

Name \_\_\_\_\_

Assignment Due: \_\_\_\_\_

Professor: \_\_\_\_\_

**MB 107: Research Assignment  
No. 2  
Scribner Library Resources**

Use the Management & Business subject page and the **MB 107 portion** to locate resources that will help you answer the following questions.

<http://libguides.skidmore.edu/MB107>

1. Using the link for **Financial News Releases** regarding Smuckers on the MB 107 Current Presentation Case page:
  - a. On what date did Smuckers release their **2012 First Quarter Results**?

Next, return to the **Current Presentation** tab of the MB107 section of the Management and Business subject page and select the **2011 Annual Report**. Navigate to the **2011 Financial Review** on page 17.

b. How much revenue (net sales) did Smuckers earn by April 30, 2011? \$\_\_\_\_\_

c. What percentage of revenue (net sales) did operating income represent as of April 30, 2011 \_\_\_\_\_%

Finally, navigate to page 20, the **Management's Discussion and Analysis**.

d. What does management identify as the company's overall strategic vision?

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2. Using the **Hoover's Online** database (accessible under the Management and Business **Reference** tab) search "**sjm**". After selecting *The J.M. Smucker Company* from the results, use the **Company Index** navigation links at the top of the page to select **Industry Information**.

a. What is Smuckers' primary **SIC code**? \_\_\_\_\_

b. What is Smuckers' primary **NAICS code**? \_\_\_\_\_

Next navigate to **Competition**, then **Competitors List**.

c. Name 3 of Smuckers' competitors, **excluding the top 3 competitors**:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

3. Using **Datamonitor's Industry Profile: Canned Food Industry: Global (December 2010)** link from the MB 107 Current Presentation Case page (view it as a PDF):

a. Navigate to page 12, Market Segmentation II. What was the percent share of global movie and entertainment market value for these geographies?

1. Europe \_\_\_\_\_%

2. Americas \_\_\_\_\_%

3. Asia-Pacific \_\_\_\_\_%

4. Using **Lexis-Nexis Academic Business** (located under **Research Databases** on Library homepage), select the **News** tab from the left-hand navigation bar. Then select **Business and Industry** from this same navigation bar. Once you are navigated to the search page, type **Smuckers** in **At Least 5 Occurrences** (use the pull down menu to select this option), and in the second search bar, type **Rowland Coffee** in **Everywhere**. In the select sources box, tick off **Business and Consumer Stories** and **Business Periodicals**.

Find and cite in APA format a **June 5, 2011** article from **Marketing Business Weekly**. Consult the Management and Business Citing Sources page for examples of the APA citation style; see Assembling a List of Works Cited (Duke U.) or use RefWorks.

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5. Using **Business Source Complete** (EBSCOhost), located under **Research Databases** tab on Library homepage, search **J.M. Smucker Co.** Cite one recent **full-text** article from **Mergers & Acquisitions Report** on **May 23, 2011** using the **APA** citation format (To use the cite function of the database, select APA in the print function or use Refworks). Make sure to **CHECK THE CITATION FORMAT** for accuracy.
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6. Navigate to **ProQuest Statistical Datasets** (located under **Research Databases** on the library website). From the left-hand navigation bar, select **EASI Market Planner**, **Consumer Behavior-Mediamark**, then **Food-Groceries**. In the blue bar at the top of this page, select the **Ranking** button.
- a. In the top navigation bar on this page, make sure the labels in the categories read:  
Time: Year / Year: 2010 / Type: All / **Indicator: Canned or Jarred Fruit Used in the Last 6 Months**  
In the bottom left-hand section of this report, state the Percentage of Households that Used Canned or Jarred Fruit in the Last 6 Months. \_\_\_\_\_ %
- b. Next, have the top navigation bar labels read:  
Time: Year / Year: 2010 / Type: All / **Indicator: Baking Mixes (Excluding Cake Mixes) Used in the Last 6 Months**  
In the bottom left-hand section of this report, state Total Households that Used Baking Mixes in the Last 6 Months \_\_\_\_\_ households
7. Using the **Business & Company Resource Center** database, in **Company Search** type **Smucker**. Once you are at the Company Profile page, select **Rankings** then the **Market Share** tab. Select the link titled **Top Cooking and Salad Oil Makers, 2010**.
- a. What percentage, of sales, did Smuckers' make in 2010 in this category? \_\_\_\_\_ %  
Return back to the **Company Profile** tab, and in the **Business** description, various Smuckers brands are listed.
- b. Name two brands that make up Smuckers' retail oils and baking brand portfolio.
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8. Using the **Morningstar Investment Research Center Database**, enter the ticker symbol "sjm" and click "Get Report". Click the **Stock Analysis** tab at the top of this report. Scroll through the article presented in this section ("Smuckers' presence in the coffee industry will offset challenges faced by other business segments"), specifically the **Risk** portion of the article.
- a. Cost inflation is believed to continue to grow for specific ingredients. List three of these ingredients.
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- b. On the right-hand side of this page are points on Smuckers from a "bear" (downward) and "bull" (upward) perspective of the market. List 1 point listed about Smuckers from both perspectives.  
Bear: \_\_\_\_\_  
Bull: \_\_\_\_\_

These are just a few of the many resources Scribner Library has to offer for business research. Please explore the Management & Business subject page for other resources that will help you research *J.M. Smucker Co.* and related companies and industries.