

How to Research a Company

LibGuide at <http://guides.library.sc.edu/companyind>

This handout gives you some of the basics on doing library research on a company. Start by typing in your company name in any one of the databases listed below. Each database has its own strengths and unique content so try several. Access campus wide & remotely

- **Mergent Online**

Covers all public companies (companies that have stock for sale to the public) Both US and foreign companies are included. Gives detailed facts about the company and extensive financial data. Also includes complete annual reports for the most recent 10 years. Complete text of SEC filings (EDGAR) are also available.

- **Standard & Poor's NetAdvantage**

Detailed information on all US public companies. Includes full text of Standard & Poor's Stock Reports and Corporation Records. Contains in-depth financials.

- **Hoover's Online**

Great source of worldwide company information. It is especially good for company background information and listings of competitors. It also covers some private companies and non-profit organizations. Create a List allows one to compile list of companies meeting specific criteria of location, industry, sales, employee size, etc.

- **Business Source Premier**

Great source for full text articles about companies found in trade publications (journals that focus on a particular industry) If the company you are researching is private or owned by another company, then articles may be one of your best sources of information. Also contains detailed company profiles for both US and overseas public companies.

- **Business and Company Resource Center**

Provides company profiles, financials, news, rankings, and investment reports. A unique feature is the full text information about companies from business reference books, for example in-depth company histories and market share data.

- **Thomson One**

Global public company overviews and financials, Reuters top news, deal tearsheets, SEC filings, officers and directors, and analyst research from Investext module on companies.

- **Passport GMID (Global Marketing Information Database)**

Company profiles for parent companies and their subsidiaries worldwide. Focus is on consumer products companies. Includes Competitive Positioning and Strategic Direction.

- **LexisNexis Academic**

Provides company information with detailed financials and is another great source for articles about companies from magazines and newspapers worldwide. Formats include Company Dossier, Company Profile with Hoovers, Company Snapshot and SEC filings.

How to Research an Industry

In any of these databases, start by typing in the industry name or the industry code numbers from either the NAICS (North American Industry Classification System) or SIC (Standard Industrial Classification). Code lookups are available in most databases or search for NAICS codes by keyword at <http://www.census.gov/epcd/www/naics.html>

- **IBISWorld**

The first place to look for comprehensive and very current US industry information. It contains extremely detailed industry reports on hundreds of industries at the very specific 5 digit NAICS code level. Reports cover industry conditions, key statistics, market characteristics, leading companies, competition, trends, and outlook.

- **Standard & Poor's Industry Surveys in NetAdvantage**

Detailed reports analyzing US industries. Covers trends, current environment, how the industry operates, statistics, and a comparative company analysis.

- **Business and Company Resource Center**

Includes reference books (Encyclopedias of American Industries, Global Industries and Emerging Industries) containing full text industry reports. It also has full text industry market research reports, market share data, and articles on industries.

- **Business Source Premier**

Contains detailed Industry Profile reports for both US and overseas markets along with numerous full text industry articles and market research reports.

- **Mergent Online**

Full text reports on industries in the US, Latin America, Europe, Asia- Pacific, and China. Covers both service and manufacturing industries.

- **Thomson One**

Research module (Investext) has analysts' reports on industries including Datamonitor industry reports and First Research industry reports.

- **Passport GMID (Global Marketing Information Database)**

Contains industry profiles for consumer based industries for countries around the world. Key Trends and Analysis as well as detailed market statistics are included.

- **Hoover's Online**

Has Industry Overviews and detailed listings of companies within industries. First Research Industry Profiles are NOT included, but are available through Thomson One's Investext module. Now available campus wide and from home.

- **Mintel**

Contains in-depth reports on consumer goods industries for both US and overseas markets. Covers competition, consumer demographics and market share.

