Companies Report

Professional Practices Group (G)

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# 2. Exxon Mobil Corporation

## Introduction of Organization:

Exxon Mobil Corporation, commonly known as ExxonMobil, is an American multinational oil and gas corporation and the largest direct descendant of Rockefeller's Standard Oil. The company was formed in 1999 through the merger of Exxon and Mobil, creating a vertically integrated company across the oil and gas industry, with a chemicals division producing plastic, synthetic rubber, and other chemical products. ExxonMobil is headquartered near the Houston suburb of spring, Texas, and is officially incorporated in the U.S. state of New Jersey. It is the largest United States-based oil and gas producing company and one of the largest integrated fuels, lubricants, and chemical companies globally.

## Innovations List:

ExxonMobil has been at the forefront of developing innovative technologies and solutions to meet the world's energy needs responsibly. The company has focused on next-generation technologies to enhance energy production, reduce emissions, and provide high-quality chemical products. Notable innovations include advancements in carbon capture and storage, hydrogen technologies, biofuels, and the development of lower-emission fuels critical to modern society. ExxonMobil has also integrated its downstream and chemical operations to drive innovation in the industry.

## Market Stability and Challenges:

ExxonMobil has faced challenges in the form of environmental incidents, criticism for its history of climate change denial, and accusations of human rights violations. The company has been under scrutiny for its impact on various societies worldwide and its influence on America's foreign policy. Despite these challenges, ExxonMobil remains a key player in the oil and gas industry, focusing on maintaining safe and environmentally responsible operations while adapting to changing market conditions.

## Per-Year Growth:

ExxonMobil has demonstrated significant growth over the years, with its revenue reaching $344.6 billion in 2023. The company's total assets were reported at $376.3 billion in 2023, with total equity at $204.8 billion. ExxonMobil's commitment to long-term value creation for shareholders, innovation, and operational excellence has contributed to its growth and market position as one of the largest and most powerful companies globally.

## Total Number of Employees:

As of 2023, ExxonMobil had a workforce of 61,500 employees across various levels within the organization. The company values the exceptional quality of its workforce and is committed to providing a safe work environment enriched by diversity, open communication, trust, and fair treatment. ExxonMobil focuses on hiring and retaining the most qualified individuals and maximizing their opportunities for success through training and development programs.

# 3. Perplexity AI

## Introduction of Organization:

Perplexity AI is a software company that operates as a conversational artificial intelligence-powered answer engine. The company's platform leverages AI to unlock the power of knowledge by providing information discovery and sharing from credible sources in real-time. Perplexity AI serves clients in the United States and aims to simplify information retrieval and sharing processes.

## Innovations by Organization:

Perplexity AI has developed an AI-powered chat tool that acts as a search engine, offering a unique approach to information retrieval. The platform provides answers backed by up-to-date sources, making it a powerful answer engine that caters to users' curiosity. By utilizing language models and search engines, Perplexity AI enhances the search experience and enables users to access accurate and concise information efficiently.

## Market Stability and Growth:

Perplexity AI, founded in 2022, has shown promising growth and innovation in the field of artificial intelligence. The company has secured significant funding, with a Series B deal amounting to $56 million in March 2024. With a focus on developing safe and beneficial artificial general intelligence, Perplexity AI aims to provide an open-source environment for clients to enhance their software development skills and knowledge.

## Total Number of Employees:

As of the latest available data, Perplexity AI had a workforce of 45 employees. The company's team comprises individuals across various roles, contributing to the development and success of the AI-powered search engine platform. With a dedicated team, Perplexity AI continues to drive innovation and provide cutting-edge solutions in the artificial intelligence industry.

## Leadership Team:

Aravind Srinivas: Co-Founder & CEO, former Research Scientist at OpenAI.

Denis Yarats: Co-Founder & CTO, former AI Research Scientist at Facebook AI Research.

Johnny Ho: Co-Founder & Chief Strategy Officer, former Quantitative Trader at Tower Research Capital.

Andy Konwinski: Co-Founder, Co-Founder of Databricks.

## Press Recognition:

Perplexity AI has garnered attention from reputable sources like Fast Company and TechCrunch, highlighting its innovative approach to AI-powered search engines. The company's leadership team and platform have been recognized for their potential to shape the future of search and information retrieval.

# 4. Walmart Inc.

## Introduction of Organization:

Walmart Inc. is an American multinational retail corporation that operates a chain of hypermarkets, discount department stores, and grocery stores. Founded by Sam Walton in 1962, Walmart has grown to become the world's largest company by revenue, with operations in various countries. The company is known for its focus on offering products at low prices to drive high-volume sales and has a significant presence in the retail industry globally.

## Innovations by Organization:

Walmart has been at the forefront of retail innovation, introducing various initiatives to enhance customer experience and operational efficiency. The company has invested heavily in e-commerce, expanding its online presence and offering services like in-store pickup for online orders. Walmart has also explored drone delivery partnerships and made strategic acquisitions, such as acquiring a controlling stake in the Indian e-commerce website Flipkart in 2018. These innovations have positioned Walmart as a leader in the evolving retail landscape.

## Market Stability and Growth Organization:

Walmart has demonstrated remarkable market stability and growth over the years, solidifying its position as a retail giant. The company's revenue reached $611.3 billion in FY2023, making it one of the most profitable retailers globally. Walmart's strategic investments, diverse product offerings, and focus on customer-centric services have contributed to its sustained growth and market dominance.

## Total Number of Employees:

Walmart Inc. is the largest private employer in the world, with a workforce of approximately 2.2 million employees. The company's employees work across various roles within its retail stores, distribution centers, corporate offices, and other operational areas. Walmart values its employees and focuses on providing a supportive work environment, training, and development opportunities to enhance employee satisfaction and productivity.

## Headquarters and Locations:

Walmart Inc.'s headquarters is located at 702 SW 8th Street, Bentonville, Arkansas, 72716, United States. In addition to its headquarters, Walmart has key offices and locations in various countries, including Israel and China. The company's extensive network of retail outlets, distribution centers, and offices reflects its global presence and commitment to serving customers worldwide.

# 5. Nokia

## Introduction of Nokia:

Nokia, founded in 1865 in Finland by Fredrik Idestam, initially started as a paper manufacturer and later transitioned into various industries, including communication, information technology, and consumer electronics. By 1998, Nokia had become the world's largest mobile phone manufacturer, experiencing a peak in sales and popularity. However, the company faced significant challenges and ultimately faced financial difficulties, leading to its decline and eventual sale to Microsoft in 2013.

## List of Innovations by Nokia:

Nokia has been known for several innovations in the mobile phone industry since its inception. Some notable innovations include:

Introduction of the first mobile phone call in 1979.

Launch of the Nokia 1011, the first commercially available GSM mobile phone, in 1992.

Development of the Nokia 9000 Communicator, a smartphone with internet capabilities, in 1996.

Introduction of the Nokia 3310, known for its durability and long battery life, in 2000.

Collaboration with Microsoft to produce the Nokia Lumia series of smartphones with the Windows Phone operating system.

## Market Stability and Reasons for Demise:

Nokia's market stability declined due to its inability to adapt to the changing demands of the market, particularly in the era of smartphones and the mobile internet. The company failed to innovate and provide products that resonated with consumers, leading to a loss of market share to competitors like Apple and Samsung. Additionally, Nokia's investment in the Symbian operating system proved unsuccessful compared to more advanced systems like Android and iOS, further contributing to its decline.

## Per-Year Growth and Financial Performance:

Nokia experienced significant growth and success in the mobile phone industry, reaching a peak market share of over 30% by 2010. However, the company's financial performance began to decline rapidly, with its stock value plummeting from $40 in 2007 to below $2. Nokia faced consecutive quarterly losses and struggled to compete with emerging smartphone technologies, leading to a substantial decrease in profitability.

## Total Number of Employees:

Nokia employed a diverse workforce across various levels within the organization, including front-line managers, senior managers, middle managers, and non-managerial employees. The company's organizational structure faced criticism for being bureaucratic and inefficient, impacting decision-making processes and hindering its ability to compete effectively in the smartphone market.

## Reason for Failure:

The primary reasons for Nokia's failure can be attributed to its slow response to market trends, reluctance to innovate, and poor strategic decisions. The company's failure to invest in the right technologies, adapt to consumer preferences, and compete effectively with rivals like Apple and Samsung ultimately led to its downfall. Additionally, Nokia's complex organizational structure, ineffective leadership, and delayed entry into the smartphone market contributed to its inability to sustain its market position and profitability.

# 6. Blockbuster

## Introduction of Organization:

Blockbuster Entertainment Group, founded in 1985, was a leading video rental company that grew from a single store in Dallas to a chain of 9,000 locations over two decades. The company's peak was marked by $5.9 billion in revenue, but it eventually shrunk to a single store in a small town due to various mistakes and missteps

## List of Innovations since Start:

Computerized check-out process for a larger selection of 8,000 VHS tapes

Expansion to 800 stores, making it the leading video-store chain in the US in 1988

Opening of the 1,000th store and expansion overseas, including the UK, in 1992

Introduction of in-store concepts such as DVD and game trading

## Market Stability Reason or Reason of Demise:

Blockbuster failed to adapt to the changing market and declined to acquire Netflix when it was a startup. The company's late fee system, which generated $800 million in revenue, became a point of frustration for customers. In 1997, Netflix was founded, and by 2000, it had 4.2 million customers. Blockbuster filed for bankruptcy in 2010, and its 9,000-strong chain had been reduced to one single franchise in Bend, Oregon

## Per-Year Growth since Start:

At its peak, Blockbuster had 9,000 stores globally and made $5.9 billion. However, specific per-year growth data is not available

## Total Number of Employees:

Blockbuster had 4,000 accounts and signs up new customers each day at its last remaining store in Bend, Oregon. The store also has 12 employees, four of whom are full-time

## Reason for Failure:

Blockbuster's failure can be attributed to its inability to adapt to the changing market, declining to acquire Netflix when it was a startup, and relying on a late fee system that became a point of frustration for customers. The rise of streaming services and online movie rentals also contributed to its decline.