**Company 1:**

Name - Microsoft

Company Trading Exchange - NASDAQ: MSFT

Mission - “To empower every person and every organization on the planet to achieve more.”

Core Values – Innovation; Dependable Technology; Equality and Diversity; Corporate Social Responsibility, Environmental Stewardship; Accessibility and Trust

Company Overview – Microsoft is a global technology leader that specializes in software. They are the company that has developed windows and the office suite. They also work with cloud solutions and consumer electronics.

Financials –

Annual Revenue ~ $212 Billion

R&D Expenses ~ 27 Billion

Capex ~ 19 Billion

Business Segments –

* Office
* Dynamics
* LinkedIn
* Azure
* Windows
* Xbox
* Bing

SWOT Analysis:

Strengths

* Dominant Market Position (Windows)
* Renowned brand name
* Product diversification

Weaknesses

* Competitors have greater search engines
* Most products are tied to PC

Opportunities

* AI expansion
* Cloud growth

Threats

* Intense competition in Apple and Amazon
* PC cost fluctuations
* High investors lead to high pressure

Industry

Market – Global tech products

Employment – Thousands of global employees with emphasis in cloud, AI, and software development

Demographics – Workforce centered around marketing and engineering

Jobs

Types – Software engineering, AI research, Cloud Architecture, Product Management, Sales, Cybersecurity

Hard Skills – Coding (C#, Python, Azure), Azure Services, AI/ML, data analytics, cybersecurity protocols

Software – Azure DevOps, GitHub, Azure ML Studio, Power Platform, Visual Studio

Soft Skills: Problem-solving, communication, leadership, collaboration, customer focus

Sources:

* <https://panmore.com/microsoft-corporation-vision-statement-mission-statement-analysis>
* <https://www.microsoft.com/en-us/about>
* <https://www.microsoft.com/investor/reports/ar23/download-center/>
* <https://www.edrawmind.com/article/microsoft-mission-and-vision-statement-analysis.html?utm_source=chatgpt.com>
* <https://microsoft.gcs-web.com/static-files/e2931fdb-9823-4130-b2a8-f6b8db0b15a9>
* ProQuest
* EBSCO MarketLine

**Company 2**

Name – Schweitzer Engineering Laboratories

Company Trading Exchange – Private (Employee Owned)

Mission - “We work to make electric power safer, more reliable, and more economical.”

Core Values – Quality, Customer Focus, Discipline, Communication, Integrity, Creativity, Community, Ownership, Dignity of Work

Company Overview – SEL is a employee owned company that designs, manufactures, and supports systems that protect, automate, and control electric power systems.

Financials –

Annual Revenue ~ $2.3 Billion

Business Segments –

* Power System Protection & Control
* Metering
* Automation and SCADA interface software

SWOT Analysis:

Strengths

* Promote Creativity
* Employee owned
* Driven by values
* Great Rapport around blobe

Weaknesses

* High dependency on utility infrastructure

Opportunities

* Growth in the power grid

Threats

* Intense competition in Trilliant and Gridpoint
* Rapid Tech Change

Industry

Market – Specializes in digital protection and automation for electric utilities, industrial systems, and mission-critical infrastructure

Employment – 7,000 employees worldwide, deep in engineering, R&D, manufacturing, service

Demographics – Strong engineering, manufacturing, and technical workforce; global presence with regional hubs

Jobs

Types – Software engineering, firmware engineering, application engineering, manufacturing, R&D, cybersecurity, technical support, operations, management

Hard Skills – Embedded C/C++, Go, C#, GoLang, Python; electronics, firmware, SCADA interfaces, cybersecurity protocols

Software – Git, version control, IDEs (e.g., Visual Studio, embedded toolchains), PLC/SCADA software, cybersecurity test platforms

Soft Skills: Problem-solving (“root‑cause analysis”), communication, discipline, collaboration, customer focus, integrity

Sources:

* <https://selinc.com/company/values?utm_source=chatgpt.com>
* <https://growjo.com/company/Schweitzer_Engineering_Laboratory?utm_source=chatgpt.com>
* LinkedIn

**Company 3**

Name – Idaho National Laboratory

Company Trading Exchange – Not publicly traded – operated under U.S. Department of Energy via Battelle Energy Alliance

Mission - “To discover, demonstrate and secure innovative nuclear energy solutions, other clean energy options and critical infrastructure.”

Vision – “To change the world’s energy future and secure our nation’s critical infrastructure.”

Core Values – Science, security, innovation, quality, and integrity across its operations as a DOE national lab; though explicit core-values statements aren’t publicly labeled, research outputs and public messaging highlight commitment to excellence, collaboration, safety, and national mission focus.

Company Overview – INL is one of 17 department of energy national laboratories, working to further nuclear power, bio power, and geothermal power.

Financials –

Work on a budget, making financials hard to track

Business Segments –

* Advanced Nuclear Energy research
* Energy systems
* National security
* Advanced computing and simulation

SWOT Analysis:

Strengths

* National Leader in Nuclear R&D
* Multi-disciplinary capabilities
* Great employment impact in Idaho

Weaknesses

* Operates under funding cycles

Opportunities

* Nuclear power is growing in popularity
* Growth in advanced computing tools

Threats

* Competing national labs
* Workforce retention is low
* Budget constraints

Industry

Market – U.S. national laboratory sector under the DOE, focused on nuclear energy, homeland security, critical infrastructure, simulation tools, and clean energy innovation.

Employment ~5,700 employees (researchers, engineers, support staff), making INL the second-largest employer in Idaho; statewide economic ripple effect supports tens of thousands more jobs.

Demographics – Science-heavy workforce across engineering, computing, nuclear science, cybersecurity, operations, and support. Regional centers and interns amplify educational partnerships.

Jobs

Types – Software Developer, Software Engineer, HPC Analyst, Senior Software Systems Architect, Experiment Manager (nuclear), cybersecurity analysts, operations, R&D.

Hard Skills – Programming: C#, C/C++, Python, Go, Rust, Fortran, R, MATLAB. Platforms: .NET Web APIs, SQL Server, HPC tools (MPI, OpenMP), containerization (Docker, Kubernetes), Git, Slurm/PBS/Flux workload managers.Domain-specific: SCADA systems, radiation physics, advanced simulation, vulnerability research, binary analysis (Ghidra, IDA Pro).

Software – Visual Studio, Git, Azure DevOps, HPC frameworks, simulation frameworks like MOOSE, container orchestration tools, security toolkits.

Soft Skills: Strong communication skills for business & technical stakeholders, leadership in team tasks, problem-solving and root-cause analysis, discipline, integrity, collaboration in mission-critical environments. Commitment to diversity and inclusive culture.

Sources:

* <https://inl.gov/about-inl/?utm_source=chatgpt.com>
* <https://en.wikipedia.org/wiki/Idaho_National_Laboratory?utm_source=chatgpt.com>
* <https://idahoworks.gov/jobs/2273410?utm_source=chatgpt.com>
* <https://www.boisestate.edu/cobe-economics/2010/12/09/research-details-positive-economic-impacts-from-idaho-national-laboratory-operations/?utm_source=chatgpt.com>

**Company 4**

Name – Melaleuca: The Wellness Company  
Company Trading Exchange – Privately held company, not publicly traded.

Mission – “To enhance the lives of those we touch by helping people reach their goals.”  
Vision – Empowering wellness through science-backed products and entrepreneurial opportunity.  
Core Values – Wellness, integrity, innovation, customer satisfaction, environmental responsibility. While Melaleuca doesn't list formal "core values" on its public site, these principles are consistently emphasized through leadership messaging and the company's business practices.

Company Overview –  
Melaleuca is a wellness product manufacturer and direct marketing company headquartered in Idaho Falls, ID. It offers over 400 health, cleaning, and personal care products, distributing directly to consumers. Melaleuca uses a non-retail business model (direct-to-consumer) and promotes its products via a network of independent marketing executives. It’s recognized as one of the largest e-commerce retailers in the U.S.

Financials –

* Privately held; exact financials are not publicly disclosed.
* Estimated annual revenue: $2 billion+
* Operates debt-free as of latest internal reports.
* Invests significantly in R&D, including in-house software development teams for supply chain and e-commerce systems.

Business Segments –

* Nutrition & Health Supplements
* Eco-Friendly Cleaning & Home Products
* Personal Care & Beauty Products
* Essential Oils & Wellness
* Direct Sales Platform & E-commerce Infrastructure

SWOT Analysis

Strengths

* Longstanding customer base and strong brand loyalty
* Innovative product line with patented technologies
* Direct-to-consumer logistics and in-house tech systems
* Large employer and economic driver in Idaho Falls

Weaknesses

* Reliance on direct selling model (vulnerable to market skepticism)
* Limited brand visibility in mainstream retail
* Private company: less transparency and public trust metrics

Opportunities

* Expansion into international markets
* Greater e-commerce platform automation
* Increased interest in clean and natural health products
* Enhanced R&D into data-driven health trends

Threats

* Regulatory scrutiny of multi-level marketing models
* Competition from large public wellness companies (e.g., Unilever, P&G)
* Rising production costs or global supply chain disruptions

Industry  
Market – Health and wellness e-commerce, direct selling industry, clean-label product market  
Employment – Approx. 2,000+ employees globally, with a large concentration in Idaho Falls (HQ and manufacturing).  
Demographics – Broad mix of corporate professionals, software engineers, scientists (for R&D), operations, customer service, and warehouse workers.

Jobs

Types –

* Software Engineer
* Sitecore/.NET Developer
* Front-End Developer
* Data Engineer
* QA Analyst
* Systems Analyst
* IT Support Specialist

Hard Skills –

* Programming: C#, ASP.NET, SQL, JavaScript, HTML/CSS
* Databases: SQL Server, NoSQL
* CMS: Sitecore, WordPress (for marketing)
* Tools: Git, Visual Studio, Azure DevOps
* DevOps: CI/CD pipelines, basic cloud knowledge
* E-commerce & ERP systems integration

Software –

* Visual Studio, Sitecore CMS, Azure DevOps, GitHub, SQL Management Studio
* CRM and internal tools built on .NET framework
* Agile project management platforms (e.g., Jira)

Soft Skills –

* Team collaboration in fast-paced agile environments
* Clear communication with non-technical business users
* Customer-centric design thinking
* Leadership potential in product ownership roles
* Adaptability and problem-solving in growing teams

Sources

* <https://www.melaleuca.com/About>
* <https://www.glassdoor.com/Overview/Working-at-Melaleuca-EI_IE3289.11,20.htm>
* <https://www.glassdoor.com/Salary/Melaleuca-Software-Engineer-Salaries-E3289_D_KO10,27.htm>
* <https://www.idahofallsidaho.gov/>
* <https://en.wikipedia.org/wiki/Melaleuca,_Inc.>
* <https://idahoworks.gov/>
* <https://www.linkedin.com/company/melaleuca/>

**Company 5**

Name – Amazon  
Company Trading Exchange – NASDAQ: AMZN  
Mission – “To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.”  
CoreValues – Customer Obsession; Ownership; Invent and Simplify; Learn and Be Curious; Hire and Develop the Best; Insist on the Highest Standards; Think Big; Bias for Action; Frugality; Earn Trust; Dive Deep; Have Backbone; Deliver Results

Company Overview –  
Amazon is a global e-commerce, cloud computing, and AI giant. Founded by Jeff Bezos, it began as an online bookstore and has expanded into one of the largest companies in the world. It operates across retail, cloud infrastructure (AWS), media (Prime Video), devices (Alexa, Kindle), logistics, and AI sectors.

Financials –

* Annual Revenue ~ $575 Billion (2024)
* R&D Expenses ~ $85 Billion (across innovation, tech, AWS, robotics)
* Capex ~ $64 Billion (logistics, cloud data centers, AI infrastructure)

Business Segments –

* Amazon Retail (e-commerce and marketplace)
* Amazon Web Services (AWS)
* Advertising
* Amazon Prime (Video, Music, Logistics)
* Consumer Devices (Alexa, Echo, Kindle)
* Logistics & Supply Chain
* Physical Stores (Whole Foods, Amazon Fresh)

SWOTAnalysis**:**

Strengths

* Market leader in global e-commerce and cloud (AWS)
* Vast infrastructure and logistics network
* Strong brand loyalty and ecosystem (Prime)
* Massive data collection and AI capabilities

Weaknesses

* Thin profit margins in retail
* Regulatory scrutiny (antitrust, labor)
* Labor-intensive operations

Opportunities

* Expansion of AWS and AI tools (Bedrock, Titan models)
* Growth in international markets
* Increasing demand for cloud, automation, and smart homes

Threats

* Regulatory and legal challenges
* Rising labor and shipping costs
* Intense competition from Walmart, Alibaba, and Microsoft Azure

Industry  
Market – Global e-commerce, cloud computing, logistics, digital content, and AI innovation  
Employment – Over 1.5 million employees globally  
Demographics – Large corporate tech and operations workforce; diverse across logistics, software, robotics, cloud computing, and retail

Jobs  
Types – Software Engineer, Applied Scientist, Data Engineer, Solutions Architect, DevOps Engineer, Product Manager, Logistics Analyst, Cloud Support Engineer  
HardSkills – Java, Python, C++, TypeScript, AWS services (Lambda, EC2, S3, DynamoDB), Kubernetes, Docker, machine learning, data science, backend development  
Software – AWS Cloud tools, Git, Visual Studio Code, internal CI/CD systems, AI/ML platforms, robotics simulation platforms  
Soft **Skills** – Customer-focused problem solving, ownership mentality, teamwork, adaptability in fast-paced environments, strong written documentation, leadership across scale

Sources:

* <https://www.aboutamazon.com/>
* <https://ir.aboutamazon.com/annual-reports/default.aspx>
* <https://www.investopedia.com/articles/markets/102215/businesses-amazoncom-inc.asp>
* <https://www.businessmodelanalyst.com/amazon-swot-analysis/>
* <https://aws.amazon.com/careers/>
* <https://www.linkedin.com/company/amazon/jobs/>