

# Weekly Company Profiles

“The Tale of The Tape....benchmarking Public Companies that compete against each other for Market Share.”

# Target Corporation

- ▶ Public Company (TGT) trading around \$80 per share
- ▶ HQ is Minneapolis, MN
- ▶ 366,000 total employees
- ▶ Industry/Sector: Retail Discounters (big box retailers)
- ▶ 1800 stores in 49 states
- ▶ First Target store in 1961
- ▶ Business Model: High Volume Sales, Low Markup Goods
- ▶ Key Comp: Wal-Mart, Costco, K-Mart
- ▶ Fiscal Year Ends at end of January....annual sales...
- ▶ 2014 Sales: \$73 Billion
- ▶ 2014 Profit Margin: -1.94%



Expect More , Pay less

# Wal-Mart Corporation



- ▶ Public Company (WMT) trading around \$68 per share
- ▶ HQ is Bentonville, Arkansas
- ▶ 2,000,000 total employees
- ▶ Industry/Sector: Retail Discounters (big box retailers)
- ▶ 11,000 stores in different formats in 27 countries under 71 names (Sam's)
- ▶ First store in 1962
- ▶ Business Model: High Volume Sales, Low Markup Goods
- ▶ Key Comp: Target, Costco, K-Mart
- ▶ Fiscal Year Ends at end of January...annual sales..
- ▶ 2014 Sales: \$485 Billion (#1 sales company in world-#2-6 are oil cos.)
- ▶ 2014 Profit Margin: 3.19%
- ▶ Fun Fact: \$1.3B/day, \$55M/hour, \$922K/minute, \$15k/second

# Nike



- ▶ Public Company (NKE) trading around \$112 per share
- ▶ HQ is Beaverton, Oregon
- ▶ Founded in 1964
- ▶ CEO: Mark Porter, 59
- ▶ 56,500 total employees
- ▶ Industry/Sector: Consumer Goods-Apparel Footwear/Accessories
- ▶ 674 stores but mostly a manufacturer of goods that are then carried by a variety of online and retail stores (distribution)
- ▶ Key Comp: UnderArmour, Adidas, Puma, New Balance
- ▶ Fiscal Year Ends at end of May.....sales??
- ▶ 2014 Sales: \$30 Billion
- ▶ 2014 Profit Margin: 10.7%

# UnderArmour Corporation



- ▶ Public Company (UA) trading at \$96 per share
- ▶ HQ is Baltimore, MD
- ▶ 3,300 total employees
- ▶ Industry/Sector: Consumer Goods-Textile Apparel
- ▶ Business Model: manufacturer of goods that are then carried by a variety of online and retail store chains (distribution)
- ▶ CEO: Kevin Plank (41 years old)
- ▶ Founded in 1996!
- ▶ Key Comp: Nike, Columbia, Adidas
- ▶ Fiscal Year Ends at end of December....sales??
- ▶ 2014 Sales: \$3.4 Billion
- ▶ 2014 Profit Margin: 5.94%

# Apple Corporation



- ▶ Public Company (AAPL) trading at about \$110 per share
- ▶ HQ is in Cupertino, CA (Silicon Valley); new HQ being built right now
- ▶ 80,300 total employees
- ▶ Industry/Sector: Consumer Goods-Electronics
- ▶ Business Model: design, manufacture, and market mobile communication and media devices, personal computers, and portable digital music players worldwide
- ▶ Key Brands: I-Phone, I-Pad, I-Pod, Macbook, iTunes, Apple Watch etc
- ▶ CEO: Tim Cook (53 years old)
- ▶ Founded in 1977
- ▶ Key Comp: Microsoft, Samsung, Google, Blackberry
- ▶ Fiscal Year Ends at end of September.....sales last year??
- ▶ 2014 Sales: \$224 Billion
- ▶ 2014 Profit Margin: 22.62%
- ▶ Slogan: “Think Different”

# Microsoft Corporation



- ▶ Public Company (MSFT) trading at about \$43 per share
- ▶ HQ is in Redmond, Washington
- ▶ 128,000 total employees
- ▶ Industry/Sector: Business Software and Services
- ▶ Business Model: Microsoft Corporation develops, licenses, markets, and supports software, services, and devices worldwide
- ▶ Key Brands: Windows, Xbox, Lumia, Surface, Bing, Office-Word, Excel, PowerPoint, Outlook etc
- ▶ CEO: Satya Nadella (47 years old)
- ▶ Founded in 1975
- ▶ Key Comp: Apple, Google, Oracle
- ▶ Fiscal Year Ends at end of June...sales last year??
- ▶ 2014 Sales: \$94 Billion
- ▶ 2014 Profit Margin: 13.03%
- ▶ No current slogan...most recent slogan was “Be What’s Next”

# Boeing Corporation



- ▶ Public Company (BA) trading at about \$136 per share; up 5.8% over past 52 weeks
- ▶ HQ is in Chicago, IL
- ▶ 168,400 total employees
- ▶ Industry/Sector: Aerospace/Defense Products and Services
- ▶ Business Model: The Boeing Company, together with its subsidiaries, designs, develops, manufactures, sells, services, and supports commercial jetliners, military aircraft, satellites, missile defense, human space flight, and launch systems and services worldwide. The company operates in five segments: Commercial Airplanes, Boeing Military Aircraft, Network & Space Systems, Global Services & Support; and Boeing Capital,
- ▶ CEO: James McNerny
- ▶ Founded in 1916
- ▶ Key Comp: Lockheed Martin, Airbus, Raytheon
- ▶ Fiscal Year Ends at end of December...
- ▶ 2014 Sales: \$95 Billion
- ▶ 2014 Profit Margin: 5.56%



# Lockheed Martin Corporation



- ▶ Public Company (LMT) trading at about \$203 per share; up 13.59%
- ▶ HQ is in Bethesda, MD
- ▶ 115,000 total employees
- ▶ Industry/Sector: Aerospace/Defense Products and Services
- ▶ Business Model: Lockheed Martin Corporation, a security and aerospace company, is engaged in the research, design, development, manufacture, integration, and sustainment of advanced technology systems, products, and services for defense, civil, and commercial applications in United States and internationally
- ▶ CEO: Marilyn Hewson
- ▶ Founded in 1909
- ▶ Key Comp: Boeing, Airbus, Raytheon
- ▶ Fiscal Year Ends at end of December...
- ▶ 2014 Sales: \$45 Billion
- ▶ 2014 Profit Margin: 8.67%

# Chipotle



- ▶ Public Company (CMG) trading at about \$724 per share!!! Up 10.16% in past year vs -2.35%
- ▶ HQ is in Denver, CO
- ▶ 45,340 total employees
- ▶ Industry/Sector: Services: Fast Food
- ▶ Business Model: Chipotle Mexican Grill, Inc., together with its subsidiaries, develops and operates fast-casual and fresh Mexican food restaurants. As of July 21, 2014, it operated approximately 1,600 restaurants; and 7 ShopHouse Southeast Asian Kitchen restaurants. The company was founded in 1993 and is based in Denver, Colorado.
- ▶ CEO: Steven Ellis
- ▶ Founded in 1993
- ▶ Key Comp: McDonalds, Taco Bell, KFC, Wendy's, etc
- ▶ Fiscal Year Ends at end of Decmber.....
- ▶ 2013 Sales: \$3.6 Billion 2014 Sales \$4.5 Billion
- ▶ 2014 Profit Margin: 11.6%

# Yum Brands Inc.



- ▶ Public Company (YUM) trading at about \$77 per share. Up 8.18% in past year.
- ▶ This is a great example of a parent company with many subsidiary companies.
- ▶ HQ is in Louisville, KY
- ▶ 75,460 total employees
- ▶ Industry/Sector: Services: Fast Food
- ▶ Business Model: As of August 11, 2014, it operated approximately 40,000 restaurants in 125 countries and territories primarily under the KFC, Pizza Hut, and Taco Bell brands, which specialize in chicken, pizza, and Mexican-style food categories. The YUM brand is not used on any restaurants.
- ▶ CEO: David Novak
- ▶ Key Comp: McDonalds, Burger King, Chipotle, Chic-Fil-A, all fast food etc.
- ▶ Fiscal Year Ends at end of December.....
- ▶ 2014 Sales: \$13 Billion
- ▶ 2014 Profit Margin: 7%



# Exxon Mobil Corp.

- ▶ Public Company (XOM) trading at about \$76.30 per share. Down -19.21% in past year.
- ▶ HQ is in Irving, TX
- ▶ Founded 1870
- ▶ 75,000 total employees
- ▶ Industry/Sector: Basic Materials: Major Integrated Oil and Gas
- ▶ Business Model: Exxon Mobil Corporation explores and produces for crude oil and natural gas. As of December 31, 2013, the company had approximately 37,661 gross and 31,823 net operated wells. It also manufactures and markets commodity petrochemicals, including olefins, aromatics, polyethylene, polypropylene plastics, and specialty products; and transports and sells crude oil, natural gas, and petroleum products
- ▶ CEO: Rex Tillerson
- ▶ Key Comp: BP, Chevron
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$300 billion
- ▶ 2014 Profit Margin: 7.91%



# BP

- ▶ Public Company (BP) trading at about \$33.38 per share. Down -23.84% in past year.
- ▶ HQ is in London, UK
- ▶ Founded 1889
- ▶ 79,600 total employees
- ▶ Industry/Sector: Basic Materials: Major Integrated Oil and Gas
- ▶ Business Model: BP p.l.c. provides fuel for transportation, energy for heat and light, lubricants to engines, and petrochemicals products worldwide. The company's Upstream segment is engaged in the oil and natural gas exploration, field development, and production; midstream transportation, and storage and processing; and marketing and trade of natural gas, including liquefied natural gas (LNG), and power and natural gas liquids (NGL). It also owns and manages crude oil and natural gas pipelines; processing facilities and export terminals; and LNG processing facilities and transportation
- ▶ CEO: Robert Dudley
- ▶ Key Comp: Exxon Mobil, Chevron
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$283 billion
- ▶ 2014 Profit Margin: -2.24%

# Pfizer



- ▶ Public Company (PFE) trading at about \$33.00 per share. Up 14.11% in past year vs 5.71
- ▶ HQ is in New York City
- ▶ Founded 1849
- ▶ 77,700 total employees
- ▶ Industry/Sector: Drug Manufacturers: Major
- ▶ Business Model: Pfizer Inc. discovers, develops, manufactures, and sells healthcare products worldwide. It offers medicines and vaccines, and various consumer healthcare products. “We Make Legal Drugs”
- ▶ Brand Portfolio: Lycra, Celebrex, Lipitor, Viagra, Robitussin, Preparation H, Centrum, Advil, Chapstick
- ▶ CEO: Ian Read
- ▶ Key Comp: Merck, Novartis
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$48 billion
- ▶ 2014 Profit Margin: 18.46%!!!

# Merck



- ▶ Public Company (MRK) trading at about \$51 per share. Up 23.57% in past year.
- ▶ HQ is in Kenilworth, New Jersey
- ▶ Founded 1891
- ▶ 68,000 total employees
- ▶ Industry/Sector: Drug Manufacturers: Major
- ▶ Business Model: Merck & Co., Inc. provides various health solutions through its prescription medicines, vaccines, biologic therapies, animal health, and consumer care products worldwide. “We Make Drugs Too”
- ▶ Brand Portfolio: Claritin, Coppertone, Dr. Scholls, MMRII, Nasonex, Propecia, Zocor, Afrin, Lotrimin, #1 Brand for sales is Januvia (diabetes med)
- ▶ CEO: Ken Frazer
- ▶ Key Comp: Pfizer, Novartis
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$40 billion
- ▶ 2014 Profit Margin: 24.47%

# Disney



- ▶ Public Company (DIS) trading at about \$108.24 per share share. Up 28.7% in past year.
- ▶ HQ is in Burbank, CA Founded 1923
- ▶ 178,000 total employees
- ▶ Industry/Sector: Entertainment: Diversified
- ▶ Business Model: The Walt Disney Company operates as an entertainment company worldwide. The company operates in five segments: Media Networks, Parks and Resorts, Studio Entertainment, Consumer Products, and Interactive. The Media Networks segment operates broadcast and cable television networks, domestic television stations, and radio networks and stations; and is involved in the television production and television distribution operations. Its cable networks include ESPN, Disney Channels Worldwide, ABC Family, and SOAPnet, as well as UTV/Bindass. This segment owns eight domestic television stations. The Parks and Resorts segment owns and operates the Walt Disney World Resort in Florida that includes theme parks; hotels; vacation club properties; a retail, dining, and entertainment complex; a sports complex; conference centers; campgrounds; golf courses; water parks; and other recreational facilities. This segment also operates Disneyland Resort in California; Disney Resort& Spa in Hawaii; Disney Vacation Club, Disney Cruise Line, and Adventures by Disney; and Disneyland Paris, Hong Kong Disneyland Resort, and Shanghai Disney Resort, as well as licenses the operations of Tokyo Disneyland Resort. The Studio Entertainment segment produces and acquires live-action and animated motion pictures, direct-to-video content, musical recordings, and live stage plays. The Consumer Products segment licenses trade names, characters, and visual and literary properties to retailers, show promoters, and publishers; publishes entertainment and educational books, magazines, comic books; and operates English language learning centers. This segment is involved in the retail and online distribution of products through the Disney Store and DisneyStore.com. The Interactive segment creates and delivers entertainment and lifestyle content across interactive media platforms.
- ▶ CEO: Robert Iger
- ▶ Key Comp: Time-Warner, NBC Universal, 21<sup>st</sup> Century Fox
- ▶ Fiscal Year ends at end of September
- ▶ 2014 Sales: \$51 billion
- ▶ 2014 Profit Margin: 16.11%



# Six Flags



- ▶ Public Company (SIX) trading at about \$46 per share. Up 43.87 in past year.
- ▶ HQ is in Grand Prairie, Texas
- ▶ Founded 1971
- ▶ 1,900 total employees
- ▶ Industry/Sector: General Entertainment
- ▶ Business Model: Six Flags Entertainment Corporation owns and operates regional theme and water parks. The company's parks offer various thrill rides, water attractions, themed areas, concerts and shows, restaurants, game venues, and retail outlets. It owns and operates 18 parks, including 16 parks in the United States; 1 park in Mexico City, Mexico; and 1 park in Montreal, Canada.
- ▶ CEO: James Reid-Anderson
- ▶ Key Comp: other theme parks, Disney, Knotts, Cedar Fair Inc (rides and water parks)
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$1.2 billion
- ▶ 2014 Profit Margin: 5.53%

# Procter and Gamble



- ▶ Public Company (PG) trading at about \$74.33 per share. -12.3% in past year.
- ▶ HQ is in Cincinnati, OH
- ▶ Founded 1837
- ▶ 118,000 total employees
- ▶ Industry/Sector: Consumer Goods-Personal Products
- ▶ **Business Model:** The Procter & Gamble Company, together with its subsidiaries, manufactures and sells about 65 branded consumer packaged goods. The company operates through five segments: Beauty; Grooming; Health Care; Fabric Care and Home Care; and Baby, Feminine and Family Care.
- ▶ **CEO:** Alan Lafley, 67
- ▶ **Key Comp:** Johnson & Johnson, Kimberly Clark
- ▶ **Fiscal Year Ends** at end of June
- ▶ **2014 Sales:** \$76 billion
- ▶ **2014 Profit Margin:** 9.22%
- ▶ [http://us.pg.com/our\\_brands](http://us.pg.com/our_brands)



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# Johnson and Johnson

*Johnson & Johnson*

- ▶ Public Company (JNJ) trading at about \$97.56 per share. -2.76% in past year.
- ▶ HQ is in New Brunswick, NJ
- ▶ Founded 1885
- ▶ 128,000 total employees
- ▶ Industry/Sector: Healthcare-Drug Manufacturers
- ▶ **Business Model:** Johnson & Johnson, together with its subsidiaries, is engaged in the research and development, manufacture, and sale of various products in the health care field worldwide
- ▶ **Key Brands:** Band-Aid, Clean and Clear, Lubriderm, Neutrogena, Listerine, Neosporin, Splenda, Tylenol, Sudafed, Zyrtec, Motrin, Stayfree, Pepsid
- ▶ **CEO:** Alex Gorsky, 54
- ▶ **Key Comp:** Novartis, Pfizer, Merck, Procter & Gamble
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$70 billion
- ▶ 2014 Profit Margin: 20,87%



# Coca-Cola



- ▶ Public Company (KO) trading at about \$43 per share. Up 1.29% in past year.
- ▶ HQ is in Atlanta, GA
- ▶ Founded 1886
- ▶ 130,000 total employees
- ▶ Industry/Sector: Beverages-Soft Drinks
- ▶ Business Model: The Coca-Cola Company, a beverage company, manufactures and distributes coke, diet coke, and other soft drinks worldwide
- ▶ Key Brands:
- ▶ <http://www.coca-colacompany.com/brands/all/>
- ▶ CEO: Mr. Muhtar Kent, 62
- ▶ Key Comp: Pepsi, Dr.Pepper/Snapple, Nestle
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$45 billion
- ▶ 2014 Profit Margin: 15.24%





# Pepsi

- ▶ Public Company (PEP) trading at about \$102 per share. Up 10.68% in past year.
- ▶ HQ is in Purchase, NY
- ▶ Founded 1898
- ▶ 274,000 total employees
- ▶ Industry/Sector: Beverages-Soft Drinks
- ▶ **Business Model:** PepsiCo, Inc. operates as a food and beverage company worldwide. Its Frito-Lay North America segment offers Lay's and Ruffles potato chips, Doritos and Tostitos tortilla chips, Cheetos cheese flavored snacks, dips, Fritos corn chips, and Santitas tortilla chips. The company's Quaker Foods North America segment provides Quaker oatmeal, grits, and rice cakes; and Aunt Jemima mixes and syrups, Quaker Chewy granola bars, Caph Crunch and Life cereals, Rice-A-Roni side dishes, Quaker Oat Squares, and Quaker Natural Granola. Its Latin America Foods segment offers snack foods under the Doritos, Marias Gamesa, Cheetos, Ruffles, Emperador, Saladitas, Sabritas, Elma Chips, Tostitos, Quaker, and Rosquinhas Mabel brands. The company's PepsiCo Americas Beverages segment provides beverage concentrates, fountain syrups, and finished goods under the Pepsi, Gatorade, Mountain Dew, Diet Pepsi, Aquafina, 7UP, Diet Mountain Dew, Tropicana Pure Premium, Sierra Mist, and Mirinda brands; and ready-to-drink tea and coffee products. Its Europe segment offers snacks under the Lay's, Walkers, Doritos, Cheetos, and Ruffles brands, as well as Quaker cereals and snacks; beverage concentrates, fountain syrups, and finished goods under the Pepsi, Pepsi Max, 7UP, Diet Pepsi, and Tropicana brands
- ▶ <http://www.pepsico.com/Brands.html>
- ▶ CEO: Ms. Indra Nooyi, 59
- ▶ Key Comp: Coke, Dr.Pepper/Snapple, Nestle
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$64 billion
- ▶ 2014 Profit Margin: 7.83%



# Facebook

- ▶ Public Company (FB) trading at about \$107.10 per share. Up 42.8% in past year
- ▶ HQ is in Menlo Park, CA
- ▶ Founded 2004
- ▶ 12,000 total employees
- ▶ Sector-Industry: Technology: Internet Information Providers
- ▶ Business Model:
- ▶ Facebook, Inc. operates as a social networking company worldwide. It provides a set of development tools and application programming interfaces that enable developers to integrate with Facebook to create mobile and Web applications. The company's products include Facebook mobile app and Website that enable people to connect, share, discover, and communicate with each other on mobile devices and personal computers; Messenger, a mobile-to-mobile messaging application available on iOS and Android phones; and Instagram, a mobile app and Website that enable people to take photos or videos, customize them with filter effects, and share them with friends and followers in a photo feed or send them directly to friends. As of December 31, 2014, it had 1.19 billion monthly active users and 800 million daily active users
- ▶ CEO: Mark Zuckerberg, 31
- ▶ Key Comp: Twitter, Google, Microsoft
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$15.94 billion
- ▶ 2014 Profit Margin: 17.74%



# Twitter

- ▶ Public Company (TWTR) trading at about \$28.28 per share. (IPO opened around \$40) -28.57 over past 52 weeks
- ▶ HQ is in San Francisco, CA
- ▶ Founded 2006
- ▶ 3,300 total employees
- ▶ Industry/Sector: Technology: Internet Information Providers
- ▶ Business Model: Twitter, Inc. operates as a global platform for public self-expression and conversation in real time. It offers various products and services for users, including Twitter that allows users to create, distribute, and discover content; and Vine and video, a mobile application that enables users to create and distribute short looping videos. The company also provides promoted products and services, such as promoted tweets, promoted accounts, and promoted trends that enable its advertisers to promote their brands, products, and services; and subscription access to its data feed for data partners. In addition, it offers a set of tools, public APIs, and embeddable widgets that developers can use to contribute their content to its platform; syndicate and distribute Twitter content across their properties; and enhance their Websites and applications with Twitter content.
- ▶ CEO: Jack Dorsey, 38
- ▶ Key Comp: Facebook, Google, Microsoft
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$1.99 billion
- ▶ 2014 Profit Margin: -27.99%





# Amazon



- ▶ Public Company (AMZN) trading at about \$642.35 per share. +98.84% over past 52 wks
- ▶ HQ is in Seattle, WA
- ▶ Founded 1994
- ▶ 117,300 total employees
- ▶ Industry/Sector: Services: Catalog and Mail Order Houses
- ▶ **Business Model:** Amazon.com, Inc. operates as an online retailer in North America and internationally. The company operates in two segments, North America and International. The company serves consumers through retail Websites, such as amazon.com and amazon.ca, which primarily include merchandise and content purchased for resale from vendors and those offered by third-party sellers. It also offers programs that enable sellers to sell their products on company's Websites, and their own branded Websites; and programs, which allow authors, musicians, filmmakers, app developers, and others to publish and sell content. In addition, the company serves developers and enterprises through Amazon Web Services, which provides access to technology infrastructure that enables virtually various businesses. Further, it offers Kindle Direct Publishing, an online platform that allows independent authors and publishers to make their books available in the Kindle Store; and manufactures and sells electronic devices, as well as provides co-branded credit card agreements and advertising services. Additionally, the company offers Amazon Prime, an annual membership program, which provides free shipping of items; access to streaming of movies and TV episodes; and access to books to borrow and read on a Kindle device. Amazon.com, Inc. was founded in 1994 and is headquartered in Seattle, Washington
- ▶ CEO: Jeff Bezos, 51
- ▶ Key Comp: Apple, Barnes and Noble, EBAY
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$100 billion
- ▶ 2014 Profit Margin: .33%



# EBAY



- ▶ Public Company (EBAY) trading at about \$28.19 per share; +22.16%
- ▶ HQ is in San Jose, CA
- ▶ Founded 1995
- ▶ 32,700 total employees
- ▶ Industry/Sector: Services: Specialty Retailer
- ▶ **Business Model:** eBay Inc. provides online platforms, tools, and services to help individuals and merchants in online and mobile commerce and payments in the United States and internationally
- ▶ CEO: Devin Wenig, 48
- ▶ Key Comp: Amazon, Google, Overstock
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$17. billion
- ▶ 2014 Profit Margin: 12.83%



# General Motors



- ▶ Public Company (GM) trading at about \$36.34 per share. +13%
- ▶ HQ is in Detroit, MI
- ▶ Founded 1908
- ▶ 219,000 total employees
- ▶ Industry/Sector: Auto Manufacturers
- ▶ **Business Model:** General Motors Company (GM) designs, manufactures, and markets cars, crossovers, trucks, and automobile parts worldwide. The company markets its vehicles primarily under the Buick, Cadillac, Chevrolet, GMC, Opel, Holden, and Vauxhall brand names, as well as under the Alpheon, Jiefang, Baojun, and Wuling brand names
- ▶ CEO: Ms. Mary Barra, 52
- ▶ Key Comp: Chrysler, Ford, Toyota, Honda, Nissan
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$152 Billion
- ▶ 2014 Profit Margin: 3.55%



# Ford



- ▶ Public Company (F) trading at about \$14.60 per share. -7%
- ▶ HQ is in Dearborn, MI
- ▶ Founded 1903
- ▶ 181,000 total employees
- ▶ Industry/Sector: Auto Manufacturers
- ▶ **Business Model:** Ford Motor Company develops, manufactures, distributes, and services vehicles, parts, and accessories worldwide. The company operates through two sectors, Automotive and Financial Services.
- ▶ **CEO: William Clay Ford, 57**
- ▶ **Key Comp:** Chrysler, General Motors, Toyota, Honda, Nissan
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$145 Billion
- ▶ 2014 Profit Margin: 3.29%



# Google (Alphabet)



- ▶ Public Company (GOOG) trading at about \$750.26 per share. +41%
- ▶ HQ is in Mountain View, CA
- ▶ Founded 1998
- ▶ 51000ly, 60,000 total employees
- ▶ Industry/Sector: Technology: Internet Information Providers
- ▶ Business Model: Alphabet Inc., through its subsidiaries, builds technology products and provides services to organize the information. The company offers **Google Search** that provides information online; **Google Now** that offers information to users when they need it; **AdWords**, an auction-based advertising program; **AdSense**, which enables Websites that are part of the Google network to deliver ads; DoubleClick Ad Exchange, a marketplace for the trading display ad space; and other advertising platforms, such as AdExchange and AdMob. It also provides YouTube that offers video, interactive, and other ad formats; **Android**, an open source mobile software platform; hardware products, including **Chromebook**, Chrome OS devices, **Chromecast**, and **Nexus devices**; **Google Play**, a cloud-based digital entertainment store for apps, music, books, and movies; **Google Drive**, a place for users to create, share, collaborate, and keep their stuff; and **Google Wallet**, a virtual wallet for in-store contactless payments. In addition, the company provides **Google Apps**, which include **Gmail**, **Docs**, **Slides**, **Drawings**, **Calendar**, **Sheets**, **Forms**, Sites, etc. for people to work anywhere, anytime, on any device without loss of security or control; Google Maps Application Programming Interface; and **Google Earth** Enterprise, a software solution for imagery and data visualization. Further, it offers Google+ to share things online with people; Groups to create mailing lists and discussion groups; Blogger to share the life online with a blog; and Hangouts for group conversations. The company also provides App Engine, a platform as a service offering; Google Cloud Storage; **Google BigQuery** for real time analytics; Google Cloud SQL to store and manage data using a relational MySQL database; Google Compute Engine, an infrastructure as a service platform; and Google Developers to find all Google developer documentation, resources, events, and products.
- ▶ CEO: Co founders Lawrence Page-41/Sergey Brin-42, Eric Schmidt-60
- ▶ Key Comp: Yahoo, Facebook, Microsoft, Apple
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$71.77 Billion
- ▶ 2014 Profit Margin: 22.86%





# Yahoo

# YAHOO!

- ▶ Public Company (YHOO) trading at about \$32.94 per share. -34.25%
- ▶ HQ is in Sunnyvale, CA
- ▶ Founded 1994
- ▶ 12,500 total employees
- ▶ Industry/Sector: Technology: Internet Information Providers
- ▶ Business Model: Yahoo! Inc. operates as a technology company worldwide. The company offers Yahoo Search that serves as a starting point to navigate the Internet and discover information; and Yahoo Answers, which enables users to seek, discover, and share knowledge and opinions across mobile phones, tablets, and desktop. It also provides Yahoo Mail that connects users to the people and things;
- ▶ CEO: Marissa Mayer, 41
- ▶ Key Comp: Google, AOL, MSN
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$4.95 Billion
- ▶ 2014 Profit Margin: 4.9%



# Semester 2 Public Companies



# Hewlett-Packard

- ▶ Public Company (HPE) trading at about \$13.54 per share
- ▶ HQ is in Palo Alto, CA
- ▶ Founded 1939
- ▶ Industry/Sector: Technology: Diversified Computer Systems
- ▶ **Business Model:** Hewlett-Packard Company, together with its subsidiaries, provides products, technologies, software, solutions, and services to individual consumers, small-and medium-sized businesses (SMBs), and large enterprises, including customers in the government, health, and education sectors worldwide. Its Personal Systems segment offers commercial personal computers (PCs), consumer PCs, workstations, thin clients, tablets, retail point-of-sale (POS) systems, calculators and other related accessories, software, support, and services for the commercial and consumer markets. The company's Printing segment offers consumer and commercial printer hardware, supplies, media, software and Web services, and scanning devices, as well as inkjet and printing solutions, laserjet and enterprise solutions, and graphics solutions.
- ▶ CEO: Margaret Whitman, 60
- ▶ Key Comp: Dell, Apple, Lexmark (pc and printer manus)
- ▶ Fiscal Year Ends at end of October
- ▶ 2014 Sales: \$52 Billion
- ▶ 2014 Profit Margin: 4.72%





# IBM



- ▶ Public Company (IBM) trading at about \$131.63 per share. Down 16% over past 52 weeks
- ▶ HQ is in Armonk, NY
- ▶ Founded 1924
- ▶ 431,000 total employees
- ▶ Industry/Sector: Technology: Information Technology Services
- ▶ Business Model: International Business Machines Corporation provides information technology (IT) products and services worldwide
- ▶ CEO: Virginia Rometty, 55
- ▶ Key Comp: Microsoft, HP, Accenture
- ▶ Fiscal Year Ends at end of December
- ▶ 2014 Sales: \$84 Billion
- ▶ 2014 Profit Margin: 16.96%



# Wells Fargo

- ▶ Public Company (WFC) trading at about \$49.02 per share. -8.51% vs -7.30% S&P
- ▶ HQ is in San Francisco, CA
- ▶ Founded 1852
- ▶ 263,900 total employees
- ▶ Industry/Sector: Financial: Money Center Banks
- ▶ Business Model: Wells Fargo & Company provides retail, commercial, and corporate banking services to individuals, businesses, and institutions. The company's Community Banking segment offers checking and market rate accounts, savings and time deposits, individual retirement accounts, and remittances; and lines of credit, auto floor plan lines, equity lines and loans, equipment and transportation loans, education and residential mortgage loans, and credit and debit cards
- ▶ CEO: John Stumpf, 62; Salary: \$6.8M
- ▶ Key Comp: JP Morgan Chase, Bank of America, Citigroup
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$84 Billion
- ▶ 2015 Profit Margin: 27.54%



# JP Morgan Chase



- ▶ Public Company (JPM ) trading at about \$56.95 per share. Up 0% vs -7.3%
- ▶ HQ is in NY, NY
- ▶ Founded 1799
- ▶ 242,388 total employees
- ▶ Industry/Sector: Financial: Money Center Banks
- ▶ Business Model: JPMorgan Chase & Co., a financial holding company, provides various financial services worldwide. The company operates through four segments: Consumer & Community Banking, Corporate & Investment Bank, Commercial Banking, and Asset Management. The Consumer & Community Banking segment offers deposit and investment products and services to consumers; lending, deposit, and cash management and payment solutions to small businesses; and residential mortgages and home equity loans, as well as provides credit cards, payment services, payment processing services, and auto and student loans
- ▶ CEO: James Dimon, 59; Salary: \$9.14M
- ▶ Key Comp: Wells Fargo, Bank of America, Citigroup
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$90 Billion
- ▶ 2015 Profit Margin: 27.24%





## Fedex="The World On Time"

- ▶ Public Company (FDX) trading at about \$132.00 per share. -22./-4 over past 52 weeks
- ▶ HQ is in Memphis, TN
- ▶ Founded 1971
- ▶ 231,500 total employees
- ▶ Industry/Sector: Air Delivery and Freight Services
- ▶ **Business Model:** FedEx Corporation provides transportation, e-commerce, and business services in the United States and internationally. The company's FedEx Express segment provides various shipping services for the delivery of packages and freight.
- ▶ CEO: Frederick Smith, 72 \$2.6M
- ▶ Key Comp: UPS, USPS
- ▶ Fiscal Year Ends May 31
- ▶ 2015 Sales: \$47 Billion
- ▶ 2015 Profit Margin: 2.3%



# UPS="United Problem Solvers"

- ▶ Public Company (UPS ) trading at about \$93 per share. -8% over past 52 weeks
- ▶ HQ is in Atlanta, Georgia
- ▶ Founded 1907
- ▶ 424,000 total employees
- ▶ Industry/Sector: Air Delivery and Freight Services
- ▶ **Business** United Parcel Service, Inc., a package delivery company, provides transportation, logistics, and financial services in the United States and internationally
- ▶ CEO: David Abney, 61
- ▶ Key Comp: Fedex, USPS
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$58 Billion
- ▶ 2015 Profit Margin: 7%



WE ♥ LOGISTICS™



# COSTCO



- ▶ Public Company (COST) trading at about \$148.10 per share. Flat vs Flat
- ▶ HQ is in Issaquah, Washington
- ▶ Founded 1976
- ▶ 112,000 total employees
- ▶ Industry/Sector: Discount Stores
- ▶ **Business Model:** Costco Wholesale Corporation, together with its subsidiaries, operates membership warehouses. The company offers branded and private-label products in a range of merchandise categories. It provides dry and institutionally packaged foods; snack foods, candy, tobacco, alcoholic and nonalcoholic beverages, and cleaning and institutional supplies; appliances, electronics, health and beauty aids, hardware, garden and patio, and office supplies; meat, bakery, deli, and produce; and apparel, small appliances, and home furnishings. The company also operates gas stations, pharmacies, food courts, optical dispensing centers, photo processing centers, and hearing-aid centers; and engages in the travel business. In addition, it provides gold star (individual) and business membership services. As of October 8, 2014, it operated 664 warehouses, including 469 warehouses in the United States and Puerto Rico, 88 in Canada, 33 in Mexico, 26 in the United Kingdom, 20 in Japan, 11 in Korea, 10 in Taiwan, 6 in Australia, and 1 in Spain. Costco Wholesale Corporation also sells its products through online.
- ▶ CEO: Jeff Brotman, 74
- ▶ Key Comp: Wal-Mart, Target
- ▶ Fiscal Year Ends at end of August
- ▶ 2015 Sales: \$117 Billion
- ▶ 2015 Profit Margin: 2.03%





# SEARS HOLDINGS



- ▶ Public Company (SHLD) trading at about \$15.45 per share. Down 60% vs flat
- ▶ HQ is in Hoffman Estates, Illinois
- ▶ Founded 1899
- ▶ 196,000 total employees
- ▶ Industry/Sector: Department Stores
- ▶ **Business Model:** Sears Holdings Corporation operates as a retailer in the United States and Canada. It is the owner of [Sears](#) and [Kmart](#), and was founded after the latter purchased the former in 2005.<sup>[2]</sup> It operates 4,000 retail locations under the mastheads of Sears, Kmart, and their subsidiaries. Since 2013, the company is the 13th largest retailer by annual revenue in the [United States](#) behind [Walmart](#), [Kroger](#), [Target](#), [Walgreens](#), [The Home Depot](#), [Costco](#), [CVS Caremark](#), [Lowe's](#) and [Best Buy](#).<sup>[3]</sup> The company's Kmart segment operates stores that sell merchandise under Jaclyn Smith, Joe Boxer labels, and Alphaline labels; and Sears brand products and services, such as Kenmore, Craftsman, and DieHard, as well as Kenmore-branded products. This segment's stores provide consumer electronics, seasonal merchandise, outdoor living, toys, lawn and garden equipment, food and consumables, and apparel; and operate in-store pharmacies. The company's Sears Domestic segment operates stores that sell merchandise under the Kenmore, Craftsman, DieHard, Lands' End, Covington, Apostrophe, and Canyon River Blues brand names, as well as Roadhandler. Its stores provide appliances, consumer electronics, tools, sporting goods, home fashion products, apparel, footwear, jewelry, accessories, health and beauty products, pantry goods, and household products, as well as automotive services and products. This segment also provides soft luggage; appliances and services to commercial customers in single-family residential construction/remodel, property management, multi-family new construction, and government/military sectors; premium appliance and plumbing fixtures to architects, designers, and new construction or remodeling customers; parts and repair services for appliances, lawn and garden equipment, consumer electronics, floor care products, and heating and cooling systems; and home improvement services. Its Sears Canada segment is primarily involved in the retail of apparel and other softlines.
- ▶ CEO: Edward Lampert, 54
- ▶ Key Comp: Wal-Mart, Target, Costco, Home Depot, Lowes, Amazon
- ▶ Fiscal Year Ends at end of January
- ▶ 2015 Sales: \$26 Billion
- ▶ 2015 Profit Margin: -2.73%



# MATTEL

- ▶ Public Company (MAT) trading at about \$32 per share. 22.25% over past 52 weeks vs -8 S&P
- ▶ HQ is in El Segundo, CA
- ▶ Founded 1945
- ▶ 31,000 total employees
- ▶ Industry/Sector: Toy Manufacturers
- ▶ **Business Model:** Mattel, Inc. designs, manufactures, and markets a range of toy products worldwide. The company operates in three segments: North America, International, and American Girl. It offers dolls and accessories, vehicles and play sets, and games and puzzles under the Mattel Girls & Boys brands, including Barbie, Monster High, Disney Classics, Ever After High, Little Mommy, Polly Pocket, Hot Wheels, Matchbox, CARS, Disney Planes, BOOMco, Radica, Toy Story, Max Steel, WWE Wrestling, and Batman. The company also provides its products under the Fisher-Price brands, such as Fisher-Price, Little People, BabyGear, Laugh & Learn, Imaginext, Thomas & Friends, Dora the Explorer, Mickey Mouse Clubhouse, Disney Jake, the Never Land Pirates, and Power Wheels. In addition, it offers its products under the American Girl brands comprising My American Girl, Bitty Baby, Grace Thomas, and the 2015 Girl of the Year doll; and construction, and arts and crafts brands, such as MEGA BLOKS, RoseArt, and Board Dudes, as well as publishes Advice & Activity books and the American Girl magazine. Mattel, Inc. sells its products directly to consumers via its catalog, Website, and proprietary retail stores, as well as directly to retailers, including discount and free-standing toy stores, chain stores, department stores, and other retail outlets; to wholesalers; and through agents and distributors.
- ▶ CEO: Chris Sinclair, 65
- ▶ Key Comp: Hasbro, Jakks Pacific
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$5.7 Billion
- ▶ 2015 Profit Margin: 6.4%





# HASBRO



- ▶ Public Company (HAS) trading at about \$76 per share. Up 21% over past 52 weeks
- ▶ HQ is in Pawtucket, RI
- ▶ Founded 1923
- ▶ 5,200 total employees
- ▶ Industry/Sector: Toy Manufacturers
- ▶ **Business Model:** Hasbro, Inc., together with its subsidiaries, provides children's and family leisure time products and services worldwide. The company's product offerings include various toys comprising boys' action figures, vehicles and playsets, girls' toys, electronic toys and games, plush products, preschool toys and infant products, electronic interactive products, creative play, and toy-related specialty products. It also offers games comprising board, off-the-board, digital, card, electronic, trading card, and role-playing games. The company's franchise brands include LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, and TRANSFORMERS; and challenger brands comprise BABY ALIVE, FURBY, FURREAL FRIENDS, KRE-O, PLAYSKOOL, and PLAYSKOOL HEROES. Its gaming mega brands consist of CONNECT 4, ELEFUN & FRIENDS, JENGA, THE GAME OF LIFE, OPERATION, SCRABBLE, TRIVIAL PURSUIT, and TWISTER. In addition, the company produces television programming primarily based on its brands, as well as distributes such programming. Further, it distributes television programming to broadcasters and cable networks, as well as on various digital platforms, such as Netflix and iTunes. Additionally, the company develops games for tablets and mobile devices comprising DRAGONVALE, NINJUMP, and PAPER TOSS; and is involved in the lifestyle licensing activities, digital gaming, and movie entertainment operations. Hasbro, Inc. sells its products to wholesalers, distributors, chain stores, discount stores, drug stores, mail order houses, catalog stores, department stores, and other traditional retailers, as well as Internet-based e-tailers. .
- ▶ CEO: Brian Goldner, 52
- ▶ Key Comp: Mattel, Jakks Pacific
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$4.5 Billion
- ▶ 2015 Profit Margin: 10.2%



# JAKKS PACIFIC



- ▶ **Public Company (JAKK)** trading at about \$7.43 per share. Up 15% over past 52 weeks
- ▶ **HQ is in Malibu, CA on PCH**
- ▶ **Founded 1995**
- ▶ **N/A total employees**
- ▶ **Industry/Sector: Toy Manufacturers**
- ▶ **Business Model:** JAKKS Pacific, Inc. designs, develops, produces, and markets consumer products in the United States and internationally. It operates in two segments, Traditional Toys and Electronics; and Role Play, Novelty and Seasonal Toys. The Traditional Toys and Electronics segment offers action figures, vehicles, playsets, plush products, dolls, accessories, electronic products, construction toys, infant and pre-school toys, foot to floor ride-on vehicles, wagons, and pet products and related products. The Role Play, Novelty and Seasonal Toys segment provides role play and dress-up products, novelty toys, seasonal and outdoor products, indoor and outdoor kids' furniture, and Halloween and everyday costume play. The company offers its products under various own, licensed, and non-licensed trademarks and brands, including Road Champs, Fly Wheels, MXS, Spy Net, Plug It In & Play TV Games, Disney Princess, Disney Fairies, Cabbage Patch Kids, Graco, Fisher Price, Kawasaki, DC Comics, JAKKS Pets, American Classics, Black & Decker, McDonald's, Dirt Devil, Dora the Explorer, Crayola, Spiderman, Iron Man, Toy Story, Sesame Street, Power Rangers, Hasbro, Skyball, Wave Hoops, and Maui Toys. It sells its products through in-house sales staff and independent sales representatives to toy and mass-market retail chain, department, office supply, club, and toy specialty stores; and drug and grocery store chains and wholesalers
- ▶ **CEO: Stephen Berman, 52**
- ▶ **Key Comp: Mattel, Hasbro**
- ▶ **Fiscal Year Ends at end of December**
- ▶ **2015 Sales: \$750 MILLION**
- ▶ **2015 Profit Margin: 3.12%**



# HOME DEPOT

- ▶ Public Company (HD) trading at about \$125 per share. Up 8.95% over past 52 weeks
- ▶ HQ is in Atlanta, Georgia
- ▶ Founded 1978
- ▶ 300,000 total employees
- ▶ Industry/Sector: Home Improvement Stores
- ▶ **Business Model:** The Home Depot, Inc. operates as a home improvement retailer. The Home Depot stores sell various building materials, home improvement products, and lawn and garden products as well as provide installation, home maintenance, and professional service programs to do-it-yourself, do-it-for-me, and professional customers. The company offers installation programs that include flooring, cabinets, countertops, water heaters, and sheds, as well as act as a contractor to provide installation services to its do-it-for-me customers through third-party installers. It primarily serves professional remodelers, general contractors, repairmen, small business owners, and tradesmen. The company also sells its products through online. As of March 13, 2014, it operated 2,263 retail stores in the United States, the District of Columbia, Puerto Rico, U.S. Virgin Islands, Guam, 10 Canadian provinces, and Mexico.
- ▶ **CEO: Craig Menear, 58**
- ▶ **Key Comp: Lowes, local hardware stores**
- ▶ **Fiscal Year Ends at end of January**
- ▶ **2015 Sales: \$88.5 Billion**
- ▶ **2015 Profit Margin: 7.92%**



# LOWES



Let's Build Something Together™

- ▶ Public Company (LOW) trading at about \$70.39 per share. Down -5% over past 52 weeks
- ▶ HQ is in Mooresville, North Carolina
- ▶ Founded 1946
- ▶ 265,000 total employees
- ▶ Industry/Sector: Home Improvement Stores
- ▶ **Business Model:** Lowe's Companies, Inc. operates as a home improvement retailer. It offers products for maintenance, repair, remodeling, and home decorating. The company provides home improvement products under the categories of kitchens and appliances; lumber and building materials; tools and hardware; fashion fixtures; rough plumbing and electrical; lawn and garden; seasonal living; paint; home fashions, storage, and cleaning; flooring; millwork; and outdoor power equipment. It also offers installation services through independent contractors in various product categories; repair services; and MyLowe's, an online tool that manages, maintains, and enhances homes. The company serves homeowners and renters consisting of do-it-yourself customers and do-it-for-me customers; and professional customers comprising construction trade, as well as maintenance, repair, and operations. As of October 27, 2014, it operated 1,835 home improvement and hardware stores in the United States, Canada, and Mexico.
- ▶ CEO: Robert Niblock, 53
- ▶ Key Comp: Home Depot, local hardware stores
- ▶ Fiscal Year Ends at end of January
- ▶ 2015 Sales: \$59 Billion
- ▶ 2015 Profit Margin: 4.31%



# ACTIVISION BLIZZARD

- ▶ ATVI trading at about \$32 per share. Up 36% over past 52 weeks
- ▶ HQ is in Santa Monica, CA
- ▶ Founded 1979
- ▶ 6,690 total employees
- ▶ **Industry/Sector: Technology-Multi-Media Software and Graphics**
- ▶ **Business Model:** Activision Blizzard, Inc. develops and publishes online, personal computer (PC), video game console, handheld, mobile, and tablet games worldwide. The company develops and publishes interactive entertainment software products through retail channels or digital downloads; and downloadable content to a range of gamers. It also publishes online subscription-based games in the massively multiplayer online role-playing game category; and real-time strategy and role-playing games. In addition, the company maintains a proprietary online-game related service, Battle.net that facilitates the creation of user generated content, digital distribution, and online social connectivity in its games. Further, it provides warehousing, logistical, and sales distribution services to third-party publishers of interactive entertainment software; and manufacturers of interactive entertainment hardware products. The company serves retailers and distributors, including mass-market retailers, consumer electronics stores, discount warehouses, game specialty stores, and consumers through third-party distribution, licensing arrangements, and direct digital purchases.
- ▶ **Flagship Brands:** COD, World of Warcraft, Destiny, Tony Hawk, Atari, Guitar Hero, Candy Crush (bought from King Digital Entertainment in November of 2015 for \$5.9 Billion)
- ▶ **CEO:** Robert Kotick, 53 (6.88M, 181K)
- ▶ **Key Comp:** EA, Sony, Take Two Interactive(2K games)
- ▶ **Fiscal Year Ends** at end of December
- ▶ **2015 Sales:** \$4.66 Billion
- ▶ **2015 Profit Margin:** 19.4%





# EA Sports

- ▶ EA trading at about \$65 per share. Up 15.5 over past 52 weeks
- ▶ HQ is in Redwood City, CA
- ▶ Founded 1982
- ▶ 8,300 total employees
- ▶ **Industry/Sector:** Technology-Multi-Media Software and Graphics
- ▶ **Business Model:** Electronic Arts Inc. develops, markets, publishes, and distributes game software content and services for video game consoles, personal computers, mobile phones, and tablets. The company operates through EA Games, EA SPORTS, Maxis, PopCap, and All Play segments. It provides action-adventure, casual, family, fantasy, first-person shooter, horror, science fiction, role-playing, racing, simulation, sports, and strategy games under the Battlefield, Mass Effect, Need for Speed, Dragon Age, The Sims, Bejeweled, and Plants v. Zombies, as well as EA SPORTS, Battlefield 4, FIFA Street, Maxis, Madden NFL, Medal of Honor, and Star Wars brand names. The company also offers casual games, such as cards, puzzles, and word games through its pogo.com, as well as on other platforms; and digital content and Internet-based advertising services.
- ▶ **CEO: Andrew Wilson, 42 (2.94M)**
- ▶ **Key Comp:** Blizzard/Activision, Sony, Take Two Interactive
- ▶ **Fiscal Year Ends at end of March**
- ▶ **2015 Sales: \$4.27 Billion**
- ▶ **2015 Profit Margin: 15.26%**



# Ross Dress For Less

- ▶ ROST trading at about \$57 per share. Up 10.27% over past 52 weeks
- ▶ HQ is in Dublin, CA (Bay Area)
- ▶ Founded 1957
- ▶ 71,400 total employees
- ▶ Industry/Sector: Discount Apparel Stores
- ▶ **Business Model:** Ross Stores, Inc., together with its subsidiaries, operates off-price retail apparel and home fashion stores under the Ross Dress for Less and dds DISCOUNTS brand names in the United States. It primarily offers apparel, accessories, footwear, and home fashions. The company's Ross Dress for Less stores sell its products at everyday savings of 20% to 60% off department and specialty store regular prices primarily to middle income households; and dds DISCOUNTS stores sell its products at everyday savings of 20% to 70% off moderate department and discount store regular prices to moderate income households. As of March 24, 2015, it operated 1,242 Ross Dress for Less stores in 33 states, the District of Columbia, and Guam; and 157 dd's DISCOUNTS stores in 15 states.
- ▶ **CEO: Michael Balmuth, 65 (\$3.41M)**
- ▶ **Key Comp: Marshall's/TJ Maxx, Kohls**
- ▶ **Fiscal Year Ends at end of January**
- ▶ **2015 Sales: \$11.72 Billion**
- ▶ **2015 Profit Margin: 8.57%**





# TJX Companies



- ▶ TJX trading at about \$77.59 per share. Up 12.02% over past 52 weeks
- ▶ HQ is in Framingham, MA
- ▶ Founded 1956
- ▶ N/A total employees
- ▶ Industry/Sector: Discount Department Stores
- ▶ **Business Model:** The TJX Companies, Inc. operates as an off-price apparel and home fashions retailer in the United States and internationally. It operates through four segments: Marmaxx, HomeGoods, TJX Canada, and TJX Europe. The company sells family apparel, including footwear and accessories; home fashions, such as home basics, accent furniture, lamps, rugs, wall décor, decorative accessories, and giftware; and other merchandise. It operates stores under the T.J. Maxx, Marshalls, HomeGoods, Winners, HomeSense, T.K. Maxx, and Sierra Trading Post names, as well as operates e-commerce sites tjmaxx.com, tkmaxx.com, and sierratradingpost.com. The company operates approximately 3,300 stores
- ▶ **CEO:** Carol Meyrwitz, 61 (\$6.2M, \$2.2M Options)
- ▶ **Key Comp:** Ross, Kohls
- ▶ **Fiscal Year Ends** at end of January
- ▶ **2015 Sales:** \$30.94 Billion
- ▶ **2015 Profit Margin:** 7.36%

Marshalls



# Kohl's Corporation



- ▶ KSS trading at about \$45.74 per share. -42% over past 52 weeks
- ▶ HQ is in Menomonee Falls, WI
- ▶ Founded 1962
- ▶ 32,000 total employees
- ▶ Industry/Sector: Discount Department Stores
- ▶ Business Model: Kohl's Corporation operates department stores in the United States. It offers private label, exclusive, and national brand apparel, footwear, accessories, beauty, and home products to children, men, and women customers. The company also sells its products online at Kohls.com and through mobile devices. As of March 03, 2015, it operated 1,162 department stores in 49 states
- ▶ CEO: Kevin Mansell, 62 (\$2M, \$7.5M Options)
- ▶ Key Comp: TJ Maxx, Marshall's, Ross, JC Penney, Sears
- ▶ Fiscal Year Ends at end of January
- ▶ 2015 Sales: \$19.2 Billion
- ▶ 2015 Profit Margin: 3.50%



# Decker's Outdoor Corporation

**deckers**  
OUTDOOR CORPORATION

- ▶ DECK trading at about \$59.18 per share. Down -21.6% over past 52 weeks
- ▶ HQ is in Goleta, CA (Santa Barbara)
- ▶ Founded 1973
- ▶ 3,200 total employees
- ▶ Industry/Sector: Textile Footwear and Accessories
- ▶ **Business Model:** Decker's Outdoor Corporation designs, markets, and distributes footwear, apparel, and accessories for outdoor activities and casual lifestyle use for men, women, and children. The company offers luxurious comfort footwear, handbags, apparel, and cold weather accessories under the UGG brand name; sandals, shoes, boots, and amphibious footwear under Teva brand name; and action sport footwear under the Sanuk brand name. It also offers high-end casual footwear under the TSUBO brand name; outdoor performance and lifestyle footwear under the Ahnu brand name; and footwear for culinary professionals under the MOZO brand name, as well as running footwear under the Hoka One One brand name. The company sells its products primarily to specialty retailers, selected department stores, outdoor retailers, sporting goods retailers, shoe stores, and online retailers. It also sells its products directly to end-user consumers through its Websites and retail stores; and distributes its products through independent distributors and retailers in the United States, Europe, the Asia Pacific, Canada, and Latin America. As of March 18, 2014, the company operated 117 company-owned and operated retail stores.
- ▶ CEO: Angel Martinez, 60 (\$2.68M)
- ▶ Key Comp: Wolverine Worldwide, Toms, Reef, Rainbow
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$1.64 Billion
- ▶ 2015 Profit Margin: 8.02%



UGG

Teva

sanuk



# Wolverine Worldwide Corporation

WOLVERINE  
worldwide



▶ WWW trading at about \$17.88 per share. -46% over past 52 weeks

▶ HQ is in Rockford, MI

▶ Founded 1883

▶ 6,600 total employees

▶ Industry/Sector: Textile Apparel Footwear and Accessories

▶ **Business Model:** Wolverine World Wide, Inc. designs, manufactures, sources, markets, licenses, and distributes footwear, apparel, and accessories. The company operates through Lifestyle Group, Performance Group, and Heritage Group segments. It offers casual footwear and apparel; performance outdoor and athletic footwear and apparel; children's footwear; industrial work boots and apparel; and uniform shoes and boots. The company sources and markets a range of footwear styles, such as shoes, boots, and sandals under various brand names, including Bates, Cat, Chaco, Cushe, Harley-Davidson, Hush Puppies, HyTest, Keds, Merrell, Saucony, Sebago, Soft Style, Sperry Top-Sider, Stride Rite, and Wolverine. It also markets apparel and accessories under Merrell, Wolverine, Saucony, Sebago, and Sperry Top-Sider, as well as licenses its brands for use on non-footwear products, including Hush Puppies brand apparel, eyewear, watches, socks, handbags, and plush toys; Wolverine brand eyewear and gloves; and Keds, Saucony, Sperry Top-Sider, and Stride Rite brand apparel. In addition, the company markets pigskin leather under the Wolverine Warrior Leather, Weather Tight, and All Season Weather Leathers trademarks for use in the footwear industry. It directly sells its products in the United States, Canada, and countries in Europe to various customers, including department stores, national chains, catalog retailers, specialty retailers, mass merchants and Internet retailers, and to governments and municipalities; and through retail stores, as well as through licensees and distributors. As of January 3, 2015, the company operated 417 retail stores in the United States and Canada, as well as 64 consumer-direct Websites.

▶ CEO: Blake Krueger, 62 (\$1.71M)

▶ Key Comp: Decker's, Red Wing, Timberland

▶ Fiscal Year Ends at end of December

▶ 2015 Sales: \$2.9 Billion

▶ 2015 Profit Margin: 4.56%





# Delta Airlines



- ▶ DAL trading at about \$46.29 per share. Up 7.58% over past 52 weeks
- ▶ HQ is in Atlanta, GA
- ▶ Founded 1924
- ▶ 79,655 total employees
- ▶ Industry/Sector: Services: Major Airlines
- ▶ **Business Model:** Delta Air Lines, Inc. provides scheduled air transportation for passengers and cargo worldwide. The company operates in two segments, Airline and Refinery. Its route network comprises various gateway airports in Amsterdam, Detroit, Los Angeles, Minneapolis-St. Paul, New York-LaGuardia, New York-JFK, Paris-Charles de Gaulle, Salt Lake City, Seattle, and Tokyo-Narita. The company sells its tickets through various distribution channels, including mobile and telephone reservations, delta.com, traditional brick and mortar, and online travel agencies. It also provides maintenance and repair services for third parties, as well as offers staffing services, professional security and training services, and aviation solutions; vacation packages; and aircraft charters, and aircraft management and programs. The company operates approximately 900 aircrafts.
- ▶ **CEO:** Richard Anderson, 61; \$4.18M
- ▶ **Key Comp:** American, United, Southwest, Sun Country
- ▶ **Fiscal Year Ends** at end of December
- ▶ **2015 Sales:** \$41 Billion
- ▶ **2015 Profit Margin:** 11.12%



# Southwest Airlines



- ▶ LUV trading at about \$44.50 per share. Up 4.07% over past 52 weeks
- ▶ HQ is in Dallas, TX
- ▶ Founded 1967
- ▶ 46,278 total employees
- ▶ Industry/Sector: Services: Regional Airlines
- ▶ **Business Model:** Southwest Airlines Co. operates passenger airlines that provide scheduled air transportation services in the United States and near-international markets. As of December 31, 2014, it operated 665 Boeing 737 aircraft; and had 12 Boeing 717 aircraft. The company served 93 destinations in 40 states, the District of Columbia, and the Commonwealth of Puerto Rico, as well as 5 near-international countries, including Mexico, Jamaica, The Bahamas, Aruba, and the Dominican Republic. It also sells frequent flyer points and related services to business partners participating in the Rapid Rewards frequent flyer program, including car rental agencies, hotels, restaurants, and retail locations.
- ▶ **CEO:** Gary Kelly, 61; \$1.98M \$1.33M Options
- ▶ **Key Comp:** Delta, American, United, Sun Country
- ▶ **Fiscal Year Ends** at end of December
- ▶ **2015 Sales:** \$20 Billion
- ▶ **2015 Profit Margin:** 11.10%





# Rite Aid



- ▶ RAD trading at about \$8 per share. Up 5% over past 52 weeks vs flat S/P
- ▶ 52 week range \$6-\$9.50
- ▶ HQ is in Camp Hill, PA
- ▶ Founded 1927
- ▶ 90.000 total employees
- ▶ Industry/Sector: Services: Drug Stores
- ▶ **Business Model:** Rite Aid Corporation, through its subsidiaries, operates a chain of retail drugstores in the United States. The company sells prescription drugs and a range of other merchandise, including over-the-counter medications, health and beauty aids, personal care items, cosmetics, household items, food and beverages, greeting cards, seasonal merchandise, and other everyday and convenience products. It also offers health coaching, shared decision making tools, and health care analytics, including health coaching for medical decisions, chronic conditions, and wellness; population analytic solutions; and consulting services, as well as various photo processing services in its stores. The company offers its products to customers covered by third party payors, such as insurance companies, prescription benefit management companies, government agencies, private employers, and other managed care providers. It has a strategic alliance with GNC. As of March 10, 2015, the company operated approximately 4,600 stores in 31 states of the United States
- ▶ CEO: John Standley, 53; \$4.4M, \$11.6 options
- ▶ Key Comp: CVS, Walgreens, Wal-Mart, Target, Costco
- ▶ Fiscal Year Ends at end of February
- ▶ 2015 Sales: \$29.3 Billion
- ▶ 2015 Profit Margin: 6.60%
- ▶ 5 Year Avg Dividend Yield: no dividends



# CVS



- ▶ CVS trading at about \$102 per share. Up 3.43% over past 52 weeks
- ▶ 52 week range \$81-113
- ▶ HQ is in Woonsocket, Rhode Island
- ▶ Founded 1892
- ▶ 137,800 total employees
- ▶ Industry/Sector: Services: Drug Stores
- ▶ **Business Model:** CVS Health Corporation, together with its subsidiaries, provides integrated pharmacy health care services in the United States. The company operates through Pharmacy Services and Retail Pharmacy segments. The Pharmacy Services segment offers pharmacy benefit management services, such as plan design and administration, formulary management, Medicare Part D services, mail order and specialty pharmacy services, retail pharmacy network management services, prescription management systems, clinical services, disease management programs, and medical pharmacy management services. This segment serves employers, insurance companies, unions, government employee groups, health plans, managed Medicaid plans and plans offered on public and private organizations, other sponsors of health benefit plans, and individuals under the CVS/caremark Pharmacy Services, Caremark, CarePlus CVS/pharmacy, RxAmerica, Accordant, SilverScript, Coram CVS/specialty, NovoLogix, and Navarro Health Services names. The Retail Pharmacy segment sells prescription drugs, over-the-counter drugs, beauty products and cosmetics, personal care products, convenience foods, seasonal merchandise, and greeting cards, as well as provides photo finishing services. As of December 31, 2014, it operated 7,822 retail drugstores, 860 health care clinics, 17 onsite pharmacy stores, 27 retail specialty pharmacy stores, 11 specialty mail order pharmacies, 4 mail service dispensing pharmacies, and 86 branches, as well as 6 centers of excellence for infusion and enteral services.
- ▶ CEO: Larry Merlo, 60; (loves money); \$12M/\$7.7M
- ▶ Key Comp: Rite-Aid, Walgreens, Wal-Mart, Target, Costco
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$153 Billion
- ▶ 2015 Profit Margin: 3.42%
- ▶ 5 Year Avg Dividend Yield: 1.70%



# Philip Morris Intl



PHILIP MORRIS INTERNATIONAL

- ▶ PM trading at about \$101 per share. Up 17% over past 52 weeks / -3.88
- ▶ 52 week range \$76-102
- ▶ HQ is in New York, NY
- ▶ Founded 1919
- ▶ 82,500 total employees
- ▶ Industry/Sector: Consumer Goods: Tobacco Products
- ▶ **Business Model:** Philip Morris International Inc., through its subsidiaries, manufactures and sells cigarettes, other tobacco products, and other nicotine-containing products. Its portfolio of brands comprise **Marlboro, Merit, Parliament, Virginia Slims, L&M, Chesterfield, Bond Street**, Lark, Muratti, Next, Philip Morris, and Red & White. The company also owns various cigarette brands comprising Sampoerna, Dji Sam Soe, and U Mild in Indonesia; Fortune, Champion, and Hope in the Philippines; Diana in Italy; Optima and Apollo-Soyuz in Russia; Morven Gold in Pakistan; Boston in Colombia; Belmont, Canadian Classics, and Number 7 in Canada; Best and Classic in Serbia; f6 in Germany; Delicados in Mexico; Assos in Greece; and Petra in the Czech Republic and Slovakia. It sells its products in approximately 180 countries in the European Union, Eastern Europe, the Middle East, Africa, Asia, Latin America, and Canada. The company was incorporated in 1987 and is headquartered in New York, New York.
- ▶ **CEO: Andra Calantzopoulos; Salary \$6.36M**
- ▶ **Key Comp: Reynolds American, Lorillard (Newport, Kent, Old Gold, and E-Cigarettes)**
- ▶ Fiscal Year Ends at end of December
- ▶ 2015 Sales: \$26 Billion
- ▶ 2015 Profit Margin: 25.16%
- ▶ 5 Year Avg Dividend Yield: 4.04%



# Reynolds American



- ▶ RAI trading at about \$51 per share. Up 33.85% over past 52 weeks/-3.88
- ▶ 52 week range \$35-\$52
- ▶ HQ is in Winston-Salem, NC
- ▶ Founded 1900's
- ▶ 5,300 total employees
- ▶ Industry/Sector: Consumer Goods: Tobacco Products
- ▶ **Business Model:** Reynolds American Inc., through its subsidiaries, manufactures and sells cigarettes and other tobacco products in the United States. It operates through RJR Tobacco, American Snuff, and Santa Fe segments. The RJR Tobacco segment offers cigarettes under the brand names of CAMEL, PALL MALL, WINSTON, KOOL, DORAL, SALEM, MISTY, and CAPRI; as well as manages various licensed brands, including DUNHILL and STATE EXPRESS 555. The American Snuff segment provides smokeless tobacco products, such as moist snuff under GRIZZLY and KODIAK brand names. The Santa Fe segment offers cigarettes and other tobacco products under the NATURAL AMERICAN SPIRIT brand name. The company also provides electronic cigarettes; manufactures digital vapor cigarettes under the VUSE brand name; and markets and distributes nicotine replacement therapy products under ZONNIC brand name in Sweden. It distributes its products primarily through direct wholesale deliveries from a local distribution center and public warehouses
- ▶ **CEO: Susan Cameron, 5; salary \$5.22M**
- ▶ **Key Comp: PM, Lorillard (Newport, Kent, Old Gold, and E-Cigarettes)**
- ▶ **Fiscal Year Ends at end of December**
- ▶ **2015 Sales: \$11.54 Billion**
- ▶ **2015 Profit Margin: 55.74%**
- ▶ **5 Year Avg Dividend Yield: 3.30%**



# Other cos....

- ▶ Finance Industry
- ▶ Pep v ko v dr. pepper/Snapple
- ▶ Netflix v coinstar
- ▶ Comcast v directv v time warner
- ▶ Add cisco
- ▶ Starbucks, burger king, chipotle, urban outfitters, tillys