


## BUSINESS & COMPANY RESOURCE CENTER CURRICULUM SUPPORT DEMONSTRATION

### ABOUT THIS DOCUMENT:



The screenshot shows the Business & Company Resource Center interface. At the top, there are navigation tabs for Home, Company, Industry, Articles, and Advanced Search. A search bar is present with the text 'Enter your search terms:'. Below the search bar, the current company is identified as 'Walt Disney Co.'. A horizontal menu contains various categories: Company Profile, News/Magazines, Histories, Investment Reports, Financials, Rankings, Suits and Claims, Products, Industry Overview, and Associations. The main content area displays the following information for 'Walt Disney Co. (DIS)':

- Address:** 500 S Buena Vista St., Burbank, California 91521, United States
- Contact:** Tel: (818) 560-1000, Fax: (818)560-1930
- Business:** Services: Entertainment company, including: motion picture film production for film, video and television industry, theme park operator. Retail: Gifts and novelty items. Finance: holding company.
- Variant Names:** Disney Walt Co. - Inverted Name, The Walt Disney Co. - Legal Name, Walt Disney Productions - Name Change, For Kids Worldwide Inc. - Acquisition
- Auditors:** PricewaterhouseCoopers LLP
- SIC Codes:** 7812 - Motion Picture, Video Tape Production; 7819 - Services Allied To Motion Pictures; 7996 - Amusement Parks; 5947 - Gift, Novelty And Souvenir Shops; 6719 - Holding Companies, Not Elsewhere Classified

The following is a simulation of an assignment given to students at an ACC school's business program. The research to complete the project was conducted by Thomson Gale using the *Business & Company Resource Center*, a comprehensive business information database that meets core curriculum requirements for undergraduate and graduate case study work in finance, economics and marketing.

The goal of this research paper is to demonstrate the depth and breadth of *Business & Company Resource Center* as a potential single source of business information. This is a simulation of the research available to the student as part of completing the project or assignment for a competitive strategy course, in this case requiring the student to prepare a SWOT analysis on Google.

Additional research projects available for viewing were completed using the Business & Company Resource Center include other simulations of coursework at various colleges and universities throughout the country in the areas of International Operations Management, Information Systems for Product Management, Marketing Planning.

For a free 30-day trial to *Business & Company Resource Center*, visit [gale.com/freetrials](http://gale.com/freetrials). For more product information visit [www.galegroup.com/BusinessRC/](http://www.galegroup.com/BusinessRC/).

Prepare a SWOT analysis of Google. Use the analysis to reflect on whether Google is likely to be a profitable player in online search in the future.

#### Internal **STRENGTHS**:

- ✚ Proclaimed by many as 'the most efficient' search engine on the Internet
- ✚ Lured Earthlink, the number three Internet Service Provider in the United States, to use Google as its default search engine.
- ✚ Largest search engine in the world

#### Internal **WEAKNESSES**

- ✚ Made their IPO a complicated auction process, which angered a number of investors
- ✚ Produces less relevant hits than subject-specific subscription databases

#### External **OPPORTUNITIES**

- ✚ Computer literacy is on the rise, especially in underdeveloped countries.
- ✚ There is a trend in the United States towards telecommuting and at-home-businesses.
- ✚ As the cost of technology continues to fall and the demand for information grows, the variety of services will increase in response to market niches.
- ✚ There is a lot of potential for the International Market, especially in China, which plans to privatize many state-owned facilities.

#### External **THREATS**

- ✚ There will be legal challenges from private citizens to the storage of information about private citizens.
- ✚ Database companies (Gale, Lexis-Nexis, ProQuest) are designing products and internet search engines at rates that are more affordable to individual customers; these products provide superior research aids; they are also teaming with newspaper companies.
- ✚ There are a number of companies in competition with Google.

## **Resources**

Business & Company Resource Center: Company Profile Display Page, Google.

Business & Company Resource Center: History/Chronology Display Page, Google.

Business & Company Resource Center: Industry Overview Display Page, Information Retrieval Systems (NAICS 518111; SIC 7375).