.; Cyclic Crude, Intermediate, and Gum and Wood Chemical Manufacturing; All Other Basic Organic Chemical Manufacturing; Chemical (except agricultural) and allied product merchant wholesalers; Other Chemical and Allied Products Merchant Wholesalers

   | PDF Full Text (4.3MB) |
   | Find@UVA |

3. **Enhanced Non-Phthalate Plasticizer.**

Business Source Complete

• Search for company SWOT Analysis
• Search for a Marketline Company Report
• Search for an industry profile
• Find articles on your company particular in specific publications: Chemical & Engineering News, Businessweek or the Wall Street Journal
Link to Career Resources LibGuides page
Additional Resources

• Identifying Companies in a particular location & industry: Hoover’s, Lexis Nexis Academic, Mergent Online, S&P Capital IQ, print copies of Book of Lists for US metropolitan areas.

• Private Companies: Privco, Hoover’s, Lexis Nexis Academic, Mergent Online

• Marketing: Mintel Oxygen, Euromonitor Passport

• Technology: Gartner

• Analyst Reports: Investext Plus

• Finance: Mergent Online, Preqin; Available at library workstations: Bloomberg, S&P Capital IQ, SDC, Datastream, Research Insight, Morningstar
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norriseys@darden.virginia.edu

Sara Hess, Reference Librarian
hesss@darden.virginia.edu

Karen King, Library Director
kingk@darden.virginia.edu
What You Can Do Now

- **Create a Research Plan** – Review your job search strategy and think about where research fits in your plan
- **Identify Knowledge Gaps** - Review your target list and assess where you have more information needs
- **Tap Your Network**– Leverage your network to gather additional insights on roles, companies and industry dynamics
- **Leverage the Library** – Let the Library Team and their resources help support your efforts
- **Be Interview Ready** – Stand out in the process by knowing your company, the industry and the individuals you are interviewing with
- **Continue to Research** – Leverage research throughout your career to help guide your efforts and help you “stand out well” in the process

Leverage research throughout your job search to make informed career decisions and stand out in the process