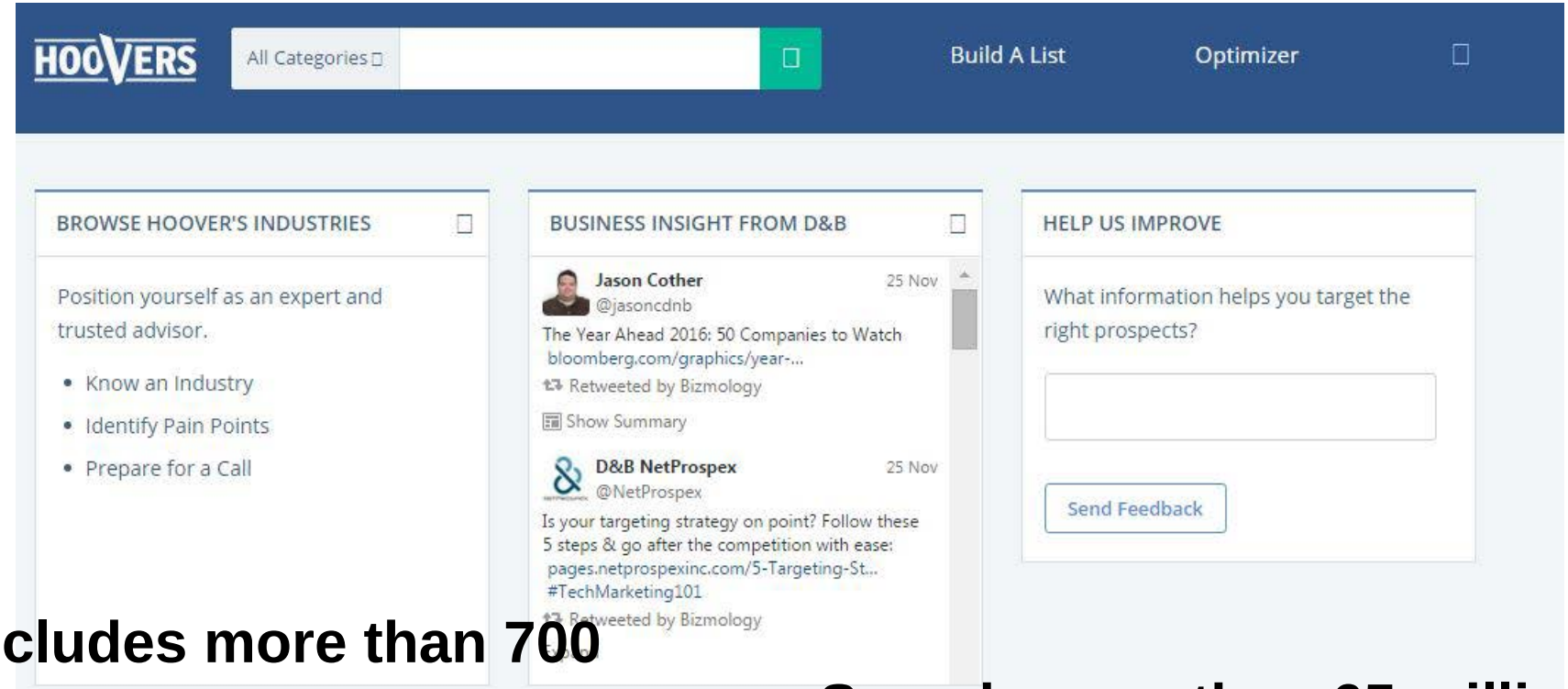
Hoover's Academic

Argosy University Library

ARGOSY UNIVERSITY

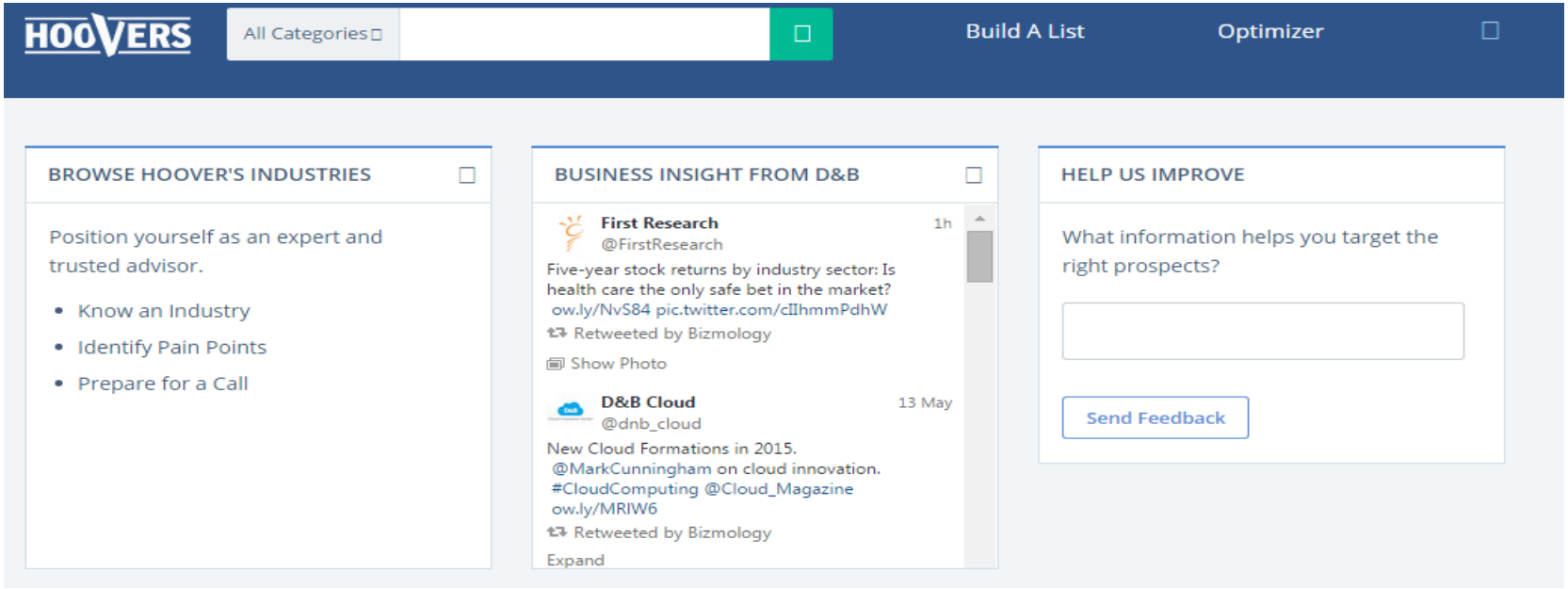
HOOVERS



Includes more than 700 industry records with industry description, SIC, NAICS, and more

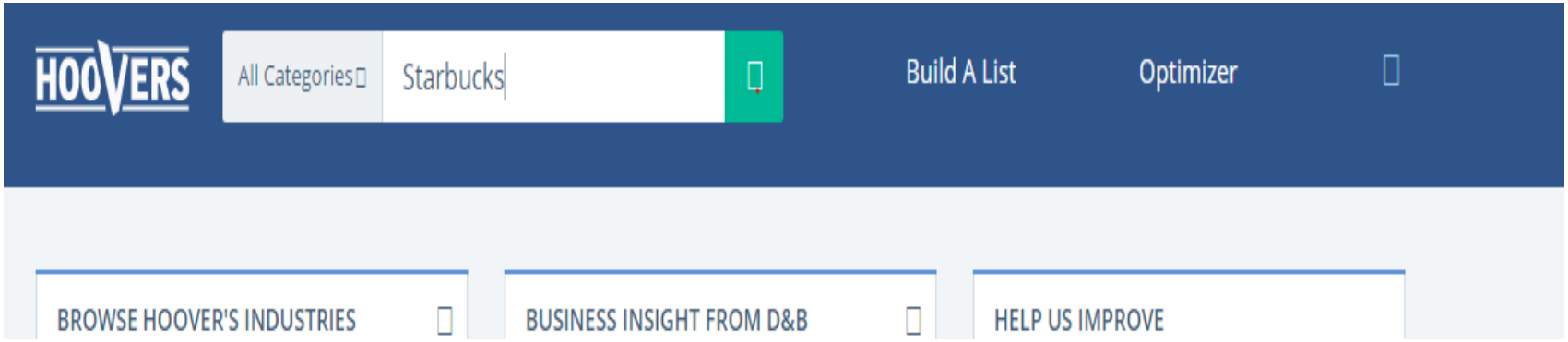
Search more than 65 million public & private companies worldwide for information from the company's history to the CEO's salary

- Go to the Online Library
- Click on “Find Articles and more”
- Choose Hoover’s Academic
- Click Continue
- Hoovers Academic should open



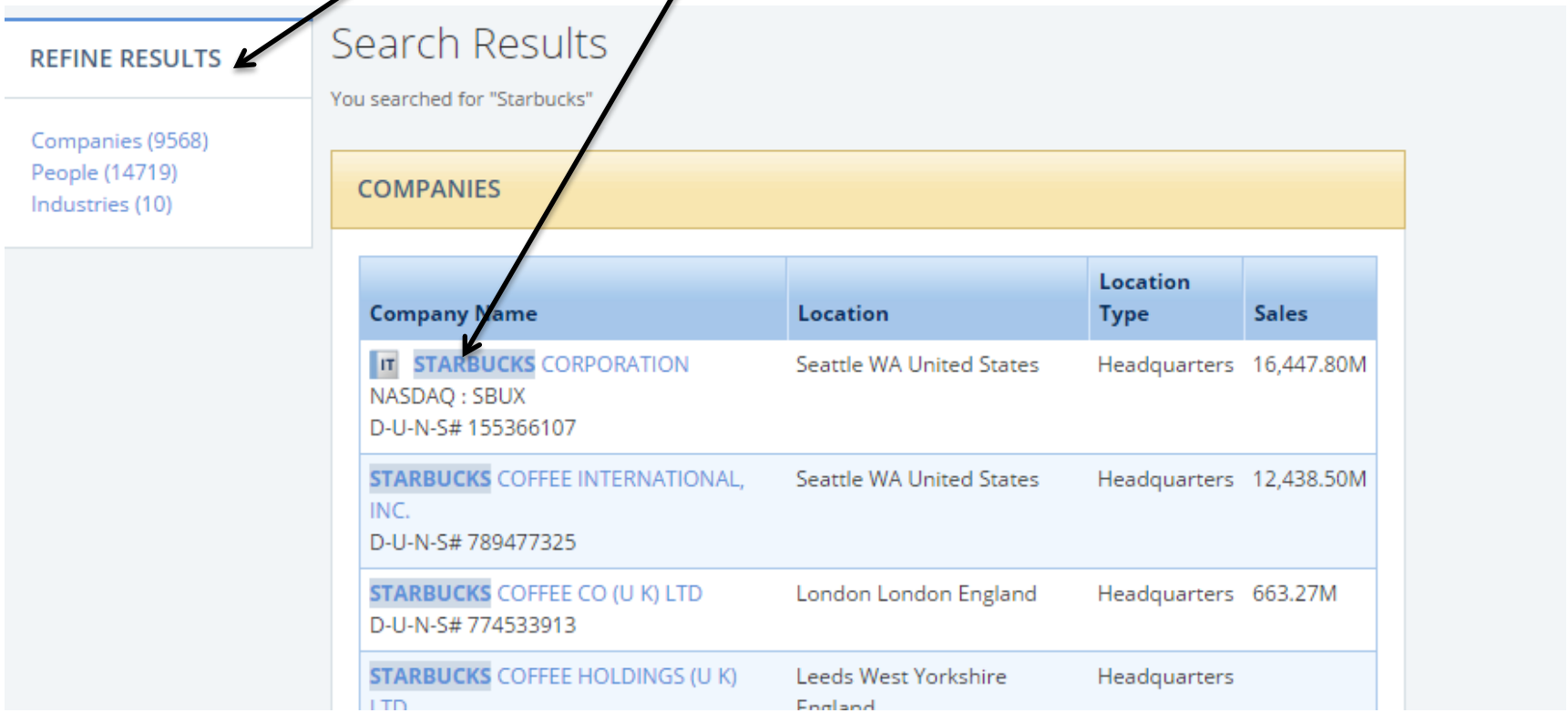
“*All Categories*” will search companies, people, and industries. Choose the tab you feel will return the most appropriate results.

Searching

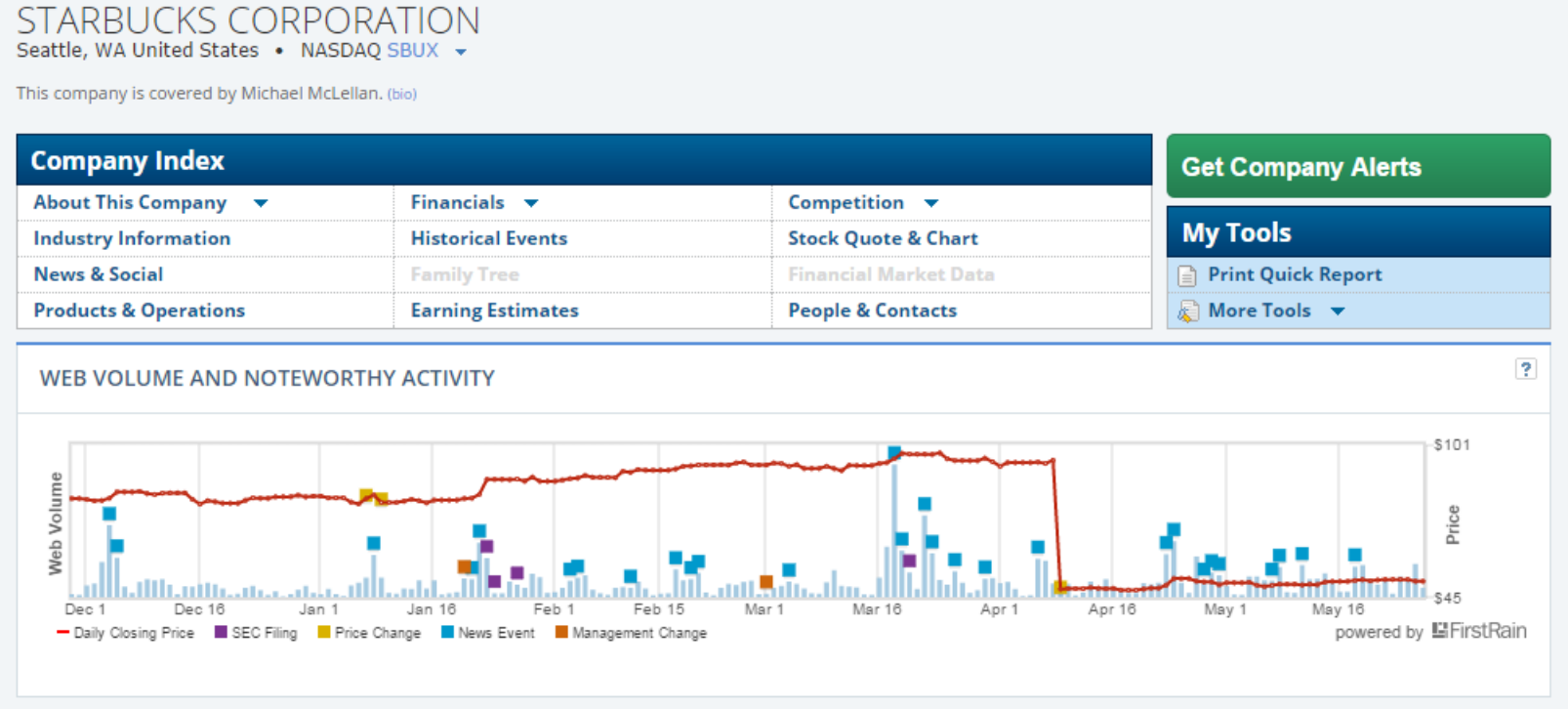


Search for a company name, individual, or industry
Our example is Starbucks, a coffee company based in Seattle.

Click on the Company Name. For our search it is the first result.
Note: You can refine your results by Companies, People, or Industry.

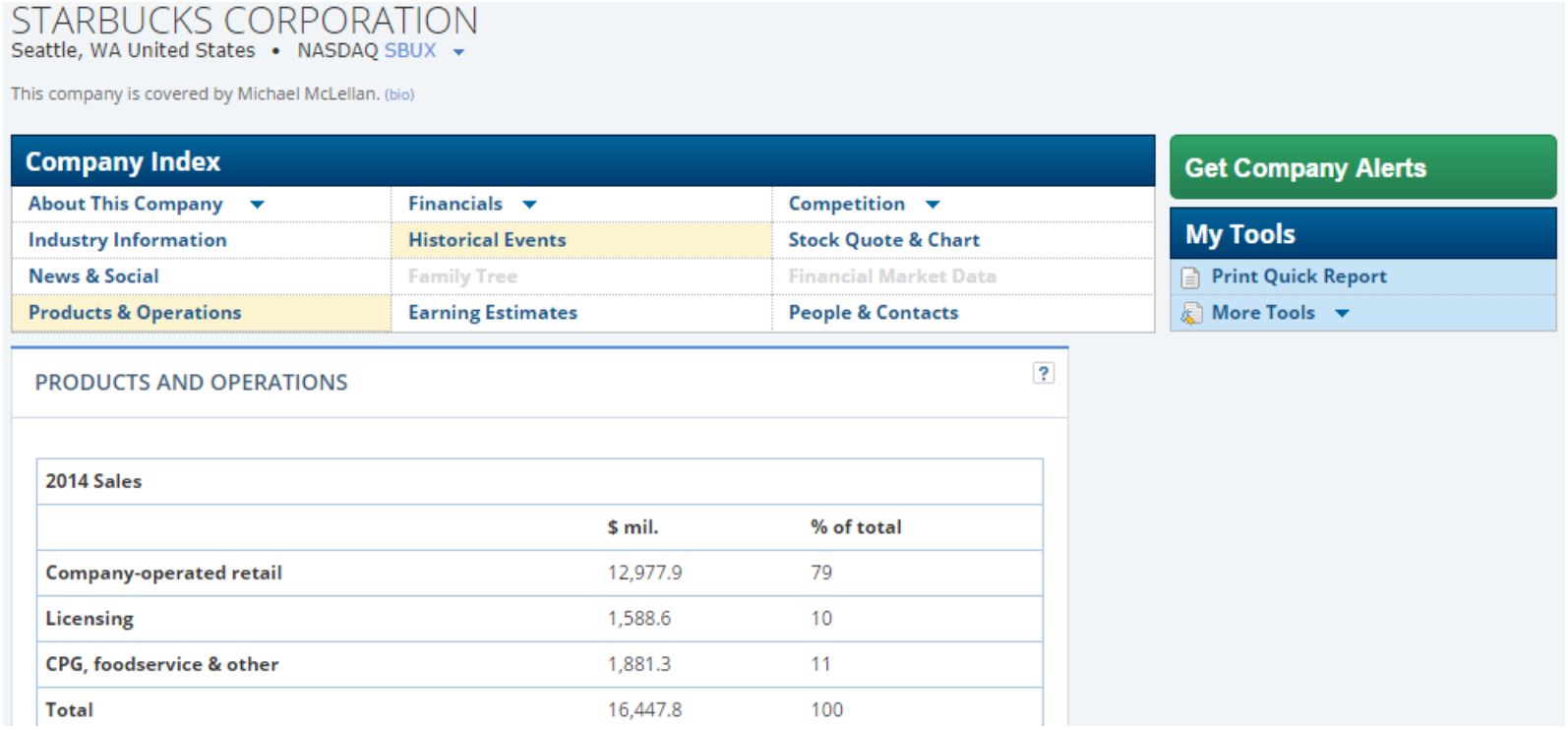


Results



Once you've made a selection you will see several features including *About This Company, Industry Information*, etc. Select any of these features for detailed information.

Results



STARBUCKS CORPORATION
Seattle, WA United States • NASDAQ SBUX

This company is covered by Michael McLellan. (bio)

Company Index

About This Company	Financials	Competition
Industry Information	Historical Events	Stock Quote & Chart
News & Social	Family Tree	Financial Market Data
Products & Operations	Earning Estimates	People & Contacts

Get Company Alerts

My Tools

Print Quick Report

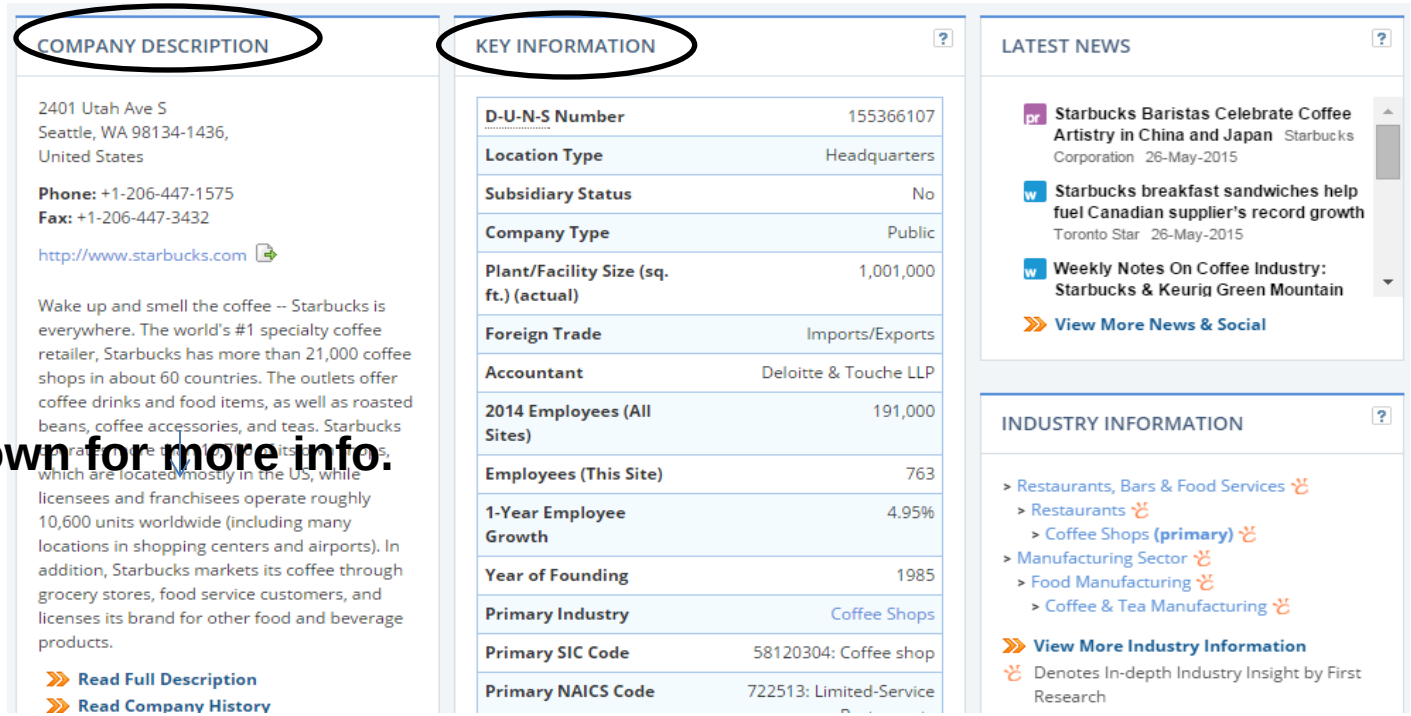
More Tools

PRODUCTS AND OPERATIONS

2014 Sales		
	$ mil.	% of total
Company-operated retail	12,977.9	79
Licensing	1,588.6	10
CPG, foodservice & other	1,881.3	11
Total	16,447.8	100

Here we've selected *Products & Operations* and now we can see a list of services offered by Starbucks.

Results



COMPANY DESCRIPTION

2401 Utah Ave S
Seattle, WA 98134-1436,
United States

Phone: +1-206-447-1575
Fax: +1-206-447-3432

http://www.starbucks.com

Wake up and smell the coffee -- Starbucks is everywhere. The world's #1 specialty coffee retailer, Starbucks has more than 21,000 coffee shops in about 60 countries. The outlets offer coffee drinks and food items, as well as roasted beans, coffee accessories, and teas. Starbucks operates some of its outlets, which are located mostly in the US, while licensees and franchisees operate roughly 10,600 units worldwide (including many locations in shopping centers and airports). In addition, Starbucks markets its coffee through grocery stores, food service customers, and licenses its brand for other food and beverage products.

Read Full Description
Read Company History

KEY INFORMATION

D-U-N-S Number	155366107
Location Type	Headquarters
Subsidiary Status	No
Company Type	Public
Plant/Facility Size (sq. ft.) (actual)	1,001,000
Foreign Trade	Imports/Exports
Accountant	Deloitte & Touche LLP
2014 Employees (All Sites)	191,000
Employees (This Site)	763
1-Year Employee Growth	4.95%
Year of Founding	1985
Primary Industry	Coffee Shops
Primary SIC Code	58120304: Coffee shop
Primary NAICS Code	722513: Limited-Service

LATEST NEWS

Starbucks Baristas Celebrate Coffee Artistry in China and Japan Starbucks Corporation 26-May-2015

Starbucks breakfast sandwiches help fuel Canadian supplier's record growth Toronto Star 26-May-2015

Weekly Notes On Coffee Industry: Starbucks & Keurig Green Mountain

View More News & Social

INDUSTRY INFORMATION

- Restaurants, Bars & Food Services
  - Restaurants
    - Coffee Shops **(primary)**
- Manufacturing Sector
  - Food Manufacturing
    - Coffee & Tea Manufacturing

View More Industry Information
Denotes In-depth Industry Insight by First Research

Scroll down for more info.

Continue down the page for key information*: Company Description, Key People, Historical Events, Key Information, Competitors, Industry Information* **and more!**

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Example of information found in Company Description.

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Example of information found in Key Information

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Primary NAICS Code	722513: Limited-Service Restaurants

Identify parent company, site size, number of employees, year of founding, state of incorporation, and more.

Find Key Financials and Competitors

KEY FINANCIALS

Fiscal Year-End	September
2014 Sales	$16.45B
1-Year Sales Growth	10.45%
2014 Net Income	$2.07B
1-Year Net Income Growth	24,816.87%
Total Assets	$10.75B
Prescreen Score	Low Risk

» View Full Financials

COMPETITION

Competitive Landscape for Coffee Shops

Companies in this industry sell coffee drinks and other food and beverages for consumption on the premises or for takeout. Major companies include International Coffee & Tea (The Coffee Bean & Tea Leaf), Peet's Coffee & Tea, and Starbucks (all based in the US), as well as Costa (part of hospitality firm Whitbread) and Caffè Nero (both based in the UK).

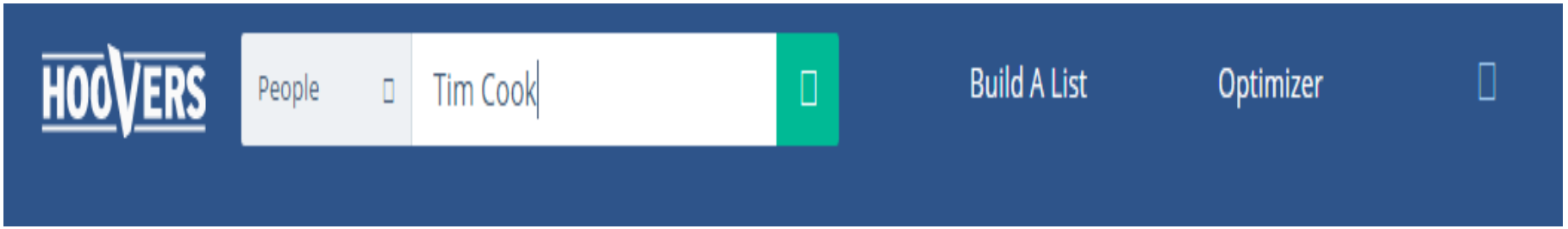
» Read More About Starbucks Across Multiple Industries

Top Starbucks Competitors

Company	Revenue	Net Profit Margin
Starbucks	$16.45B	14.57%
McDonald's	$27.44B	16.35%
Nestlé	$92.83B	15.74%
Dunkin	$0.75B	23.47%
Industry Median	--	2.53%

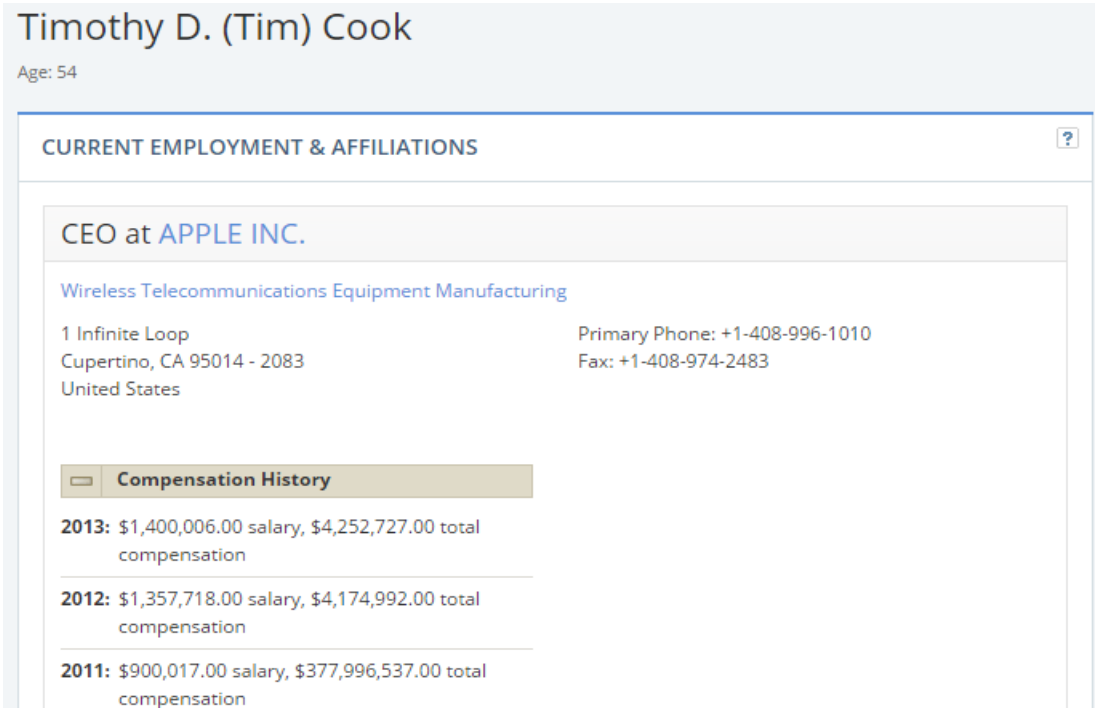
» View Full Competitors List

Searching



In this example you are using the *People* search
Our example is Timothy D. Cook.
CEO of Apple.

Results



Timothy D. (Tim) Cook

Age: 54

CURRENT EMPLOYMENT & AFFILIATIONS

CEO at APPLE INC.

Wireless Telecommunications Equipment Manufacturing

1 Infinite Loop
Cupertino, CA 95014 - 2083
United States

Primary Phone: +1-408-996-1010
Fax: +1-408-974-2483

Compensation History

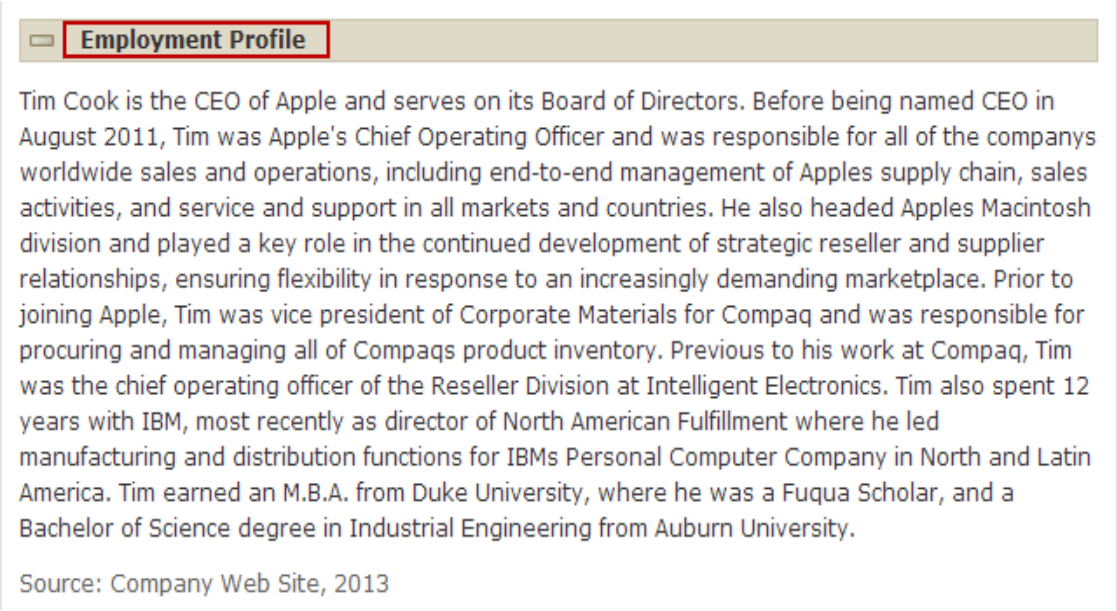
2013: $1,400,006.00 salary, $4,252,727.00 total compensation

2012: $1,357,718.00 salary, $4,174,992.00 total compensation

2011: $900,017.00 salary, $377,996,537.00 total compensation

General public information is provided including: age, title, contact & compensation.

Results



Employment Profile

Tim Cook is the CEO of Apple and serves on its Board of Directors. Before being named CEO in August 2011, Tim was Apple's Chief Operating Officer and was responsible for all of the companys worldwide sales and operations, including end-to-end management of Apples supply chain, sales activities, and service and support in all markets and countries. He also headed Apples Macintosh division and played a key role in the continued development of strategic reseller and supplier relationships, ensuring flexibility in response to an increasingly demanding marketplace. Prior to joining Apple, Tim was vice president of Corporate Materials for Compaq and was responsible for procuring and managing all of Compaqs product inventory. Previous to his work at Compaq, Tim was the chief operating officer of the Reseller Division at Intelligent Electronics. Tim also spent 12 years with IBM, most recently as director of North American Fulfillment where he led manufacturing and distribution functions for IBMs Personal Computer Company in North and Latin America. Tim earned an M.B.A. from Duke University, where he was a Fuqua Scholar, and a Bachelor of Science degree in Industrial Engineering from Auburn University.

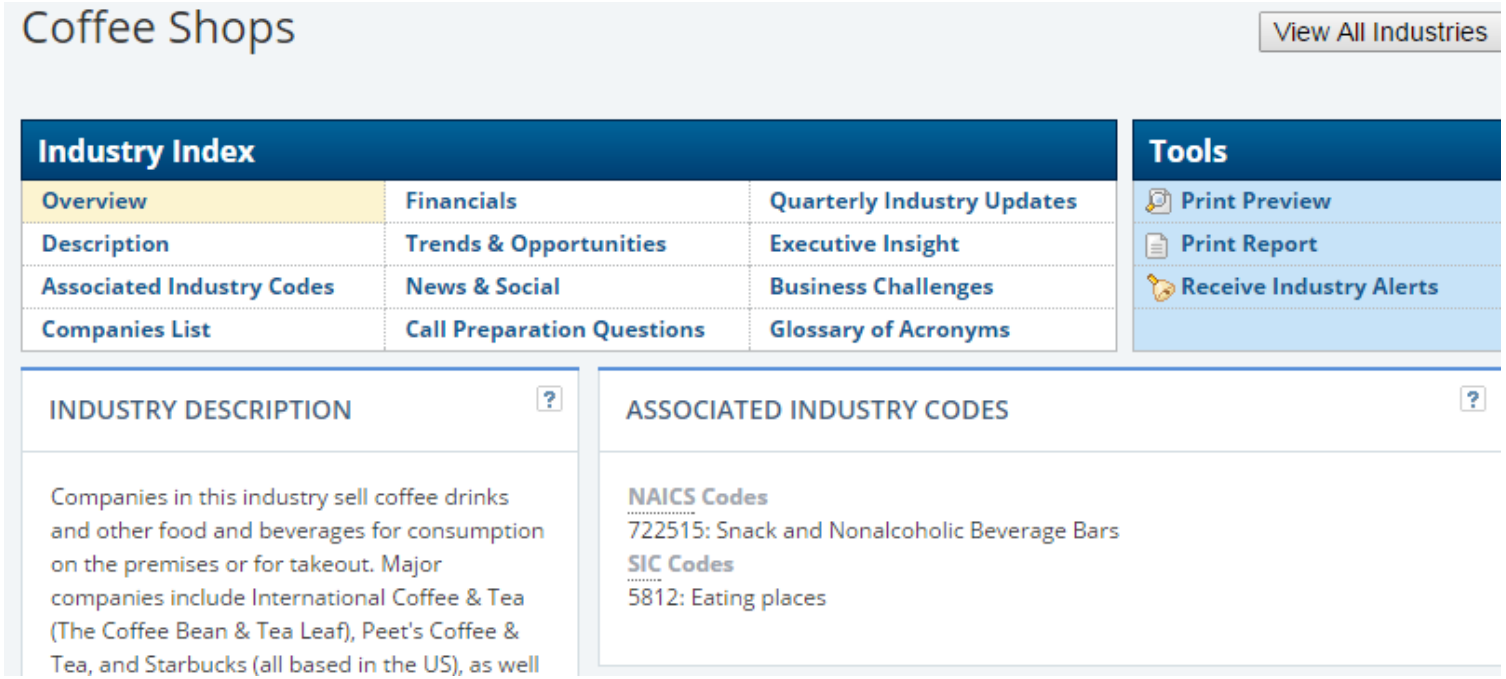
Source: Company Web Site, 2013

Scroll down the page to find Employment Profile and historical information.

Searching

In this example you are using the *Industry* search
Our example is Coffee shops.

Results



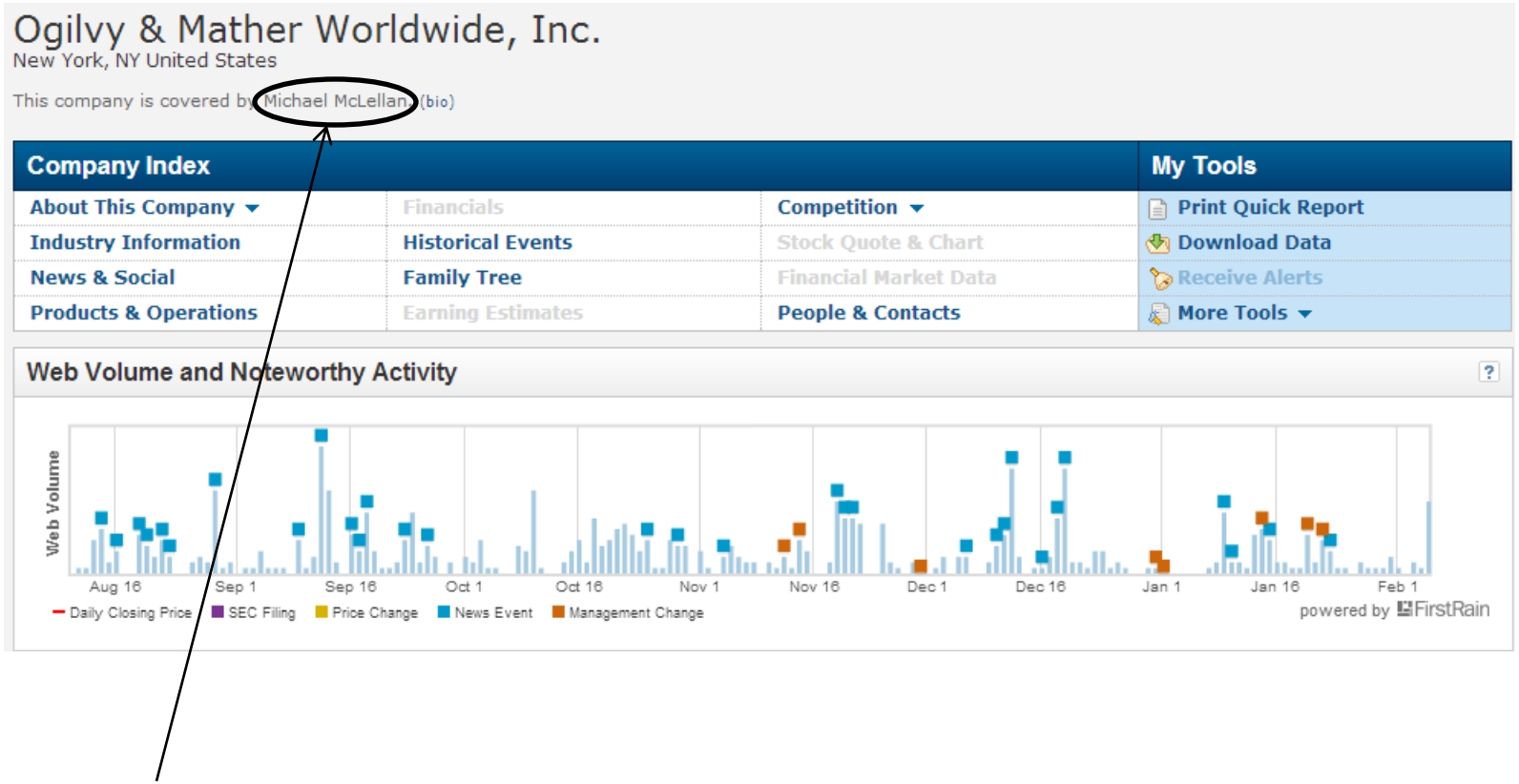
Industry information is available by category, including industry leaders.

Build a List, Optimizer & Help

Click the right square to gain access to Support Center information.

The Build a List and Optimizer features are not used in the current version of Hoover's Academic.

Citing Hoovers: Finding the Author



Author name, if available, is found immediately below the company name in the upper left of the page.

Citation Formats

APA Basic Format:
Author (if available). (Date). Document title. Retrieved date, from name of database.

APA Examples:
Hoover's, Inc. (2014). *Ogilvy & Mather Worldwide, Inc.* Retrieved October 13, 2014, from Hoover's Online.

APA In text citation: (Hoover's, 2014)

Note: The retrieval date is included because the data is likely to change over time

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