

## **Company Brief: Yahoo! Inc.**

### ***FACT SHEET***

*Founded:*

1994  
Sunnyvale, California

*Headquarters:*

701 First Avenue  
Sunnyvale, California 94089  
Telephone: 408-349-3300

*Core businesses:*

Internet services  
Business communications

*Principal stock exchange:*

Nasdaq

*Trading symbol:*

YHOO

*Independent auditors:*

Deloitte & Touche LLP

### ***TEAM ASSIGNMENT***

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
  - a. What did you learn about this company as a result of your research?
  - b. Would you recommend investing in this company? Why or why not?
  - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.