

# Structuring your research – an outline to use in making your plan

## History

- Company history
  - State and date of incorporation
  - Recent acquisitions/mergers/divestitures

## Structure

- Operating divisions
- Subsidiaries

## Management

- Executive officers/background
- Executive salaries/compensation, including stock awards
- Executive employment agreements
- Directors/background
- Corporate interlocks

## Financial

- Revenues
  - By source
- Operating profits
  - By source
- Net profits
- Cash flow/liquidity/capital resources
- Assets/liabilities

## Operations

- Breakdown of company operations
  - Services/products
    - Diversity of services/products
- Plans/prospects for the future
- Facilities
  - Locations
- Suppliers/contractors

## Within the Industry

- Rank
- Competition

## Corporate Environment

- Ownership
  - Executives/directors
  - Institutional investors
  - 5% owners
- Law firm/pending litigation
- Government regulation
  - Certifications and inspections
- Government contracts
- Public relations/corporate image
- Political connections/contributions

## Labor Relations

- Level of organization
- Locations organized
- Labor unions involved
- Attitudes and tactics
- NLRB record
- Management consultants
- Pension and insurance programs