# Company Research

Listed below are resources for Company information…

All databases are available by clicking "Articles and Databases" then "Databases by Name" from the library home page. Click on the letter that corresponds to the first word of the database name.

## Preferred Resources

Public company research: A public company issues shares of stock that are traded openly on one or more stock exchanges like the NASDAQ or NYSE. Public Companies must file forms and documents with the U.S. Securities and Exchange Commission detailing their financial performance and governance structure.

- Standard and Poor's
  - Business summaries, corporation records, financial statements, annual reports, ratios, and industry information. Includes information on how a company is analyzed by market experts.
- Business Source Complete
  - Articles from major Business publications and journals as well as Datamonitor Reports on public and international companies.
- Mergent Online
  - Financial information for publicly and privately traded companies. Includes business summary, stock information, ratios, annual reports, and financial statements.

Private company research: Unlike public companies, private companies are not regulated by the Securities and Exchange Commission. Therefore, it is at the discretion of a private company if, and what, they want to disclose about themselves. It can be difficult to locate information about these companies; however, the resources in this guide will help you get started.

- Gale Directory Library
  - Consists of directory titles such as: Ward's Business Directory of Private and Public Companies, Gale Directory of Publications and Broadcast Media and the Encyclopedia of Associations (National/US).
- Lexis-Nexis Academic
  - Company profiles and comparison tools enable market analysis and competitive business intelligence research.
- Mergent Online
  - Financial information for both publicly and privately traded companies. Includes business summary, stock information, ratios, annual reports, and financial statements.

## Additional Resources

Databases:

- Business and Company Resource Center
  - Provides company and industry overviews for private, international, and public companies. SWOT analyses are available for most companies. Click the "financials" tab to view income statement, balance sheet, cash flow and ratios. Links to articles are also present.
- Morningstar
  - Company background, analysis, financial ratios, and historical information.
- Factiva
  - Comprehensive financial information and company "insider" news.

Web Sites:

[For Public]

- U. S. Securities and Exchange Commission
  - EDGAR database
- AnnualReports.com
  - Free company annual reports
- Europages
  - Searchable database providing company address, telephone, fax and e-mail for 500,000 European companies from thirty countries, along with details on the company's products, and general economic information for doing business in Europe

[For Private]

- LLRX.com
  - Information on private companies required to be filed by state government agencies.
- INC 500
  - Top 500 privately held companies in the nation.
- BizJournals
  - Extensive coverage of business and company issues in over 40 metropolitan areas.

Books:

- Dobson, C. (2004). *An introduction to online company research: search strategies, case study, problems and data source evaluations.* Mason, OH: South-Western.
  - Library Call # 025.04 D6563i
- Gale Research, (Ed.). (1990). Ward's business directory of U.S. private and public companies. Detroit, MI: Gale Research.
  - Library Call # 338.74025 W256 (General Reference)
  - Available as an ebook in the Gale Directory Library database.
- Robert Morris Associates, (2010). RMA annual statement studies. Philadelphia: Robert Morris Associates.
  - Library Call # 338.5 An784 (Reference Desk)

## Recommended Steps

The following steps are recommended for beginning your Industry research.

STEP ONE: Conduct a company overview

- Determine if the company you are researching is a publically or privately held company.
  - Review the company website if one exists.
  - If public, get the company ticker symbol (if this is not on company website, check stock indexes).
- Review Company reports.
  - Use the Business Source Complete Database.
  - Enter the name of your company in the search field or the ticker symbol (selecting "ticker symbol" from dropdown menu) and select "Company Report" from the "Document Type" in the "Limit your results" section. Then run search.

STEP TWO: Consider the following points when gathering information:

- The types of information required for your assignment or project.
- Company financials.
- Competitors.
- Company Executives, Board of Directors and key stakeholders to look into their biographical information.
- Current news.

STEP THREE: Review the company's Annual Reports.

- Option A: Check the company's website.
  - Annual reports are often found in the "Investors Relations" section of the company website. Otherwise, check for a 'site map' to locate the annual reports.
- Option B: Use the Mergent database.
  - Enter the name of your company or ticker symbol in the search field.
  - Select company from list. Enter company results. Then chose the "Reports" tab to view all available years of annual reports.
- Option C: Use the Standard & Poor's database.
  - Enter the name of your company or ticker symbol in the search field.
  - Select company from list. Enter company results. Then chose the "Annual Reports/Statements" tab to view the current report. Go to the archive on the page for previous reports.