

INT 700 Final Project Company List

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Principal Office: Adi-Dassler-Strasse 1, Herzogenaurach, DEU
Website: [Visit Adidas' Homepage](#)
Country: Germany
Primary NAICS: 424340: Footwear Merchant Wholesalers
Exchange & Ticker: NBB: ADDY Y
Primary SIC: 5139: Footwear
Incorporated: 1949, Germany

Business Summary

Adidas is a producer of sportswear and sports equipment. Adidas designs, develops, produces, and markets a range of athletic and sports lifestyle products. Their operating activities are comprised of six segments: Wholesale, Retail, TaylorMade-adidas Golf, Rockport, Reebok-CCM Hockey, and Other Centrally Managed Brands. TaylorMade-adidas Golf includes the four brands TaylorMade, adidas Golf, Adams Golf and Ashworth. Rockport designs and distributes leather footwear for men and women. Reebok-CCM Hockey designs, produces and distributes ice hockey equipment. The Other Centrally Managed Brands segment includes the business activities of the labels Y-3, Porsche Design Sport and adidas SLVR.



Amazon.com Inc.

Principal Office: 410 Terry Avenue North, Seattle, WA 98109-5210, USA
Website: [Visit Amazon's Homepage](#)
Country: United States
Primary NAICS: 454111: Electronic Shopping
Exchange & Ticker: NMS: AMZN
Primary SIC: 5961: Catalog and mail-order houses
Incorporated: July 1994, Washington, United States

Business Summary

Amazon.com serves consumers, sellers, developers, enterprises, and content creators via its retail websites and physical stores and focus on selection, price, and convenience. Amazon also manufactures and sells electronic devices. The company provides programs that enables seller to sell their products on its websites and their own websites and to fulfill orders through Amazon itself, and programs that allow authors, musicians, filmmakers, app developers, and others to publish and sell content. The company serves developers and enterprises through its Amazon Web services segment, which provides access to technology infrastructure. The company also provides advertising services and co-branded credit card agreements.



Facebook Inc.

Principal Office: 1601 Willow Road, Menlo Park, CA 94025, USA
Website: [Visit Facebook's Homepage](#)
Country: United States
Primary NAICS: 541511: Custom Computer Programming Services
Exchange & Ticker: NMS: FB
Primary SIC: 7371: Computer programming services
Incorporated: July 2004, Delaware, United States

Business Summary

Facebook is focused on building useful and engaging products that enable people to connect and share through mobile devices, personal computers, and other surfaces. Facebook's products include: Facebook, which enables people to connect, share, discover, and communicate with each other on mobile devices and personal computers; Instagram, which enables people to take photos or videos, customize them with filter effects, and share them with friends and followers in a photo feed or send them directly to friends; Messenger application; WhatsApp, a messaging application; and Oculus virtual reality technology and content platform power products. Facebook also sells advertising placements to marketers.



Marriott International, Inc.

Principal Office: 10400 Fernwood Road, Bethesda, MD 20817, USA
Website: [Visit Marriott's Homepage](#)
Country: United States
Primary NAICS: 721110: Hotels (except Casino Hotels) and Motels
Exchange & Ticker: NMS: MAR
Primary SIC: 7011: Hotels and motels
Incorporated: September 1997, Delaware, United States

Business Summary

Marriott International is an operator, franchisor, and licensor of hotels, residential and timeshare properties. Marriott's Luxury hotel brands include JW Marriott, The Ritz-Carlton, W Hotels, The Luxury Collection, St. Regis, EDITION, and Bulgari. Co.'s Premium hotel brands include Marriott Hotels, Sheraton, Westin, Renaissance, Le Meridien, Autograph Collection, Delta Hotels, Gaylord Hotels, Marriott Executive Apartments, Marriott Vacation Club, Tribute Portfolio, and Design Hotels. Marriott's Select hotel brands include Courtyard, Residence Inn, Fairfield Inn & Suites, SpringHill Suites, Four Points, TownePlace Suites, Aloft, AC Hotels by Marriott, Protea Hotels, Element, and Moxy.



Nestle SA

Principal Office: Avenue Nestle 55, Vevey, CHE
Website: [Visit Nestle's Homepage](#)
Country: Switzerland
Primary NAICS: 311520: Ice Cream and Frozen Dessert Manufacturing
Exchange & Ticker: NBB: NSRG Y
Primary SIC: 2024: Ice cream and frozen desserts
Incorporated: 1866, Switzerland

Business Summary

Nestle is a holding company based in Switzerland. Through its subsidiaries and allied companies, Nestle is engaged in the food processing industry. Nestle offers a portfolio of products and services for people and their pets throughout their lives. The company's product portfolio has seven categories: Powder and Liquid Beverages, Water, Milk Products and Ice Cream, Nutritional and Health Science, Prepared Dishes and Cooking Aids, Confectionary and PetCare. Co.'s food and beverages can be found in 189 countries worldwide and consist of over 2,000 brands.



Netflix Inc.

Principal Office: 100 Winchester Circle, Los Gatos, CA 95032, USA
Website: [Visit Netflix's Homepage](#)
Country: United States
Primary NAICS: 532230: Video Tape And Disc Rental
Exchange & Ticker: NMS: NFLX
Primary SIC: 7841: Video tape rental
Incorporated: August 1997, DE, United States

Business Summary

Netflix is an Internet television network with streaming members in various countries enjoying TV shows and movies, including original series, documentaries and feature films. Netflix's members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments. Additionally, in the United States, Netflix members can receive DVDs delivered to their homes. The company has three segments: domestic streaming, which streams content to its members in the United States; international streaming, which streams content to its members outside the United States; and domestic DVD, which provides services consisting of DVD-by-mail.



Samsung Electronics Co Ltd

Principal Office: 129, Samsung-ro, Yeongtong-gu, Suwon-si, KOR
Website: [Visit Samsung's Homepage](#)
Country: South Korea
Primary NAICS: 334310: Audio and Video Equipment Manufacturing
Exchange & Ticker: NBB: SSNH Z
Primary SIC: 3651: Household audio and video equipment
Incorporated: January 1969, South Korea

Business Summary

Samsung Electronics is engaged in the manufacture and sale of electronic goods, communication products, semiconductors, telecommunication equipment, home appliances and other similar products. Samsung's products are mobile phones, MP3 players, DVD players, video equipment, including Blu-Ray, TVs, and VCRs; household appliances, including microwave ovens, refrigerators, home air conditioners, washing machines, ultrasonic humidifiers, dehumidifiers, vacuum cleaners and other small electrical goods; audio equipment, including semiconductors, information systems, and computers; miscellaneous parts; and other products, including automatic vending machines, refrigerated display cases and electric tools.



Principal Office: 1 Toyota-cho, Toyota, JPN
Website: [Visit Toyota's Homepage](#)
Country: Japan
Primary NAICS: 3343336111: Automobile Manufacturing
Exchange & Ticker: NYS: TM
Primary SIC: 3711: Motor vehicles and car bodies
Incorporated: August 1937, Japan

Business Summary

Toyota Motor is an automobile manufacturer. Toyota is primarily engaged in the design, manufacture, and sale of sedans, minivans, compact cars, sport-utility vehicles, trucks and related parts and accessories throughout the world. Toyota provides financing, vehicle and equipment leasing and certain other financial services primarily to its dealers and their customers to support the sales of vehicles and other products manufactured by Toyota. The company's principal business segments are automotive operations, financial services operations and other operations. Toyota sells its vehicles in approximately 190 countries and regions, and markets for its automobiles in Japan, North America, Europe and Asia.



Unilever N.V.

Principal Office: Weena 455, Rotterdam, NLD
Website: [Visit Unilever's Homepage](#)
Country: Netherlands
Primary NAICS: 311412: Frozen Specialty Food Manufacturing
Exchange & Ticker: NYS: UN
Primary SIC: 2038: Frozen specialties, not elsewhere classified
Incorporated: November 1927, Netherlands

Business Summary

Unilever is engaged in the supply of consumer goods in foods, household care and personal products. Unilever's activities are carried out through four categories: Personal Care, sales of skin care and hair care products, deodorants and oral care products; Home Care, sales of home care products, such as powders, liquids and capsules, soap bars and a range of cleaning products; Foods, sales of soups, bouillons, sauces, snacks, mayonnaise, salad dressings, margarines and spreads; and Refreshment, sales of ice cream and tea-based beverages. Unilever's products are sold in over 190 countries around the world.