

MERGENT ONLINE® DATABASE ASSIGNMENT

Please follow the directions below to search the Mergent Online® Database.

LOCATING COMPANY INFORMATION

Conduct a search for the company *Pfizer Inc.* in order to answer the following questions. (HINT: Enter the company name in the Company Search box. Do not remove any of the checks from the checkboxes for the USA or International Company Database choices above the search box. Be sure to click the link to Pfizer, Inc. if any additional choices appear).

- What is the New York Stock Exchange (NYSE) ticker symbol for this company? (HINT: Look by the name for the NYS): _____

- What is the address given for the headquarters of Pfizer Inc.?

- What is the state of incorporation? (HINT: Look at the Incorporated entry in the light blue box. The abbreviation of the state is listed. It is not New York even though the principal executive offices are located in New York City).

- Who is the chairman and chief executive officer at Pfizer, Inc.? _____

- Look at yesterday's STOCK QUOTE. What is the price? (HINT: This will be found under "close" in the pricing summary). _____

When did you view this? (List the date that you are completing this assignment): _____

- View the EARNINGS ESTIMATES. (HINT: Click the gray Earning Estimates link found under the tabs). Under the Broker Summary, are there more "buy recommendations," "hold recommendations," or "sell recommendations"?

- What are the company's revenues for 2012? (HINT: To find historical financials, click the COMPANY FINANCIALS tab near the top of the page. An annual balance sheet will appear. To find the revenue, click the gray Analysis link which is found under the blue tabs. The ratio analysis will appear. Look for the revenues under 12/31/2012).

COMPARING ONE COMPANY TO ANOTHER COMPANY:

While viewing the Pfizer Inc. data, click the **COMPETITORS** tab.

- Who are Pfizer Inc.'s three (3) top competitors? (HINT: List the top three companies on the list. NOTE: If Pfizer is listed as one of the top three companies, please list the fourth company).
1. _____ 2. _____ 3. _____
 - Compare Pfizer's net income to these top three competitors. Which company (including Pfizer and top three competitors) has the greatest net income?
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BUILDING AN ADVANCED SEARCH TO FILTER RESULTS:

Return to the main screen by clicking the blue search tab (it is small and square in shape) near the top left of the screen.

Click the **ADVANCED SEARCH** tab near the top of the page. Please read and follow the instructions below very carefully.

At the next screen, make sure that the Corporate Information tab is selected (it will be dark blue in color). There will be a listing of criteria.

- Select State by clicking the + button next to "State." Open the drop-down menu that appears and select **Kentucky**.
- Select "Number of Employees" by clicking the + button. The entry will appear under the State entry. Change the drop-down menu to **Greater than**. Next to the drop-down will be a box (it is very faint). Type **5** in the box.
- Now, select the blue "Industry Codes" tab. (HINT: This tab is located on the same row as the "Corporate Information" tab. Once selected, it will turn dark blue).
- Select Primary NAIC. For this entry, enter the number **446** in the box (a very faint box next to the "Use NAIC Lookup" link). This is the NAIC code for Health and Personal Care Stores.
- Click the **>>SUBMIT** button next to the 446 entry. You will be searching for results based on "state," "number of employees," and "primary NAIC" criteria.

How many matches did you find? (NOTE: Look to the right of the submit button in the Primary NAIC category).

Click the VIEW link located on the last row.

Name one of the companies that are in the results list:

Click on the link to the company with the ticker symbol PMC. Who is the Chairman of this company?

COUNTRY PROFILES:

Please return to the main screen by clicking the blue search tab (it is small and square in shape) near the top left of the screen.

The Country Profile search box can be found at the lower right of the screen (under the corporate calendar).

Search for a country of your choice using the Company Profile feature.

Which country did you choose?

A Mergent Profile will open in a PDF format.

What was the **GDP (Gross Domestic Product) purchasing power parity** of your chosen country for the latest year that is listed? (HINT: You will usually find this on page 3 of the report. It will usually be valued in U.S. dollars and is an estimate).

What was the latest year that was listed? _____

If you have any questions or problems with this assignment, please speak with your instructor.