

Company Research

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Databases by Subject – Company (Selected) & Activities

Database Title	Description	Coverage	Some Full Text	Restricted to...
<u>EBSCO Business Source Premier</u>	EBSCO database which includes full text for 3,000+ scholarly business journals, indexes 6000+ titles, as well as industry reports and company profiles from Datamonitor. 1. Find a COMPANY PROFILE on ebay. What types of info does it contain?	1922-	Y	<u>WPI</u>
<u>EDGAR</u>	Financial reports and filings submitted by US publicly traded companies to the US Securities and Exchange Commission. Includes press releases, quarterly (10-Q) and annual (10-K) reports, insider trading reports, and more. 10-K reports give very detailed information about a company's products, businesses, operations, competitors, and markets.	1994-	Y	Free to All
<u>General BusinessFile ASAP</u>	Gale/InfoTrac database includes business and industry articles, company directory listings, and investment analysts' reports on major companies and industries.	1980-	Y	<u>WPI</u>
<u>Hoovers</u>	Company and industry overviews, profiles, competitors, and IPO Central. 2. Find the major competitors of Coca Cola.	Current	Y	<u>WPI</u>
<u>LEXIS®-NEXIS® Academic</u>	Full text news, legal, business, and biographical information. ☛ Choose Business > <u>Dossier Create a Company List</u> > to screen for companies by industry code or search by company name.	Varies	Y	<u>WPI</u>
<u>Thomson One Banker Analytics</u>	Find global company financial information provided from Thomson, I/B/E/S, Disclosure, Worldscope, includes current/historical SEC filings, spreadsheet-ready financials, and more. To download results, click Next, then Customize List to choose what you'd like to download. ☛ Click "Comparables" on the menu bar to obtain a list of your company's top competitors or peers. 3. Search for Motorola & check out the tabs of information provided.	Current	Y	<u>WPI</u>
<u>Wall Street Journal - ProQuest</u>	Full text of newspaper of offering coverage of global business, financial, and industry news and politics.	1984-	Y	<u>WPI</u>

Additional Reference Web Sites

- **Careers & Relocation** <http://www.wpi.edu/Academics/Library/Collections/ER/career.html>
- **Industry Classification Codes** <http://www.wpi.edu/Academics/Library/Collections/ER/industry.html>
- **Career Resources (PDF)** <http://www.wpi.edu/Academics/Library/Help/PDF/careers2.pdf>

Finding Companies: Screening by Industry, Location & Size

1. **Hoovers** – choose **Build a List**
2. **LexisNexis Academic** – choose **Business** ▶ and on right choose **Dossier Create a Company List**
3. **CareerSearch** (available thru CDC's [JobFinder](#)) – a compilation of many industry directories in one search with ability to output to Excel
4. **Industry and/or location specific directories of companies:** online such as [MA Biotech Directory](#), [Sigma-Aldrich](#) or [reference books](#) in the library such as **Biotechnology Guide USA**, or the **Biotechnology Directory**. Industry profiles often include major companies in an industry:

- ◆ See CDC for Vault Reports
- ◆ See [EBSCOhost Business Source Premier](#) for industry profiles
- ◆ See [All Databases & Electronic Resources](#) ▶ [Industry](#)

5. **Trade associations:** Reference Web Sites ▶ [Associations](#), [Google Search](#) (Council OR Society OR Association) and add your industry keyword. Try also [Gateway Of Associations](#) (American Society of Association Executives)

The screenshot shows the LexisNexis Academic interface for creating a company list. It includes tabs for 'Find a Company', 'Create a Company List', and 'Compare Companies'. The 'Create a Company List' tab is active, showing a form with the following fields and options:

- Company Type:** All Companies (dropdown), Only show headquarters locations (checkbox), Create (button)
- Sales/Revenue:** Above (dropdown), Below (dropdown), Clear Form (button)
- Employees:** From (dropdown), To (dropdown)
- SIC Code:** 871 (input), SIC Lookup (link), Search Primary SIC Codes (radio), Search Primary and Secondary SIC Codes (radio)
- NAICS Code:** (input), Search Primary NAICS Codes (radio), Search Primary and Secondary NAICS Codes (radio)
- Search:** Business Description (dropdown), For (input)
- Company Name:** (input)

Not finding anything about a company?

Is the company is very small, privately held (sometimes they have a LLC for limited liability) or a start up? If you've exhausted [Hoovers](#), [LEXIS®-NEXIS® Academic](#), [General BusinessFile ASAP](#), web searches), you could try to search on the founders name and EBSCO's [Regional Business News](#) (sometimes small companies are profiles in local business or general newspapers).

Do your homework by finding more about the industry and even competitors in the field. If you can find a publicly traded competitor, you may learn some useful information about the field. Use [All Databases & Electronic Resources](#) ▶ [Industry](#) sources to find out more about your industry.

Company Basics – Do You Know...

- ... if the company public or private?
- ... who the major competitors are?
- ... what products they sell?

- ... what market share they claim?
- ... who their clients or customers are?

Public companies are regulated by the **Securities and Exchange Commission (SEC)** and disclose financial results and material information in regular filings. This is public information. Private companies do not have to disclose information. A few important SEC filings: **Form 10-K annual, annual report to shareholders, Initial Public Offering Prospectus**

You'll want to review information generated

... from within the company (try [Thomson One Banker Analytics](#), [Hoovers](#), or corporate web site investor relations section)

- Annual form 10-K filed with the SEC
- President's letter from the annual report to the stockholders,
- Press releases, SEC filings and other company documents

... from outside of company for external perspective:

- business journal articles (try [Business Source Premier](#), [LEXIS®-NEXIS® Academic](#), [General BusinessFile ASAP](#), web searches)
- industry analysis, market research, and investment reports (try [Business Source Premier](#) and [Industry](#) databases)
- Reference materials such as biographies or follow up searches on executive names (try [Biographical Resources](#) databases)
- Competitors (try [Hoovers](#), or competition section of 10-K, company screening sources by industry code)