BMG 140: Company Research Workshop

Use the BMG 140 Research Guide (libguides.wccnet.edu/bmg140) to find information about your company and rate its Risk and Growth. Each group will present to the class.

My group’s company is: ______________________________________________________

Industry Information – (Use Business Insights Global)
Company Primary Industry: _________________________________________________
Primary Industry NAICS Code: _____________________________________________
List a current Industry condition or trend that is likely to affect the company:
_____________________________________________________________________

Company Information – (Use Nexis Uni or Business Insights Global)
When was your company founded: _________________________________________
Name a key event in the company’s history: _________________________________
What is the location of the company headquarters: __________________________
What is the current number of employees: _________________________________
Is the company currently involved in any legal action: _______________________

Product or Service Information – (Use Business Insights Global)
What is the company’s major product or service: ____________________________
Who are the company’s major competitors: _________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
Name: ____________________

**Company SWOT Report** – (Use Business Insights Global)

Find a SWOT (Strength, Weakness, Opportunity, and Threat) report for your company.

List one company Strength: ______________________________________________________

List one company Weakness: _____________________________________________________

List one company Opportunity: _________________________________________________

List one company Threat: _______________________________________________________

**Financial Information** - (Use the company’s Annual Report & Google or Yahoo Finance)

Is an annual report available on your company’s website: __________________________

Locate the SEC 10-K report. Use the Balance Sheet and Cash Flow Statement to find:

- Total Assets: _______________
- Total Long-Term Debt: _______________
- Cash Provided by Operation (Operating Cash Flow): _______________
- Net Income for the past two years: _______________ and _______________

Use Google or Yahoo Finance to find the current Market Capitalization: ______________

**Rate Your Company**

Consider your company’s industry (growing, maturing, declining), competitive forces (switching costs, substitute products, barriers to entry), and SWOT. Evaluate your company’s industry, financials, cash flow, and amount of debt.

1. Are Strengths greater than Weaknesses? Are Opportunities greater than Threats?
   
   **Rate your company’s RISK:** (circle one) LOW MEDIUM HIGH

2. **Rate your company’s GROWTH:** (circle one) NEGATIVE SLOW FAST

3. Consider the scale of opportunities. **What is the strongest influence on your company’s FUTURE?** (circle one) ECONOMIC TECHNOLOGICAL DEMOGRAPHIC

4. Would your group want to work for this company? (circle one) YES NO
   
   Why: ____________________________________________________________________

Why: __________________________