# WORKSHEET 3- Business Insights Essentials

**NAME OF STUDENT**

1. Click on link to the *Business Insights Essentials* database

2. Enter the name of your Company and SEARCH. Select the company’s proper name from the list of choices offered, and click on the link.

   a. Write the website address for your company:

   b. Click on the link for “Financials” in the box on the profile page.

   c. Find the TOTAL REVENUE of the company

   d. Enter Total Revenue for **past 2 years**:

<table>
<thead>
<tr>
<th>1st Year</th>
<th>2nd Year</th>
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   e. Click on button for “Compare to Major Competitors” and “Update View.”

   f. Enter the names below of two COMPETITORS: (If *Business Insights* does not have competitors for your company, go to *Lexis-Nexis Company Dossier* or *Lexis-Nexis Company Profiles - Hoover’s* to find names of competitors.)

   g. Enter the TOTAL REVENUE (2014) for each competitor:

<table>
<thead>
<tr>
<th>Co. Name</th>
<th>Revenue (2014)</th>
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</table>
h. Go Back to the Profile page for your company.

i. Find a “SWOT Report” on your company (Lower left hand column). E-Mail it to yourself.

j. Click on the “Primary Industry” for your company (Top right hand column).

k. Enter ANNUAL REVENUE of the PRIMARY INDUSTRY for your company

l. Enter the NAICS Code for this industry: _________________

m. Find a 2015 or 2014 Industry Overview that will be useful for analyzing your company. E-Mail this to yourself.