

Company Description Examples

This document contains several examples from past students. This includes both On the Mark and Off the Mark examples. All examples are annotated with instructor’s feedback.

On the Mark Example 1

Company Name	Tesla Inc
Stock Exchange Symbol	NASDAQ: TSLA
Website(s)	https://www.tesla.com/
Corporate Headquarters Location	Tesla Headquarters - Gigafactory Texas Tesla Road Austin, TX 78725
Total Annual Revenue	\$53.823B (2021)
Number of Employees	110,000 (Total Full-Time as of 2022)
Founded	July 2003, CA, United States
Business Summary	<p>Tesla's key business focus is designing, manufacturing, and selling electric vehicles, energy storage solutions, and renewable energy products.</p> <p>Tesla is a prominent and innovative electric vehicle (EV) manufacturing company. Tesla has made significant strides in autonomous driving technology. Its vehicles are equipped with advanced driver-assistance features.</p> <p>The company also offers residential and commercial energy storage solutions through its Powerwall and Powerpack products.</p> <p>One of Tesla's notable achievements is developing a robust network of Supercharger stations, providing fast-charging capabilities, and enabling long-distance travel for Tesla owners.</p> <p>Tesla’s largest market for EV sales is the United States followed by China. Europe and the UK are important markets for Tesla, too.</p>

Why is this On the Mark?

- This Business Summary is considered effective because it gives company-wide perspective of its main business, not a specific product perspective.
- It describes the main groups of products and services that Tesla sells.
- Captures the primary market Tesla serves.

On the Mark Example 2

Company Name	Adobe Inc.
Stock Exchange Symbol	ADBE (NASDAQ)
Website(s)	https://www.adobe.com/
Corporate Headquarters Location	San Jose, California, USA
Total Annual Revenue	US \$ 15.785 billion (2021)
Number of Employees	25,988(2021)
Founded	December 1982
Business Summary	<p>Adobe offers a set of products and services across 3 major segments-Digital Media, Digital Experience, Publishing, and Advertising. It enables users to utilize their offerings for use cases like content creation, photo editing, design, managing customer journeys, delivering intelligence for business, search advertising, and more.</p> <p>Adobe's creative cloud software includes popular applications such as Photoshop, Illustrator, InDesign, and Premiere Pro. These tools empower artists, designers, photographers, and video editors to create visually stunning and engaging content across various mediums.</p> <p>Adobe has also expanded its portfolio to encompass digital marketing and experience management solutions. Through its Adobe Experience Cloud platform, the company enables businesses to deliver personalized and impactful customer experiences across multiple channels. This suite of products includes Adobe Marketing Cloud, Adobe Analytics, Adobe Campaign, and Adobe Target, helping organizations optimize their marketing strategies, analyze customer data, and drive customer engagement.</p> <p>Adobe's shift towards cloud-based services has enhanced workflow efficiency and facilitates real-time collaboration among teams, regardless of their location. The company has also prioritized mobile experiences, developing various mobile applications that allow users to work on their creative projects using smartphones and tablets.</p> <p>Adobe's geographic market spans across the globe, with a focus on North America, Europe, Asia Pacific, and Latin America. Adobe's software and services cater to a wide range of industries and sectors, including design, advertising, media and entertainment, marketing, e-commerce, education, government, and more.</p> <p>Their products/services are widely used globally by students, designers, work professionals, content creators, and photographers. Some of their applications are supported across multiple platforms and majorly follow a subscription-based model for generating revenue.</p>

Why is this On the Mark?

- This Business Summary is considered effective because it gives company-wide perspective of its main business, not a specific product perspective.
- It identifies the main groups of products and services that Adobe sells. It identifies the company's leading products (a.k.a. "flagship" products) such as Photoshop.
- The last paragraph discusses the benefits Adobe's customers are getting from its new mobile apps and cloud-based services.
- Identifies the primary markets and users that Adobe serves.

Off the Mark Example 1

Company Name	Snap Inc
Stock Exchange Symbol	SNAP (NYSE)
Website(s)	https://www.snap.com/ https://www.snapchat.com/
Corporate Headquarters Location	3000 31st Street Map Santa Monica, California 90405 United States
Total Annual Revenue	\$4,117 M (2021)
Number of Employees	5,661
Founded	September 2011, Santa Monica, California
Business Summary	<p>Snap Inc., in its own words, is a camera company. Their flagship product is the mobile application Snapchat, which is a camera application that allows people to communicate visually through pictures and short videos.</p> <p>There are several components to the app such as Camera, Map, Stories, and more, all with the goal of improving the way people live and communicate.</p> <p>Snap also offers a range of wearables called Spectacles, which can be worn by the user and can capture photos and videos from a human perspective. Snap is also the company behind Bitmoji, which lets users create a cartoon avatar of themselves online.</p>

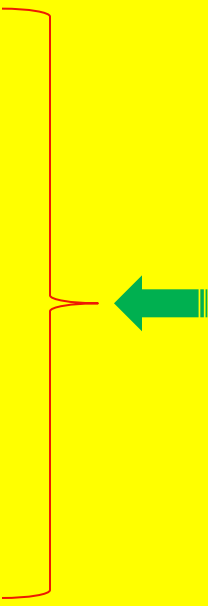
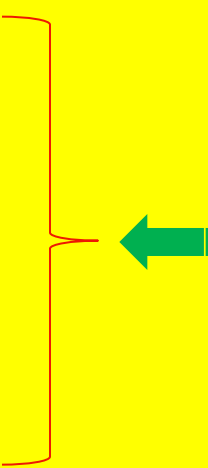
Why is this Off the Mark?

- The Business Summary identifies the flagship product. That is useful to know as it will have a significant impact on the company's business results and its new product decisions.
- However, the features of that product (e.g., Camera, Map, Stories) are not necessary for a summary of the business. Those details would be helpful when writing a product summary.
- This is considered effective because it gives a company-wide perspective and not just a single product perspective.
- Does not identify the primary markets that Snap Inc. serves. For example, are their customers in Education, Manufacturing, Retail, Consumer, Banking, etc.? Is Snap's target market in Asia or America etc.?

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Business Summary	<p>Adobe offers a set of products and services across 3 major segments-Digital Media, Digital Experience, Publishing, and Advertising. It enables users to utilize their offerings for use cases like content creation, photo editing, design, managing customer journeys, delivering intelligence for business, search advertising, and more.</p> <p>Their products/services are widely used globally by students, designers, work professionals, content creators, and photographers. Some of their applications are supported across multiple platforms and majorly follow a subscription-based model for generating revenue.</p>

Why is this Off the Mark?

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- It does a good job of identifying the main groups of Adobe's products (segments). This would be better if it identified Adobe's most significant products.
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- While it does identify Adobe's market as worldwide, it doesn't identify the regions or industries that are most important to Adobe. For example, are their customers in Education, Manufacturing, Retail, Consumer, Banking, etc.?
 - It does a good job of identifying the users of its products.