

Activity Sheet 2: Researching a Company

Name of Company:

Identify the type of business organization	List highlights of the history of the company/product	Benefits to the company from the type of business organization it formed	Source(s) of Research

Would you invest in this company? Explain.

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<p><i>Martha Stewart Living Omni Media</i></p>	<p><i>MSLO is organized into four business segments: Publishing, Broadcasting, Merchandising, and Internet. Not too much on history...</i></p>	<p><i>Has a three presidents and a Board of Directors Shows concerns for ethics and audits Stock used to promote new areas of business like New Home Collection for Macy's</i></p>	<p><i>http://www.marthastewart.com</i></p>
<p><i>Trump Organization</i></p>	<p><i>Has timeline of his life and how he got into all different businesses Includes listing of businesses which include real estate, entertainment, etc.</i></p>	<p><i>One person is clearly in charge No stockholders to report to No dividends to give out Able to still own a lot of big businesses</i></p>	<p><i>http://www.trump.com</i></p>

Would you invest in this company? Explain. *Both companies seem to be involved in many different areas but I don't like Donald Trump-he looks untrustworthy and he is the only one in charge. But the Martha Stewart site shows how many people are watching over the various areas of business and they seem to care about stock holder relations, as well as their accurate accounting practices.*