NAME OF STUDENT _____________________________________________________________

Assignment:  Watch the video tutorial (or PowerPoint) on Hoover’s.

From the Research Guide  http://libguides.lehman.edu/economics/business_economicsdatabases

Search for your company or industry

1. Click on link to the Hoover's database

2. Begin your search by browsing and selecting from among “Hoover’s Industries” or by selecting “Industries” or “Companies” from the dropdown menu.

Select or enter the name of your Industry or Company and SEARCH. If there is the option, select the company or industry’s provided name from the list of choices offered, and click on the link.

3. If researching a company, list the following information that you discover:

   A. Precise name of the company

   _____________________________________________________________

   B. Location type

   _____________________________________________________________

   C. Company type

   _____________________________________________________________

   D. Primary SIC code

   _____________________________________________________________

   E. Under Products and Operations, the most current $ total sales figure

   _____________________________________________________________

   F. Under Earning Estimates, the Average Estimate for next year

   _____________________________________________________________
G. Under Competitive Landscape, Long-Term Debt/Share and Market Median

H. Under Financial Market Data, 36 Month Revenue Growth

4. If researching an industry, list the following information that you discover:

A. Precise name of the industry that you are researching

B. Under Industry Growth Rating, name 2 Industry Opportunities listed

C. Under Quarterly Industry Updates, find 1 Industry Impact factor

D. Under Business Challenges, find 1 Critical Issue

E. Under News & Social, select 1 news story and explain in 2 sentences why your chosen story is relevant to your research focus

F. Under Financials: Financial Ratios, find Pre-tax Return on Assets. Also, provide the definition of this ratio obtained by hovering over the name of the ratio.
G. By selecting Companies from the main dropdown menu above, typing in and searching your Industry Name, you can now refine your company search to compare similar companies. In this example, select from the menu bar on the left, and choose a company with these three characteristics:

- *refine by (country) United States
- *refine by sales: $1,000,000 to $5,000,000
- *refine by ownership: owned by a Public Company

Name any two companies within your selected industry sharing the above three criteria:

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