Company, Industry & SWOTs via SPC Library
Login from ANGEL

From right hand column (Institutional resources)

- Select: Library Resources & Services
- Select Databases by Subject
- Select Login and Select Database
- Choose

Hover your mouse over the images for other useful resources.

Category
- Click [x] to expand

Business
- Computers and Technology
- Digital Content
- Education
- Electronic Books
- General
- Health and Medicine
- K-12
- Legal
- Library Catalogs
- Literature
- News and Current Events
- Reference Shelf
- Sciences
- Social Sciences
- Spanish Language
Company/Industry/SWOT databases:
- Business Source Complete (EBSCO)
- Business Insights: Essential (Gale)
- Hoovers & Lexis Nexis – Company Search

Business Insights: Essential (Gale)- Excellent!
- Type in company name or partial name

- Select among results: note options
- See company information & related

### Bausch and Lomb Inc.

**URL:**
http://www.bausch.com

**Key Information**
- **Sales:** $1,939,000,000
- **Employees:** 11,000
- **Sales Per Employee:** $176,273
- **Year Founded:** 1853

**Competitors**
- Nikon Corp.
- Luxottica Group S.p.A.
- Alcon Inc.
- Sallo Group S.p.A.
- Fielmann AG

**Revenue**
- $11,442,700,000

**Industries**
- Ophthalmic Goods Manufacturing
- Primary Industry
- Dental Equipment and Supplies Manufacturing
- Surgical Appliance and Supplies Manufacturing
- Pharmaceutical Preparation Manufacturing

**Business Description:**
Bausch and Lomb Inc. manufactures and markets eye health products for markets in the United States and internationally. The company’s pharmaceutical division provides products to treat a wide range of eye conditions including glaucoma, eye allergies, conjunctivitis, dry eye and retinal diseases. The company offers proprietary and generic medicines available by prescription, over-the-counter eye drops and other medications. In October 2007, Warburg Pincus led the acquisition of Bausch + Lomb, which had previously been a publicly traded NYSE company.

**Fiscal Year:**
December 31, 2011

**Company Type:**

### Related Content:
- Company Chronology
- Market Share Reports
- Rankings
- Recent News

### Related Topics:
- Operations & Technology

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**Bausch and Lomb Inc.**

**Company Chronology**

Displaying 1 - 1 of 1

**Bausch and Lomb**

**Notable Corporate Chronologies**

**Chronology**
- 1828 Nov: 24: Henry Lomb is born in Barmen, Germany.
- 1830 July 25: John Jacob Bausch is born in Gross Saussin, Germany.
- 1849: Bausch and Lomb immigrate to the U.S. independently of one another.
- 1853 Nov 02: Bausch opens an optical retail shop in Rochester, NY which supplies glasses, telescopes, microscopes, hour glasses, opera glasses, spectacles, magnifiers, and thermometers imported from Europe.
- 1854: Lomb lends Bausch sixty dollars on the condition he become a partner if the business grows.
- 1856: Bausch becomes an active partner. Bausch discovers Vulcanite, a hard rubber that can be used for eyeglass frames. It proves to be more durable and less costly than the wire and metal frames on the market.
- 1861: Bausch becomes sales manager and Bausch's brother joins the company.
- 1864: J.J. Bausch's brother, Edward E. Bausch, and his partner, Dramsfield, purchase the retail store in Rochester.
- 1867: Nose frames, watchmakers' and engravers' loupes, linens, prover, and pocket microscopes and magnifiers are added to product line.
- 1868: Bausch invents and manufactures the first nosepiece, springs, and guard. Eyeglasses are manufactured in a factory, separate from the business offices.
Business Source Complete – Company Profiles

- From front page, see top Navigational bar
- Pull down More menu to Company Profile

- Type in company name
- See results and select company

- Open Datamonitor Report
- See key topics
Company Information on Lexis Nexis Academic

- Go to: Get Company Information on front page

Example Search: IBM
- Select Company from Results list
- See company information

Note SIDEBAR Informational options
- Financial Information
- Financial
- Legal Information
- Current News

See Financial, Legal Information, Current News or other for interesting updates
Lexis Nexis SWOT

Get Company Info
- Lower box section:
- Select: Company Profiles

Search box Keywords: (Company Name) and SWOT
- Example: Starbucks
- Pulldown: Company name
- ADD keyword: SWOT Pulldown Everywhere

• Scroll down to Starbucks Corp. Global Data: SWOT Analysis
• See extensive Strengths, Weakness, Opportunities & Threats
Hoovers

- Select Company from upper yellow navigation bar
- Example: Tyco

See results and select company to view

- See company details using sidebar and other options

INDUSTRY – Most IMPORTANT – Use Locator Tools for NAIS or SIC Codes

It is often difficult to find the SIC/NAIC code – use locaters to get code and then use this code in appropriate research databases:

GOOGLE Searches:
- NAICS and barbershop
- NAICS and fitness
- NAICS and barber
- SIC and waste management
- NAICS Found:
  - 713940 - fitness
  - 316992 – handbags
  - 812111 - Barber Shops

Other Locator Tools
- NAICS tool from the U.S. Census Bureau – can be used for research as reliable source - http://www.census.gov/epcd/www/naics.html
- Use NAICS/SIC number to search library databases