

Company Research Project



Company Research Project Overview

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Assignment Purpose:

To ensure students are:

- Provided with the opportunity to become familiar with the many reliable resources used to locate company information
- Able to better familiarize themselves with the companies in which they wish to work
- Able to conduct their own research with confidence in using the resources and in locating valuable information on companies and places of interest

Instructions:

Research three (3) companies for which you would like to work. Answer Parts 1-8 using all of the resources discussed. **For each company** include:

- **Part 1** – Basic company information: company name, address, phone number, web address
- **Part 2** – Printout of company homepage
- **Part 3** – Internet job posting or newspaper advertisement
- **Part 4** – Company summary
- **Part 5** – Company product or service information
- **Part 6** – Magazine or newspaper article mentioning the company
- **Part 7** – Geographic forecast (include one economic forecast for **each** geographic area you are searching)
- **Part 8** – List of sources used to locate the information in Parts 1-7

Resources to Use:

- Hoover's Online and/or ReferenceUSA Database
- EBSCOhost Database
- Bureau of Labor Statistics
- City Comparison Guide through Sperling's Best Places
- US Census Bureau (Community Economic Development HotReport)
- Company Website

What are these resources?

- **Hoover's Online** offers comprehensive insight and analysis about the companies, industries, and people that drive the economy.
- **ReferenceUSA** contains detailed information on more than 14 million U.S. businesses, 210 million U.S. residents, and more.
- **EBSCOhost** offers full-text access to articles in a variety of subject areas.
- **Bureau of Labor Statistics** is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics.
- **City Comparison Guide** provided through Sperling's Best Places website allows users the ability to compare cities of interest side-by-side.
- **US Census Bureau** serves as the leading source of quality data about the nation's people and economy.

Part 1 Example – Basic Company Information

To locate this information, use the company's website, Hoover's Online or ReferenceUSA database. To use the databases, go to the DeVry National Library Resources page at: <http://library.devry.edu/> to access Hoover's, and to <http://www.phx.devry.edu/onlineresources.html> to access ReferenceUSA. To find company information by using Hoover's for example, on the Hoover's homepage in the search box, enter in the company name.

Project is to be submitted in the following format for each company you're interested in working for:

Your Name
(example: Nicole Wilson)

Company Name
(example: DeVry University)

Address
(example: 2149 West Dunlap Avenue Phoenix, AZ 85021)

Phone Number
(example: 602-870-9222)

Web Address
(example: <http://www.devryinc.com/>)

Important Note Research papers submitted in any other format are subject to a 20% deduction.

Part 2 Example – Printout of Company Homepage

The screenshot shows the DeVry Inc. homepage. At the top left is the DeVry logo. To its right is the text "Welcome to DeVry Inc." and a "Home | Contact Us" link. Below this is a blue navigation bar with four main categories: "CORPORATE INFORMATION", "INVESTOR RELATIONS", "NEWS", and "CAREERS AT DEVRY". Underneath this bar are links to various schools: "DeVry University", "Keller Graduate School of Management", "Ross University", "Chamberlain College of Nursing", "Becker Professional Review", and "Advanced Academics". On the left side, there is a sidebar menu with "About DeVry Inc." expanded, showing sub-links for "Mission, Purposes, Vision and Values", "History", "Senior Management and Directors", "Corporate Governance", and "Corporate Partnering". Below the sidebar is a "SPECIAL EVENTS" section. The main content area features a large image of four graduates in caps and gowns. Below the image is a paragraph describing DeVry Inc. as a holding company for several educational institutions. To the right of the image is a yellow box with stock information for "DV:NYSE" as of 09/03/2008, showing a current price of \$53.48, a change of +1.50, and a percentage change of +2.89%. Below this is a "STOCK INFORMATION" table with columns for Price, Last Trade, Change, and Volume.

STOCK INFORMATION	
Price	\$ 53.48
Last Trade	02:34 PM Sep 03, 2008
Change	\$ +1.50
Volume	860,906

DeVry Inc. Homepage

Part 3 Example – Internet Job Posting or Newspaper Advertisement

Find a job posting that you could fill either today or possibly with a little more education. Print the job posting. If you cannot find a job listing, call the company and ask what the requirements are for a position in your field. Be sure to document whom you spoke with, their title, their phone number or email address and the date/time you called.

Online job postings may often times be located on the company's page in sections titled, "Careers", "Employment", "Jobs @", listed under the Human Resources link, often located on the top bar, left sidebar, or bottom of the homepage.

This is a close-up screenshot of the DeVry Inc. homepage navigation bar. The "CAREERS AT DEVRY" link is circled in red, highlighting it as the focus of the example.

DeVry's link to job opportunities is listed at the top of the page.

Part 4 Example – Company Summary

Provide a summary of the company in **outline format**. Address the following topics:

Using DeVry, Inc. as an example:

1. Primary Industry
 - a. Colleges and Universities
2. SIC or NAICS Code
 - a. 8221 (SIC Code)
3. Top 2 Competitors
 - a. Apollo Group
 - b. Education Management
4. Economic Status of Company
 - a. 2007 Revenue 933.5 (\$ mil.)
 - b. 2007 Gross Profit 446.7 (\$ mil.)
5. Number of Locations & Number of Employees
 - a. 90 + locations
 - b. 5,400 employees in 2007
6. Company Values, Philosophy and/or Mission Statement
 - a. “The mission of DeVry University is to foster student learning through high-quality, career-oriented education integrating technology, business and management. The university delivers practitioner-oriented undergraduate and graduate programs onsite and online to meet the needs of a diverse and geographically dispersed student population.”
7. Why you chose this company
 - a. Your response

Company information obtained using Hoover’s Online, <http://devryinc.com>

Answers to Part 4 1-5 are derived from Hoover’s Online while Part 6 is derived from the company’s website.

This information should be written by you. Please **do not** cut and paste in tables and/or statistics. Your company summary is the essence of your research. It proves your ability to speak intelligently to the recruiter about his or her company during interviews. If it helps, pretend that you are interviewing with a company and they ask only one question: **“What do you know about our company?”**

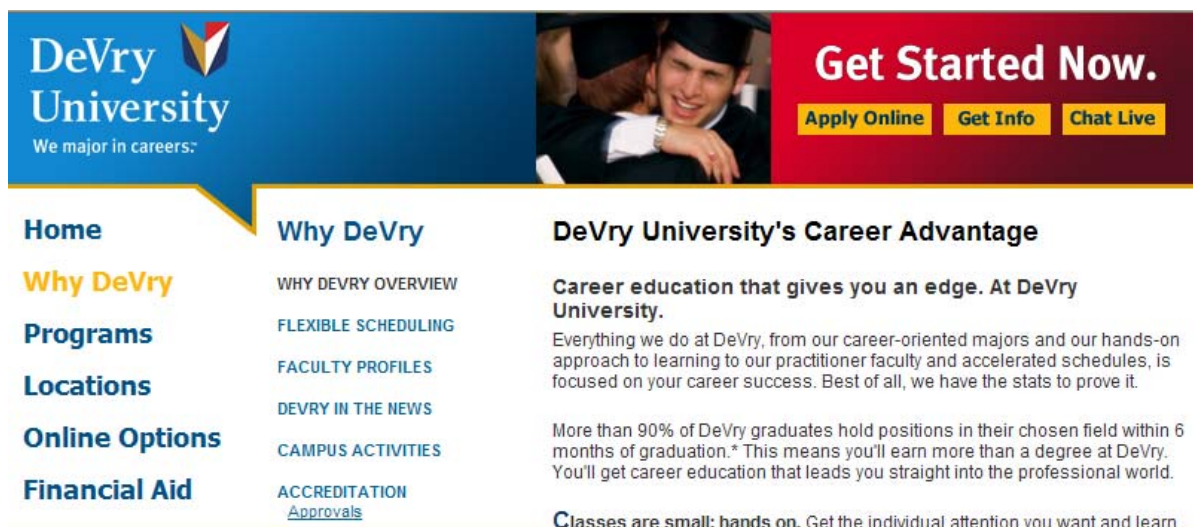
**Please note that not all companies will have this information available (e.g. private companies). For these situations, if you are unable to locate certain information, please list in the outline format that you were unable to locate the information and list how you went about trying to find the information (e.g. speaking with a representative of the company, list their name and contact information if available).*

Part 5 Example – Company Product or Service Information

Locating this information varies from company to company. Often this information may be found by visiting the company’s “Services” or “Products” pages, or sometimes the information may be listed in the company’s “About Us”, “Who We Are”, “What We Do” sections.

If you use information from a company’s website, paste the **first page** of their **product or service information page** in to your report.

Using DeVry as an example, this information was located on the company’s “Why DeVry” webpage:



The screenshot shows the DeVry University website. At the top left is the DeVry University logo with the tagline "We major in careers:". To the right is a banner with a photo of a graduate and the text "Get Started Now." with buttons for "Apply Online", "Get Info", and "Chat Live". Below the banner is a navigation menu with links: Home, Why DeVry (highlighted), Programs, Locations, Online Options, and Financial Aid. The "Why DeVry" section is expanded, showing a list of links: WHY DEVRY OVERVIEW, FLEXIBLE SCHEDULING, FACULTY PROFILES, DEVRY IN THE NEWS, CAMPUS ACTIVITIES, and ACCREDITATION Approvals. To the right of this menu is a section titled "DeVry University's Career Advantage" with the text: "Career education that gives you an edge. At DeVry University. Everything we do at DeVry, from our career-oriented majors and our hands-on approach to learning to our practitioner faculty and accelerated schedules, is focused on your career success. Best of all, we have the stats to prove it. More than 90% of DeVry graduates hold positions in their chosen field within 6 months of graduation.* This means you'll earn more than a degree at DeVry. You'll get career education that leads you straight into the professional world. Classes are small: hands on. Get the individual attention you want and learn..."

Part 6 Example – Magazine or Newspaper Article Mentioning the Company

To answer Part 6, use databases such as EBSCOhost to locate news articles or if you are researching a local company, you may use other online resources like Arizona Republic/Newsbank.

Using DeVry as an example, I searched EBSCOhost to locate a news article.

Using EBSCOhost to locate a news article:

- Go to the DeVry National Library Resources page at: <http://library.devry.edu/> and click on EBSCOhost. Click on EBSCOhost Basic Search. At the top of the search box, click Choose Databases. Select Newspaper Source, Regional Business News and click OK. In the search box, enter the company name and click Search. Articles on the topic of the company will be displayed:

The screenshot displays the EBSCOhost search results page. On the left, there are filters for 'Narrow Results by' including Subject (UNITED States, CONSOLIDATION & merger of corporations, HAMBURGER, Daniel, MEDICAL colleges, UNIVERSITIES & colleges, ILLINOIS) and Database (All Databases, Newspaper Source, Regional Business News). The main search area shows 'All Results: 1-11 of 11 Page: 1' and 'Sort by: Date'. The search criteria are 'DeVry University + DEVRY Inc.'. The results list two articles: 1. 'HAMBURGER'S U.' (cover story) and 2. 'DeVry seeks high school education.' Each result includes a brief abstract and options for 'HTML Full Text' and 'Add to folder'. On the right, there are options to 'Limit your results' (Full Text, Filter by Publication Date: 1997-2008) and 'Update Results'.

To narrow down your search results, you have the option of limiting to specific date ranges on the right side of the screen, by subject or by a particular database on the left side of the screen. Results displaying articles from the databases you selected will be in the middle of the screen.

- To select an article for print from EBSCOhost, click on either the article title or where it says, “HTML Full Text”. Click on the printer icon to print the article:

The screenshot shows the action bar for the article. It includes icons for 'HTML Full Text', 'Citation', and a printer icon (circled in red). Other icons for email, save, and share are also visible.

Title: *DeVry seeks high school education.* By: Murphy, H. Lee, Crain's Chicago Business, 01496956, 11/12/2007, Vol. 30, Issue 46
Database: *Regional Business News*

DeVry seeks high school education

Part 7 Example – Geographic Forecast

To answer Part 7, for ***each*** geographical area that you are interested in relocating to, use Bureau of Labor Statistics, City Comparison Guide and the US Census Bureau's Community Economic Development HotReport, all located on the local library website at: <http://www.phx.devry.edu/Library.html> under **CARD Resources** on the left sidebar.

1. Name of City and County
 - a. City – Phoenix, AZ
 - b. County – Maricopa
2. Population (*use City Comparison Guide*)
 - a. 1,512,986
3. Unemployment Rate of the City and State
 - a. City – 3.10% (*use City Comparison Guide under Economy*)
 - b. State – 5.10% (*use Bureau of Labor Statistics under Unemployment*)
4. Job Growth Rate of the City
 - a. 3.32% (*use City Comparison Guide under Economy*)
5. Top 3 Industries in the County (*use the Community Economic Development HotReport. Enter the State and County and click Go!. Click on the Economics link at the top to view the top industries in the county.*)
 - a. Full-service restaurants – 56,495
 - b. Management of Companies and Enterprises – 51,352
 - c. Limited-service eating places – 46,881
6. Cost of Living Index Percentage (*use City Comparison Guide*)
 - a. 104%

Part 8 Example – List of All Sources Used to Research the Companies

Bureau of Labor Statistics

City Comparison Guide

Company Website – DeVry, Inc. <http://www.devryinc.com/>

EBSCOhost Database

Hoover's Online

US Census Bureau's Community Economic Development HotReport