

STYBEL PEABODY & ASSOCIATES, INC.

YOUR BUSINESS STEHOSCOPE

A stethoscope is a basic tool used by doctors to conduct a preliminary examination of lung capacity and heart rhythm. The tools below are basic business resources to investigate opportunities. It is a **MUST HAVE** in any job interview. Nearly all these resources are available to you for free.

What is the latest serious research on a particular a topic? This really sets you apart from others!

Google.scholar

What are U.S newspapers saying about the company/industry/sector/individual. A **MUST HAVE** before you walk in the door or pick up the phone for an initial job interview.

Google.news

What is the company Strategy? What are Key Trends?

.....If it is a public company, download the latest full text of the 10K on sec.gov and look through Section 1. If it is a private company, find a comparable public company with a 10K. For example, if a local food market is private, look at the 10K for Ahold. Thinking about buying a family restaurant, then look through the 10K for Darden.

Do know have contacts at the company:

..... [Linkedin.com](https://www.linkedin.com)

FOR PUBLIC COMPANY RESEARCH

Examine the Stock, compare the stock to an appropriate index (S&P, Dow Jones, NASDAQ), look at media coverage of the company, examine the balance sheet, income statement, and industry competitors. On a search engine, type:

Yahoo finance profile (name of company)

Examine what law suits have been initiated against a public company:

10K

Compare the financials with a broader universe of companies within the same NAICS: Estatement studies by Risk Management Associates (RMA). Available at Stybel Peabody and banks.

Identify the appropriate NAICS:

[Naics.gov](https://www.naics.gov)

NONPROFIT RESEARCH

..... Form 990 available at [guidestar.com](https://www.guidestar.com) Free to register. Find the company and look at Documents. Download the latest Form 990. This is required annual financial filing of all 4013c companies.

STYBEL PEABODY CLIENTS AND ALUMNI:

For more information and questions, contact Larry Stybel at 617 594 7627.
We will work with you 1:1

For the general public, many local librarians are familiar with basic business research.
You might try a local Business School library as well.