FINDING COMPANY INFO


Business Source Complete –
Covers 3350 trade publications, popular magazines, and scholarly journals in business and management. Roughly 2800 of the titles provide full-text articles.

- For MarketLine market research reports, go to the Company Profiles tab and search by company name.

  - The MarketLine report will include things like business overview, a list of competitors, and a SWOT analysis.
  - Here is an example for Marriott, International. Click on the MarketLine report in the left-hand sidebar. NOTE: This is goldmine of information. The Marriott report is 33 pages long. This would be extremely useful as a starting point.

- For additional detailed information about your company, do a Company Information search.

  - This search will pull up a record for your company that includes basic financials and lists of executives, as well as links to related articles, market research reports, etc.
  - Here is an example for Starbucks.
On the left-hand sidebar, you can easily link to industry profiles, market research reports, product reviews, articles from journals, magazines, newspapers, etc.

LexisNexis Academic –
An extremely useful full-text news and information resource.

- Start by doing going to the “Get Company Info” box and searching on the name of your company.

  - This pulls up the Company Dossier, which links to a wide variety of other types of information:
OneSource –
A range of public and private company and industry information worldwide. Includes company profiles, news, business and trade articles, analyst reports, executive profiles, industry intelligence, and financial data. Strong U.S. coverage.
• Start with a quick Company Search:

- Your results screen will show you a very detailed list of links to all of the types of information available about your company, as well as a detailed overview that displays immediately on the screen.

**Mergent Online** –
 Presents combination of SEC financial information and company analysis.

- The information found in Mergent is similar to what you will find in OneSource. Might be useful to look at both for comparative purposes.

**II. Web Resources**

**Company website**
Public companies’ sites offer a greater share of information.

- Look for a link to “Investor Relations”, “Investors”, etc. section, which will usually contain press releases, the annual report, SEC documents, stock info, etc. For example, Caribou Coffee:
Web-based news sites
Either general news sites or those that follow news relevant to a particular industry. You may often uncover news that is more recent than that found in the library article databases, as well as articles from more obscure publications.

- Combine the name of your company with the term “news”
  - For example: “caribou coffee” news
- Go to a general news site like http://news.google.com and search for your company name.
- Identify a news-aggregator site that is specific to your industry
- For example: restaurant industry news
- Take care to assess whether what you are reading is from a reputable source and/or can be verified by using other sources!
III. Competitor Information

Competitor information
Researching primary competitors in a similar way could provide incidental information about your company.

- Identify competitors using company reports from any of the resources listed above.
- Research them in the same way(s) you researched your original company.

FINDING INDUSTRY INFO

I. Library Resources

Business Source Complete –
Covers 3350 trade publications, popular magazines, and scholarly journals in business and management.

- You can link to articles relevant to the industry in which your company is involved by following the Industry links from the Company Information page:

  ![Industry Page Screenshot]

- You can also link to Industry Reports from the Company Information page:

  ![Related Information]

OneSource – [http://libraries.unl.edu > E-Resources > Databases by Title > O]
This database has its own Industry search, or you can execute an Industry research from your company record.
LexisNexis Academic

Extremely useful full-text news and information resource.

- From the results screen of a Company Dossier search, you can click on the Industry tab and conduct a search for articles and market research reports about various industries.

II. Web Resources

Association Websites
Trade/professional organizations often make lots of industry-specific information available on their websites.

- Much of the info is accessible only by dues-paying members of the group, but there you can still typically find useful (free) statistics and/or industry overviews.
  - The sites also often provide links to other relevant websites (e.g., other associations, government agencies, etc.)
- Search for these types of sites by combining the name(s) of your industry group with the term “association”
  - For example: (hotel OR lodging) association

Trade/industry publications
Online journals dealing with a particular industry or industrial segment.

- Although some may duplicate or supplement publications you find in the library databases, there are some that are web-only.
  - For example: restaurant (industry OR trade) publications