QuickStart

Using your Public Library

SCORE®
Counselors to America's Small Business

www.score.org

Introducing Your Librarian

- Web-based searches for information (e.g., Reference USA)
- Reference library tools most commonly used by SCORE clients
- Reference books display and typical information

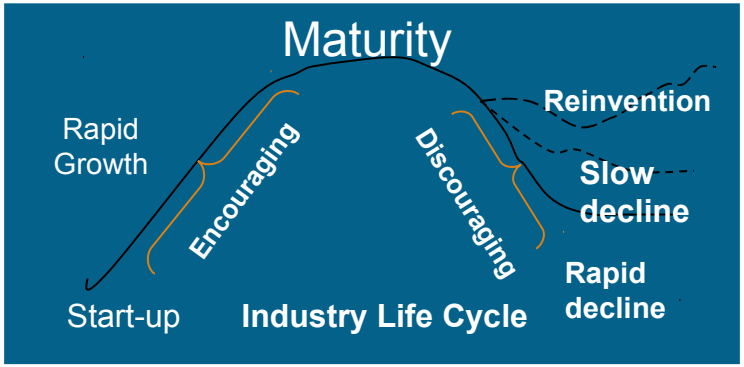
Finding Data

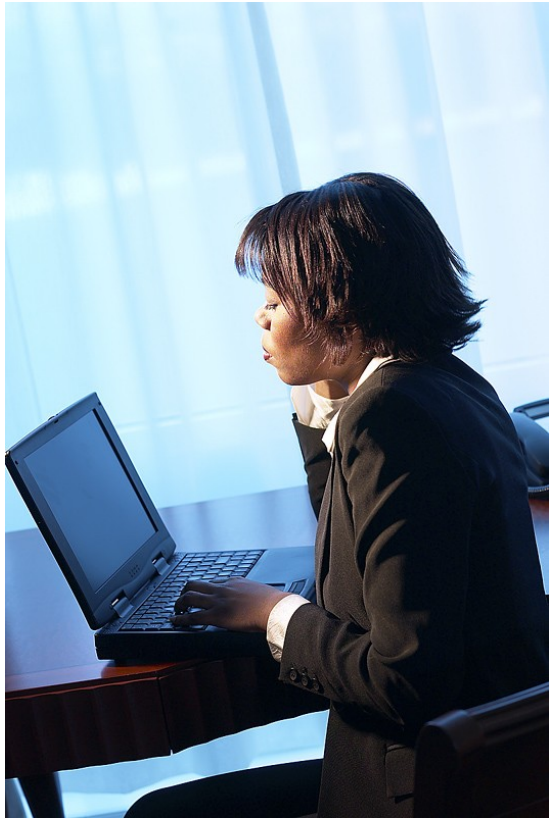
- **Demographic Data**: zipskinny.com
- **Competitive Data – look & ask around, or**:
  - Hoovers - hoovers.com
  - Robert Morris Associates (RMA) - library
- **Others**:
  - www.census.gov (NAICS)
  - www.bea.gov
  - www.sec.gov (EDGAR)
  - www.bls.gov
  - www.score.org

Your Librarian

A Feel for Industry

- **Consider Type of business.**
- **Industry Classifications:**
  - NAICS Definitions (North American Industry Classif.)
  - RMA (Robert Morris Assoc.)
- **Consider Life Cycles:**





Competitive Data

Example: Hoovers

SELL TO THIS COMPANY
- Know This Industry
- Identify Pain Points
- Prepare For The Call

BROWSE COMPANY RECORD
- Fact Sheet
- Full Overview
- History
- Family Tree
- Industry
- Products/Operations
- Competitors
- Competitive Landscape
- People
- News
- Financial Data
  - Summary
  - Income Statement
  - Balance Sheet
  - Cash Flow
  - Historical Financials
  - Stock Quote
  - Interactive Stock Chart
  - Market Data
  - Earnings Estimates
  - Comparison Data
- SEC Filings
- CEOs On Camera
- Industry Watch

Provide feedback regarding our coverage of this company.

Get more info on General Electric Company.

Buy a D&B credit report.

General Electric Company (NYSE: GE)

3135 Easton Tpke.
Fairfield, CT 06828-0001 United States (Map)

Phone: 203-373-2211
Fax: 203-373-3131

http://www.ge.com

Covered by Diane Stimets

COMPANY RECORD TOOLS

- Download Company Data
- Build Custom Report
- Find Similar Companies
- View Quick Report
- Watch This Company

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OVERVIEW

From turbines to TV, from household appliances to power plants, General Electric (GE) is plugged in to businesses that have shaped the modern world. The company produces -- take a deep breath -- aircraft engines, locomotives and other transportation equipment, kitchen and laundry appliances, lighting, electric distribution and control equipment, generators and turbines, and medical imaging equipment. GE is also one of the preeminent financial services companies in the US. General Electric Capital, comprising commercial finance, consumer finance, aircraft leasing, real estate, and energy financial services, is its largest segment. Other operations include the NBC television network.

Full Overview

KEY INFORMATION

D-U-N-S Number	001367960 Buy a D&B credit report.
Doing Business As	"Ge"
Company Type	Public - NYSE: GE Headquarters
Year Of Founding or Change In Control	1892
State of Incorporation	NY

Family Tree

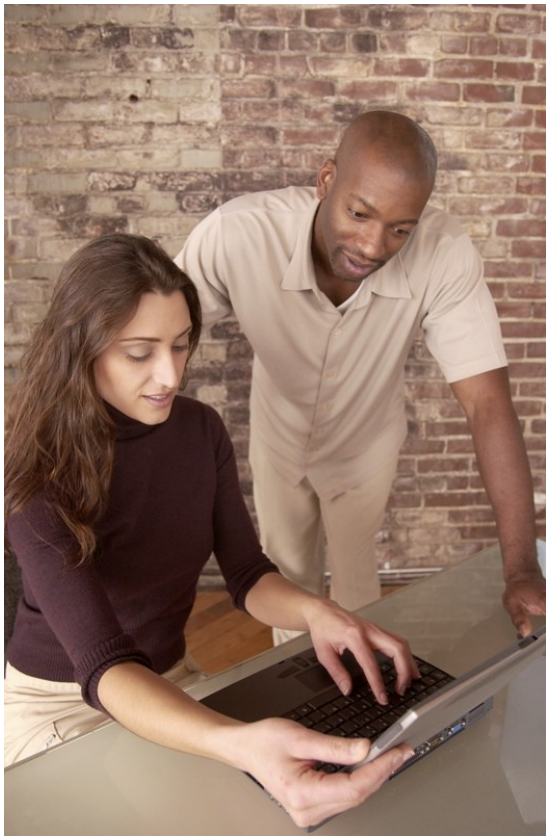
KEY NUMBERS

Fiscal Year-End	December
2008 Sales (mil.)	$182,515.0
1-Year Sales Growth	5.7%
2008 Net Income (mil.)	$17,410.0
1-Year Net Income Growth	--
2008 Employees	323,000
1-Year Employee Growth	(1.2%)
Employees At This Location	550

More Financials

Source: www.hoovers.com

Key Data Web Sites



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