RESEARCH FOR INTERVIEW PREP USING BAKER LIBRARY RESOURCES

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January 5, 2018
AREAS OF FOCUS

• Accessing Baker resources
• Company analysis
• Industry analysis
• Company and industry news & trends
• Understanding job roles & functions
AREAS OF FOCUS

• Accessing Baker resources
ACCESSING BAKER RESOURCES

- Go to library.hbs.edu
- Go to Find->Databases to locate the databases discussed today
AREA OF FOCUS

• Company analysis
## Company Analysis: Database Comparison

<table>
<thead>
<tr>
<th>Features</th>
<th>D&amp;B Global Business Browser</th>
<th>Capital IQ</th>
<th>Thomson ONE</th>
<th>FactSet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Coverage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Overviews</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>News</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Analyst Reports</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good for coverage for startups and private US companies</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Strong in finance, deals and ranks, and transactions</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Great source for building HBS alumni network</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access details</td>
<td>Remote (HBS Intranet)</td>
<td>In library or request account remote access.</td>
<td>Remote (HBS Intranet)</td>
<td>In library or request account remote access.</td>
</tr>
</tbody>
</table>
**COMPANY ANALYSIS:**

**D&B GLOBAL BUSINESS BROWSER**

*Goal: Understand Corning’s strengths & weaknesses*

1. Go to D&B Business Browser
2. Type Corning into Companies
3. Select Strengths & Weaknesses from left-hand nav for SWOT report

*Also useful:*

- Competitor’s report
- Significant Developments
Corning Incorporated

**Strengths/Weaknesses (SWOT)**

**Strengths**
- Financial Performance
- Global Presence
- Research and Development Activities
- Liquidity Position

**Weaknesses**
- Concentrated Customer Base

**Opportunities**
- Demand for Smartphones in North America
- Growth Initiatives
- Strategic Acquisitions

**Threats**
- Foreign Currency Fluctuations
- Highly Competitive Market
- Changing Technology

**Business Description**

The source of Corning’s revenue and profits is transparently obvious, especially in the sciences industries. Its products include substrates for flat-panel displays. Corning has about 90 manufacturing and processing facilities in 16 countries. Source: D&B

**Industry**

- Non-Metallic Mineral Product Manufacturing
- Glass and Glass Product Manufacturing
- Manufacture of glass and glass products
- Manufacture of hollow glass

**ANZSIC 2000**: 2310 - Glass and Glass Product Manufacturing
**ISIC Rev 4**: 2310 - Manufacture of glass and glass products
**NACE Rev 2**: 2313 - Manufacture of hollow glass
**NAICS 2012**: 327217 - Other Preformed and Blown Glass and Glassware Manufacturing
**UK SIC 2007**: 2312 - Manufacture of hollow glass
**US SIC 1987**: 3229 - Pressed and Blown Glass and Glassware, Not Elsewhere Classified

**Overview**

Corning Incorporated (Corning) provides glass substrates for active matrix liquid crystal displays (AMLCDs). It produces and manufactures various IT products and services, research and development activities, global presence and strong liquidity position are the company’s main strengths, whereas concentrated customer base is a concern. In the future, intense competition, foreign exchange risks and changing technology could affect its growth. However, growing demand for smartphones in the US and growth initiatives are likely to provide growth opportunities to the company.

**Strengths**

Corning delivered an impressive financial performance during the review year. The company’s total revenue increased by 3.1% from US$19,111 million in FY2015 to US$19,516 million, primarily attributed to increases in the revenue across its reportable segments. The company’s Display Technologies segment increased by US$132 million over the strengthening Japanese yen in the amount of US$370 million. The company’s Optical Communications segment increased by US$23 million over the previous year. This US$76 million in sales of carrier products and the impact of an acquisition done in the review year. The company’s Specialty Materials segment increased by US$87 million...
Goal: Obtain list of deals from past 12 months by Evercore Partners

1. From the main menu choose “Screening” then “Transactions”
2. Under “List Management” click “Add Companies”
3. Search for advisors by name [i.e., Evercore Partners]
4. Add them to Selected Companies, then select “Advisor” from the “This criterion describes” field. Click “Add Criteria” button
5. Under “General Transaction Details” click on “Dates” and choose “last 12 months”. Click “Add Criteria” button
6. Click on “View Results”
7. To create a specific report, click “Add Display Columns” under Display Options
8. Choose desired fields and order to display and click “View Results” and click Excel icon to export screening results and aggregate data
COMPANY ANALYSIS: CAPITAL IQ
Goal: Find initiating coverage from analysts for Estee Lauder

1. Select “Company Views” tab from the top of the screen
2. Select “Research” and then “Company Research”
3. Select link in the top right corner “Advanced Research Page”
4. Within area called, “Search Options” Type company name, “Estee Lauder” in company search box
5. Click box to the right of the company search box, “Initiating Coverage”
6. Open “Date Box” and change date to “Last 1 Year”
Company Analysis: Thomson ONE

Advanced Research

Search Options

Company (Enter Name, Ticker, CUSIP, ISIN, EDGAR)

ESTEE LAUDER COMPANIES INC;

Asset Class Date

Last 1 Year

Initiating Coverage

More Options

Enter Keyword(s) Search Tips

Title

Report Type

Company Industry Geography

NAIC

Contributor

J.P.Morgan

The Estee Lauder Cos

The Beauty of Fast Growing Premium Categories, Initiating Coverage with an Overweight

We initiate coverage of Estee Lauder (EL) with an Overweight rating and a Dec-17 price target of $100. EL's exposure to high-growth premium color cosmetics gives the company the highest rate of organic growth in our coverage universe (neck to high-single digits vs. low-single digits). That growth should flow into EPS and cash flows given its high ROE (~33%) and free cash flow conversion rate. We believe concerns over department store closures and weak mall traffic are overdone, as EL has been able to more than offset these headwinds with alternative distribution under Sephora and online. As the World's leading premium beauty player, EL benefits from the "selfie" obsessed generations, who...
COMPANY ANALYSIS: FACTSET

Goal: Find information on Amazon’s supply chain.

1. Click on the icon and type in “Amazon”
2. Select “Supply Chain” from the left hand menu
3. Click into sections for more information
4. Click on icon to download data into excel
COMPANY ANALYSIS: FactSet

ABOUT THIS DATABASE
Platform used to analyze financial data from global equity and fixed income markets. Coverage includes data and information on ownership and private equity and venture capital investments. It also includes SharkReps and Mergent data.

To access FactSet:
- Request an individual FactSet account by using an HBS or HU email address (you will receive a confirmation email within 48 hours).
  - HBS MBA students - the default version is FactSet Connect (web version), but if you need the FactSet Workstation (with excel capabilities) reply to the account confirmation and request this access specifically.
# Company Analysis: FactSet

## FactSet Overview

### Supply Chain Overview

#### Suppliers (5 of 26)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>% of Revenue</th>
<th>Market Value (M)</th>
<th>Facilitated Sector</th>
<th>Facilitated Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Optoelectronics, Inc.</td>
<td>54.60%</td>
<td>734</td>
<td>Electronics Technology</td>
<td>Telecommunications Equipment</td>
</tr>
<tr>
<td>Renesas Japan Group, Inc.</td>
<td>47.50%</td>
<td>49</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>AeraGrow International, Inc.</td>
<td>40.60%</td>
<td>110</td>
<td>Consumer Durables</td>
<td>Other Consumer Specialties</td>
</tr>
<tr>
<td>Wetnet Corporation</td>
<td>33.20%</td>
<td>204</td>
<td>Technology Services</td>
<td>Data Processing Services</td>
</tr>
<tr>
<td>United Natural Foods, Inc.</td>
<td>33.10%</td>
<td>2,491</td>
<td>Distribution Services</td>
<td>Food Distributors</td>
</tr>
</tbody>
</table>

#### Customers (5 of 242)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>% of Revenue</th>
<th>Market Value (M)</th>
<th>Facilitated Sector</th>
<th>Facilitated Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Nation Entertainment, Inc.</td>
<td>-</td>
<td>8,763</td>
<td>Consumer Services</td>
<td>Music/Entertainment</td>
</tr>
<tr>
<td>Capital One Financial/Corporation</td>
<td>-</td>
<td>48,203</td>
<td>Finance</td>
<td>Financial/Financial Services</td>
</tr>
<tr>
<td>Workday Inc. Class A</td>
<td>22,298</td>
<td>Technology Services</td>
<td>Information Technology Services</td>
<td></td>
</tr>
<tr>
<td>Thy, Inc. Class A</td>
<td>416</td>
<td>Retail Trade</td>
<td>Apparel/Food/Reliab</td>
<td></td>
</tr>
<tr>
<td>Apartment Therapy LLC</td>
<td>-</td>
<td>Commercial Services</td>
<td>Miscellaneous Commercial Services</td>
<td></td>
</tr>
</tbody>
</table>

#### Partners (5 of 138)

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Partnership Type</th>
<th>Market Value (M)</th>
<th>Facilitated Sector</th>
<th>Facilitated Industry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motif, Inc.</td>
<td>In-Home</td>
<td>5,549</td>
<td>Consumer Durables</td>
<td>Recreational Products</td>
</tr>
<tr>
<td>salesforce.com, Inc.</td>
<td>Research Collaboration</td>
<td>76,851</td>
<td>Technology Services</td>
<td>Packaged Software</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Research Collaboration</td>
<td>-</td>
<td>Government</td>
<td>Sovereign</td>
</tr>
<tr>
<td>Litify/Softc</td>
<td>Equity Investment</td>
<td>-</td>
<td>Commercial Services</td>
<td>Commercial Printing/Packaging</td>
</tr>
</tbody>
</table>

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**Please note:** The information provided is a simplified representation of the data available on the FactSet platform. For detailed analysis, please refer to the actual FactSet dashboard and reports.
Area of Focus

- Industry analysis
## Industry Analysis: Database Comparison

<table>
<thead>
<tr>
<th>Features</th>
<th>S&amp;P Net Advantage</th>
<th>Passport</th>
<th>IBISWorld</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographic Coverage</td>
<td>US only</td>
<td>Global</td>
<td>US, UK, Australia, China &amp; Global</td>
</tr>
<tr>
<td>Depth of Coverage</td>
<td>Broad coverage</td>
<td>Deep coverage</td>
<td>Deep coverage</td>
</tr>
<tr>
<td>Standard sections for “How to analyze this industry/company” or “Competitive Landscape”</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Deep coverage of consumer product sectors</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
INDUSTRY ANALYSIS:
S&P NETADVANTAGE

Goal: Find comprehensive industry information on household products in the US

1. Click on “Industry Survey” on top menu.
2. Expand “Select a GICS Industry.”
3. Select Household Products from menu, then click “Search.”
4. Click PDF icon to download report.
INDUSTRY ANALYSIS: PASSPORT

Goal: Understand the beauty and personal care industry in India

1. Under “Search Analysis” select “Beauty and Personal Care” as category and “India” as geography
2. Click “Go”
3. View report results
4. Tip: Filter for Country Reports to find most focused coverage on India
Industry Analysis: Passport
Goal: Locate a global industry overview of management consulting

1. Type “management consulting” into search
2. Scroll down the results page to “Industry Reports (Global)”
3. Select “Global Management Consultants”
INDUSTRY ANALYSIS: IBISWorld
Area of Focus

- Company and industry news & trends
Goal: Find information about Apple’s latest products

1. Open “Date” and select “In the last year”
2. Scroll down to “Company” filter and type company name “Apple”
3. Scroll down to “Subject” filter and type “New Products/Services”
4. Under “Sources,” scroll down and select “Major News and Business Publications” to narrow your results
5. Limit to English if desired, then click Search to view results
COMPANY NEWS & TRENDS: FACTIVA
Goal: Identify recent news & trends in CPG in the US

1. Under Subject, expand “Selection of Top Stories/Trends Analysis.”

2. Then expand “Suggested Reading – Industry News” and select “Consumer Products.”

3. Select “All Regions” and type “United States” in the search box

4. Limit to English if desired, then click “Search” to view results.
COMPANY NEWS & TRENDS: FACTIVA
COMPANY NEWS & TRENDS: FACTIVA
Company/Industry News & Trends: Industry Highlights

- Bi-weekly newsletters covering select industries curated by Baker Librarians during the academic year.
- Curated articles focus on news about major players and HBS recruiters, analysis of trends in the industry and the competitive environment, and innovative products and services.
- Related CPD industry events and job postings included.

Industries covered:
- Consumer Products
- Energy
- Entertainment
- Healthcare – Biotech
- High Tech – New Media
- Investment Management
- Retail – Luxury Goods
- Startups
- VC/PE
Company/Industry News & Trends: Industry Highlights

- Sign up on Baker's website – type industry highlights into search. Select as many as you like.
INDUSTRY HIGHLIGHTS NEWSLETTERS

Industry Highlights are bi-weekly newsletters for selected industries published by Baker Library Services during the school year. Each newsletter provides summaries of important news items with links to the full text. Articles are selected to reflect significant news about major players and HBS recruiters, analysis of trends in the industry and the competitive environment, and news of innovative products and services. We try to include news from a variety of sources including major business publications, company reports, and industry trade journals.

Please note: Adding additional subscriptions will override any previous selections. Therefore, when subscribing to multiple newsletters, please also re-subscribe to all newsletters of interest. Questions about your subscription(s)? Please email us at subscription@bakerlibrary.harvard.edu.

If you do not see an area of interest, see our Fast Answer for Topic Alerts or request a consultation for suggestions about how we can keep you informed of developments in your area of interest.

SIGN UP FOR ONE OR MORE INDUSTRY HIGHLIGHTS

Email:

- Consumer Products
- Energy
- Entertainment
- Healthcare / Biotech
- Investment Management
- Media / Luxury Goods
- Startup
- Technology

INDUSTRY HIGHLIGHTS:

VENTURE CAPITAL – PRIVATE EQUITY

From Bezos to Walton, Big Investors Back Fund for “Flyover” Start-Ups
New York Times, December 4, 2017

For the past several months, there has been a torrent of press around how Steve Case, the billionaire co-founder of AOL, and J. D. Vance, author of “Hillbilly Elegy,” have learned to try to revive entrepreneurship in what elites often dismissively refer to as the so-called flyover states. It turns out that they were also privately holding meetings with some of the wealthiest individuals and families in the country, urging them to not only invest in a new fund but to become partners with some of the companies that will benefit from it.

Collier: LPs Seek to Add PE Managers to Portfolios, Reversing Consolidation Trend
Buyouts, December 4, 2017

For the first time in several years, institutional limited partners are looking to add managers to their private equity portfolios. Collier Capital’s recently released Global Private Equity Barometer says 40% of LPs the firm surveyed said they planned to increase the number of PE firms in their portfolios over the next three years.

What Cryptocurrencies Mean for Venture Capital
Venture Capital Journal, December 4, 2017

Venture capitalists are paying close attention to the volume of capital that has...
Area of Focus

• Understanding job roles & functions
UNDERSTANDING
JOB ROLES & FUNCTIONS: VAULT

- Descriptions of specific job functions and position responsibilities
- Inside scoop on what it is like to work in industries and companies MBAs prefer
- Day in the life and career path for particular role
- Use to supplement CPD resources like Industry 101s and coaching
Understanding Job Roles & Functions: Vault
Need more help? Get personal assistance.

- Stop by the library for a drop-in consultation during service hours*
- Email infoservices@hbs.edu to set up an appointment
- Call 617-495-6040

* Find our hours at https://www.library.hbs.edu/Plan-Your-Visit/Hours