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Hasbro, Incorporated

We decided to research Hasbro as a company to potentially market Hunt the Wumpus, the game that we are programming for our project. We believe that Hunt the Wumpus is an ideal application for a small electronic hand-held device, such as those manufactured by TIGER during the early 1990s. The TIGER brand, among many others, is owned by Hasbro, the number two toymaker in the United States.

Hasbro's mission statement, as found on the company's website, states that "The heart of Hasbro's business is making great games, toys, lifestyle and entertainment products that are enjoyed by people of all ages worldwide. Hasbro intends to be the number-one company in the toy and game industry; the leading provider of play; and the number-one marketer, pioneer and partner to all channels and all customers." The company, originally known as Hassenfeld Brothers, was founded in 1923 by brothers Henry and Helal Hassenfeld. Hassenfeld Brothers began as a fabric remnant distribution business and entered into the toy industry during the early 1940s. Today the company produces toys such as GI Joe, Play-Doh, Mr. Potato Head, and the Nerf ball as well as board games under the Milton Bradley and Parker Brothers brands. Another Hasbro unit is Wizards of the Coast, which produces several lines of popular trading cards including Pokemon, Harry Potter, and Magic: The Gathering. Hasbro additionally holds the rights to manufacture most of the toys for the recent *Star Wars* movies, and the company plans to enter the film industry by releasing a "Transformers" movie in the coming year.

Hasbro is a public company and is listed in the New York Stock Exchange under the ticker symbol "HAS." Hasbro's stock has reached a high value of \$23.33 a share along with a low value of \$16.90 a share over the past 52 weeks. The company generated just under three billion dollars in sales during 2004 and currently employs six thousand people. Over the past three years, Hasbro's stock has oscillated between \$9.90 and \$23.30 a share. The company appears to be taking measures to reverse a downward trend, however; in 1999, Hasbro had over four billion dollars in sales, a high stock price of \$37.50 a share, and 9,500 employees. Hoover's Online reports that later that year [1999], the company announced that it would reduce its workforce by 19% and close plants in Mexico and the United Kingdom. Hasbro President Alan Hassenfeld, who has been CEO of the company since the death of his brother, Stephen, in 1989, has taken many measures to ensure the company's future success against main competitors Mattel and Lego.

Hasbro as a corporation pales, however, when compared to almighty Intel. The Intel Corporation had over 34 billion dollars in sales during the 2004 fiscal year and employs 85,000 people worldwide. While Intel's stock (ticker symbol "INTC" on NASDAQ) bottomed out at \$12.90 a share over the past three years, it has gone as high as \$40.00 and currently stands at \$22.93 a share. Hoover's Online writes that "Intel is by far the foremost semiconductor maker in the world. Although occasional strategic and technical errors have cropped up, Intel remains famous for its superior execution in all parts of its business, and shows no signs of falling from its lofty perch atop the chip industry." Intel's biggest customers are computer makers Dell and Hewlett-Packard, and the company's competitors include AMD, IBM, and Texas Instruments.

Intel, founded in 1968 to develop technology for silicon-based chips, continues to thrive under Chairman Andy Grove, one of the original three engineers who created the

company. A leadership shift is about to occur at Intel, however, as Grove is retiring; Craig Barrett will take over for Grove, and Paul Otellini will fill Barrett's former post of CEO. Nevertheless, Intel continues to dominate and devote billions of dollars into research and expansion.

Works Consulted

Hoover's Online US: Hasbro, Inc. 4 April 2005.

<<http://premium.hoovers.com/subscribe/co/factsheet.xhtml?ID=12007>>.

Hoover's Online US: Intel Corporation. 4 April 2005.

<<http://premium.hoovers.com/subscribe/co/factsheet.xhtml?ID=13787>>.

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