Structure and Ownership Case Study Template

**CONTEXT:**

SECTOR:

NAME OF INSTITUTION:

COUNTRY AND YEAR OF ESTABLISHMENT:

TYPE OF ORGANISATION (*MULTINATIONAL, CONGLOMERATE, INDEPENDENT, PUBLIC SERVICE, CONGLOMERATE*)

EMPLOYEES:

**OWNERSHIP:**

PRIVATE OR PUBLIC:

MAJOR SHAREHOLDERS:

HISTORY OF OWNERSHIP (*TAKEOVERS, MERGERS, VERTICAL AND HORIZONTAL INTEGRATION)*

**INCOME:**

MAIN INCOME STREAMS:

OTHER SOURCES OF INCOME:

PROFITABILITY:

DIVERSIFICATION/ CROSS-MEDIA OR CROSS-INDUSTRY INTERESTS:

**COMPETITIORS:**

NATIONAL COMPETITORS:

GLOBAL COMETITORS:

PERFORMANCE COMPARED TO COMPETITION:

**OTHER:**