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Business Source Premier: Company Research

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Business Source Premier

Company Research



Business Source Premier

- The industry's most used business research database
- Provides full text for more than 2,300 journals and includes over 1,000 peer-reviewed journals
- Provides full text back to 1965, and searchable cited references back as far as 1998

Business Source Premier also includes:

- Market Research Reports
- Industry Reports
- Country Reports
- Company Profiles
- SWOT Analyses
- Product Reviews

Basic Keyword Search

- Boolean searching (and, or)
- Limiters (full-text, date, scholarly (peer-reviewed) journals)
- Expanders

Basic Keyword Search: "health care industry"



Searching: **Business Source Premier** | [Choose Databases >](#)

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health care industry

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By: Merisalo, Laura J.. **Health Care** Registration: The Newsletter for **Health Care** Registration Professionals, Jan2009, Vol. 18 Issue 4, p2-2, 2/3p; (AN 35836543)

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By: Dolan, Thomas C.. Healthcare Executive, Jan/Feb 2009, Vol. 24 Issue 1, Special section p6-6, 1p; (AN 36025820)

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SWOT ANALYSES



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BUPA *SWOT Analysis*, Dec2008, p1-8, 8p; (AN 35989801)
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- [DATAMONITOR: Danaher Corporation.](#)
Danaher Corporation *SWOT Analysis*, Dec2008, p1-9, 9p; (AN 35989815)
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Health Care Equipment & Supplies Industry Profile: Asia-Pacific, Jul2008, p1, 22p, 8 charts, 5 graphs; (AN 33984834)

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Browsing: **Business Thesaurus**

Browse

Term Begins With Term Contains Relevancy Ranked

Page: [Previous](#) | [Next](#)

Select term, then add to search using: ▾

[Explode](#)

(Click term to display details.)

A & I services **Use** [ABSTRACTING & indexing services](#)

A&R (Music) **Use** [ARTIST & repertoire](#)

ABANDONMENT (Marine insurance) **Use** [MARINE insurance](#)

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Select term, then add to search using:

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[HEALTH care networks](#)

HEALTH care personnel **Use** [MEDICAL personnel](#)

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HEALTH clubs **Use** [PHYSICAL fitness centers](#)

HEALTH economics **Use** [MEDICAL economics](#)

[HEALTH facilities](#)

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[HEALTH facilities -- Utilization](#)



THESAURUS

Term Begins With Term Contains Relevancy Ranked

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Select term, then add to search using:

or

Explode

[HEALTH care industry](#)

Scope Note

Here are entered general works on the industry which provides any service related to the treatment or prevention of illness, including support services for other health care providers. Use only if a narrower term does not apply (e.g., "Health care networks," "Hospital management companies" or "Physician management companies"). [EPC]

Broader Terms

[INDUSTRIES](#)

Narrower Terms

[HEALTH care networks](#)

[HOSPITAL management companies](#)

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Related Terms

[GROUP dental practice](#)

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[PHARMACEUTICAL industry](#)



Advanced Keyword Search

- Fill in the blank search boxes to aid in complex or specific searches
- Limiters (full-text, date, scholarly journals)
- Expanders
- Can combine terms together in single line (ex. Hotel or Motel)

Advance Keyword Searching Limiter: Trade Publications

Results for: CO McDonald's AND advertising AND Publication Type: Trade Publication [Add search to folder](#) [Display link to search](#)

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ADVERTISING campaigns	
ADVERTISING	
MARKETING	
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TELEVISION advertising	
UNITED States	
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CONVENIENCE foods	

1.	Just Asking . Adweek, 1/22/2007, Vol. 48 Issue 4, p30-30, 1/3p; (AN 23767176) Check Journal Finder for full text availability	Add
2.	Out with the old: Resolutions by McD, Dunkin' to try new strategies a smart move for 2007 . Nation's Restaurant News, 12/18/2006, Vol. 40 Issue 51, p25-25, 2/3p; (AN 23525825) PDF Full Text (217K)	Add
3.	Clip Art . By: Hume, Scott. Restaurants & Institutions, 12/1/2006, Vol. 116 Issue 22, p53-54, 2p; (AN 23395184) HTML Full Text PDF Full Text (876K)	Add

Done

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- Company Profiles are provided by Datamonitor
- Includes profiles on over 5,000 of the world's leading companies

Company Profiles Browse Screen: Browse Alphabetically or Match Any Words

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Company Profiles

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Browse for:

Alphabetical Match Any Words

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Company Name	PDF Complete Report	Location	Industry
A NOVO SA	Datamonitor Report (72K)		
A S Watson & Company, Limited	Datamonitor Report (78K)		
A-Mark Financial Corporation	Datamonitor Report (82K)		
A. B. Watley Group, Inc.	Datamonitor Report (80K)		
A. Loacker AG-S.p.A.	Datamonitor Report (73K)		
A. M. Castle & Co.	Datamonitor Report (107K)		
A. Moksel AG	Datamonitor Report (92K)		
A. Nelson & Co. Ltd.	Datamonitor Report (84K)		
A. O. Smith Corporation	Datamonitor Report (157K)		
A. Schulman, Inc.	Datamonitor Report (163K)		

Done

zotero

Selecting Company Link (Detail View): Address, Abstract, Products

Options: Print, Email, Export, Add to folder

Database: Datamonitor Company Profiles Authority ?

Company Profiles

Folder is empty.

Back | Previous Record | Next Record | Print | E-mail | Save | Export | Add to folder

Formats: Detail View | Datamonitor Report (154K)

Search Periodicals and Other Sources for: [Burger King Corporation](#)

Company Name: **Burger King Corporation**

Address: 5505 Blue Lagoon Drive
Miami
FL 33126

Country: United States

Abstract: Burger King is the world's second largest operator of fast food hamburger restaurant (FFHR) chain. The company operates in about 65 countries worldwide. It is headquartered in Miami, Florida and employs about 37,000 people. The company recorded revenues of \$2,048 million during the fiscal year ended June 2006, an increase of 5.6% over 2005. The operating profit of the company was \$170 million during fiscal year 2006, an increase of 47.8% over 2005. The net profit was \$27 million in fiscal year 2006, a decrease of 42.6% from 2005.

Products/Services: Burger King is the world's second largest chain of burger and fast food restaurants. The Burger King system operates about 11,700 restaurants in 61 countries. The company's products and services are categorized under the following different segments:
Sandwiches
Hamburgers
Cheeseburgers
Salads
Hash browns

Selecting the Datamonitor link produces the entire report in PDF.

The screenshot displays a PDF viewer interface. At the top, navigation links include 'Company List', 'Detail View', 'Datamonitor Report (154K)', 'E-mail', and 'Add to folder'. The viewer's toolbar shows 'Save a Copy', 'Select Text', a search icon, a zoom level of 99%, and navigation buttons. A sidebar on the left contains a 'Table of Contents' for 'Burger King Corporation' with items like 'Company Profile', 'Company Overview', 'Key Facts 4', 'Business Description', 'History 6', 'Key Employees', 'Major Products', 'Products and Services', 'SWOT Analysis', 'Top Competitors', and 'Locations and Sites'. The main content area features the 'DATAMONITOR' logo and the title 'Burger King Corporation'. The bottom of the viewer shows '1 of 23' pages and a 'zotero' extension. The Windows taskbar at the bottom includes 'Start', 'Windows Media Player', 'Microsoft PowerPoint', 'EBSCOhost - Mozilla Firefox', and 'ebs_2563.doc - Microsoft Office Word', with the system clock showing 2:21 PM.

Datamonitor

- Company Overview
- Key Facts
- History
- Major Products & Services
- Products & Services Analysis
- SWOT Analysis

Company Overview: Burger King

[Company List](#)

[Detail View](#)

[Datamonitor Report \(154K\)](#)

[E-mail](#)

[Add to folder](#)

Save a Copy

Select Text



99%

Want to create online forms?

COMPANY OVERVIEW

Burger King is the world's second largest operator of fast food hamburger restaurant (FFHR) chain. The company operates in about 65 countries worldwide. It is headquartered in Miami, Florida and employs about 37,000 people.

The company recorded revenues of \$2,048 million during the fiscal year ended June 2006, an increase of 5.6% over 2005. The operating profit of the company was \$170 million during fiscal year 2006, an increase of 47.8% over 2005. The net profit was \$27 million in fiscal year 2006, a decrease of 42.6% from 2005.

KEY FACTS

Head Office	Burger King Corporation 5505 Blue Lagoon Drive Miami FL 33126 United States
Phone	+1 305 378 3000
Fax	+1 305 378 7262
Web Address	http://www.bk.com

8.26 x 11 in

4 of 23



Done

zotero

Start

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EBSCOhost - Mozilla Fi...

ebs_2563.doc - Microsof...

2:30 PM

Key Facts: Burger King




[Company List](#)



[Detail View](#)

[Datamonitor Report \(154K\)](#)

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 Select Text 

    99% 

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KEY FACTS

Head Office	Burger King Corporation 5606 Blue Lagoon Drive Miami FL 33126 United States
Phone	+1 305 378 3000
Fax	+1 305 378 7262
Web Address	http://www.bk.com
Revenues/turnover (US\$ Mn)	2048
Financial Year End	June
Employees	37000

Bookmarks
Signatures
Layers
Pages



- Options x
- Burger King Corpora
- Company Profile
- TABLE OF CONTE
- Company Overvie
- Key Facts 4
- Business Descrip
- History 6
- Key Employees
- Major Products A
- Products And Se
- SWOT Analysis
- Top Competitors
- Locations and Su
- Company Overview
- Key Facts**
- Business Descriptio
- History
- Key Employees
- Key Employee Biog



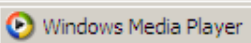
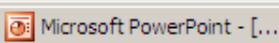
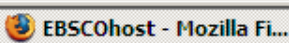
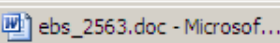
8.26 x 11 in

4 of 23



Done

 **zotero** 

 2:32 PM

History: Burger King

The screenshot shows a web browser window with a navigation bar at the top containing links for 'Company List', 'Detail View', 'Datamonitor Report (154K)', 'E-mail', and 'Add to folder'. Below the navigation bar is a toolbar with various icons for document manipulation and a '99%' zoom level. The main content area is titled 'HISTORY' and contains three paragraphs of text. On the left side, there is a 'Bookmarks' sidebar with a tree view showing the site's structure, with 'History' selected. The Windows taskbar at the bottom shows the Start button, several application icons, and the system tray with the time '2:41 PM'.

Company List Detail View Datamonitor Report (154K) E-mail Add to folder

Save a Copy Select Text 99% Upgrade to the latest Reader

HISTORY

The first Burger King restaurant was opened in 1954 by David Edgerton and James McLamore, in Miami, Florida. Two years later, South Florida Restaurants was incorporated. The Whopper sandwich was introduced in 1957 and became a success. The concept spread rapidly throughout the 1960s and in 1963 the first international franchise restaurants opened in Puerto Rico. In the same year, South Florida Restaurants changed its name to Burger King Corporation.

Burger King pioneered dining rooms in the fast food industry when it began to enclose its patio seating in 1957. A decade later, the company was acquired by the Minneapolis, Minnesota-based Pillsbury Company. In 1982, Burger King began to offer drive-thru service at its restaurants. The next year the company introduced the first video coupons.

Grand Metropolitan acquired The Pillsbury Company and its subsidiaries, including Burger King in 1988.

In 1997, Grand Metropolitan merged with Guinness to create a new company called Diageo. In 2002, Diageo sold Burger King to a private equity sponsor group comprised of Texas Pacific Group, Bain Capital and Goldman Sachs Capital Partners.

In 2003, Australia's Hungry Jack's burger chain and Burger King announced a

8.26 x 11 in 6 of 23 zotero

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SWOT Analysis: Burger King

[Company List](#)

[Detail View](#)

[Datamonitor Report \(154K\)](#)

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SWOT ANALYSIS

Burger King is the world's second-largest burger chain. Burger King holds about 15% of the fast food hamburger restaurant (FFHR) market in the US. The company leverages its strong market position to gain economies of scale and increase its bargaining power. However, increasing competition from international, national, regional and local retailers of food products could adversely affect the company's market share and margins.

Strengths	Weaknesses
Strong market position	Market concentration
Brand image	Weak operating performance
Greater franchise mix	
Opportunities	Threats
New products	Intense competition
Smaller restaurants	Expiry of franchise agreements
China and other Asian markets	Acrylamide in French fries
Rise of restaurant industry in the US	Spread of bird flu

8.26 x 11 in



17 of 23



Done



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2:42 PM

Industry Profiles

- Provided by Datamonitor
- Market Overview
- Research Highlights
- Market Analysis
- Leading Companies
- Market Forecast

Industry Profile Search

- Advanced Search
- Keyword (i.e. food service, automotive, pharmaceutical, etc.)
- Geography (United States, Australia, etc.)
- Publication: Industry Profile

Find: Food Service

Geographic Term: United States

Publication: Industry Profile

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[FINANCIAL performance](#)

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1. [Foodservice Industry Profile: United States](#). Foodservice *Industry Profile: United States*, Jul2006, p1, 20p; (AN 21654992) [PDF Full Text](#) (193K) [Add](#)
2. [Cost Foodservice Industry Profile: United States](#). Cost Foodservice *Industry Profile: United States*, Jul2006, p1, 20p; (AN 21655110) [PDF Full Text](#) (218K) [Add](#)
3. [Profit Foodservice Industry Profile: United States](#). Profit Foodservice *Industry Profile: United States*, Jul2006, p1, 20p; (AN 21655128) [Add](#)

Done

Results

- Business Source Premier allows you to add results to a folder
- Options: Print, Email, Save, Export (recommend print or email)
- Can choose citation format (MLA, APA, etc.)

Check Journal Finder for articles not found in BSP

Results for: DE "BUSINESS planning" AND continental airlines  [Add search to folder](#)  [Display link to search](#)

Suggest Subject Terms

Find: DE "BUSINESS planning" in Search Clear ?

and in

and in

in ?

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Narrow Results by Subject

[BUSINESS planning](#)

[CONTINENTAL Airlines Inc.](#)

[AERONAUTICS, Commercial](#)

[NORTHWEST Airlines Inc.](#)

[INFORMATION technology](#)

[INCOME averaging](#)

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[CONTINENTAL Express \(Company\)](#)

[AIRPLANES](#)

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1. [Continental waits for decision on cutbacks](#). Travel Weekly: The Choice of Travel Professionals (00494577), 2/25/2005 Issue 1758, p22-22, 1/9p; (AN 16540586)

 [HTML Full Text](#)


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2. [CONTINENTAL PULLS AHEAD](#). By: Wejman, Janet; Wejman, Janet. InformationWeek, 1/27/2003 Issue 924, p52-52, 1/3p; (AN 8980075)

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3. [Sky Team Alliance Courts New Members](#). By: Flottau, Jens. Aviation Week & Space Technology, 10/7/2002, Vol. 157 Issue 15, p50, 1p, 1c; (AN 8612609)

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4. [ExpressJet Capacity Deal Exceeds \\$5.8B](#). By: Bond, David. Aviation Week & Space Technology, 8/12/2002, Vol. 157 Issue 7, p42, 1p, 1c; (AN 7230801)

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5. [Continental adds second daily nonstop flight](#). Travel Weekly, 9/13/2001, Vol. 60 Issue 74, p70, 1/9p; (AN 5174696)

[Check Journal Finder for full text availability](#)

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6. [The Quest for Competitive Advantage](#). By: Suutad, Raymond. CMA Management, Feb2000, Vol. 74 Issue 1, p16, 4p; (AN 2942939)

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7. [Cox changes direction](#). Air Transport World, Apr96, Vol. 33 Issue 4, p78, 1/3p; (AN 9606201986)

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