Researching
Company
Information

Mitchell College of Business Library
University of South Alabama
PART ONE – SPECIFIC COMPANY INFORMATION

All databases listed in this section are available under “Article or Books at USA” tab on the homepage of the MCOB Library website. (www.southalabama.edu/univlib/mcob/index.shtml).

ANALYST REPORTS

- Business & Company Resource Center (Business Insights: Essentials – database)
- Mergent InvestorEdge (database)
- Lexis-Nexis Academic (database)

ANNUAL REPORTS

- Company websites (Investor Relations Page)
- Annual Reports (www.annualreports.com)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Mergent Online (database)
- Mergent InvestorEdge (database)
- Mergent WebReports (Moody’s Manuals - database)

AUDITOR INFO/COMPENSATION


BUSINESS DESCRIPTION
Researching Company Information

- Form 10-K (Item 1, Business) – Edgar/SEC (www.sec.gov)
- Standard & Poor’s NetAdvantage (database)
- Business Source Complete (company profiles – database)
- Mergent Online (database)
- 8-K (significant company events or announcements) – Edgar/SEC (www.sec.gov)
- Business & Company Resource Center (Business Insights: Essentials – database)

COMPANY HISTORY

- Company websites
- Answers.com (In conjunction with Hoovers and others) – (www.answers.com/main/business.jsp)
- Mergent Online (database)
- Lexis-Nexis Academic (Financials – Other reports) – (database)

COMPETITORS

- Standard & Poor’s NetAdvantage (database)
- Mergent Online (database)
- Lexis-Nexis Academic (database)
- Business Source Complete (database)
- Google Finance (www.google.com/finance)
- Yahoo! Finance (finance.yahoo.com)
- Business & Company Resource Center (Business Insights: Essentials – database)
Researching Company Information

CONFERENCE CALLS (aka EARNINGS CALLS)

- Seeking Alpha (www.seekingalpha.com) Select Transcript Center
- Business Source Complete (database)
- Company Websites (Investor Relations)

CORPORATE GOVERNANCE

- Company website (Generally under Investor Relations section)
- Form 8-K (significant events filed with the SEC) – Edgar/SEC (www.sec.gov)

DIVISION & UNITS

- Form 10-K (Item 1, Business) – Edgar/SEC (www.sec.gov)

EARNINGS (HISTORIC AND FORECASTS)

- Standard & Poor’s NetAdvantage (database)
- Mergent InvestorEdge (database)
- Mergent Online (database)
- Financials (see Financials section on page 7)
- Mergent WebReports (Moody’s Manuals – database)
Researching Company Information

EXECUTIVE COMPENSATION

- Seeking Alpha (www.seekingalpha.com)
- Lexis-Nexis Academic (database)
- Mergent Online (database)

EXECUTIVE BIOGRAPHIES

- Mergent Online (database)

EXECUTIVE PERKS

- Mergent Online (database)

FINANCIALS

- Various SEC filings (10-K, 10-Q) – Edgar/SEC (www.sec.gov)
- Standard & Poor’s NetAdvantage (database)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Lexis-Nexis Academic (database)
- Mergent Online (database)
- 10K Wizard (www.10kwizard.com)
- Research Insight (MCOB database)

NAICS (North American Industry Classification System) INDUSTRY CODES (FOR COMPANIES)
Researching Company Information

- Business & Company Resource Center (Business Insights: Essentials – database)
- Lexis-Nexis Academic (database)
- Business Source Complete (database)
- Mergent Online (database)
- NAICS – US Census Bureau (www.census.gov/eos/www.naics/)

IPO MATERIALS

- SEC Form S-1 (Prospectus) – Edgar/SEC (www.sec.gov)
- RetailRoadshow -- (For upcoming IPOs) (www.retailroadshow.com)
- Seeking Alpha IPO (www.seekingalpha.com/tag/ipo-analysis)

MARKET CAP

- Google Finance (www.google.com/finance)
- Yahoo! Finance (finance.yahoo.com)
- Standard & Poor’s NetAdvantage (database)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Mergent InvestorEdge (database)

MARKET SHARE

- Business & Company Resource Center (includes Market Share Reporter) – (Business Insights: Essentials – database)
- Business Source Complete (searching trade & industry pubs – database)

MARKETING STRATEGIES/PLANS
Researching Company Information

- 10-K Form (Item 1, Business) – Edgar/SEC (www.sec.gov)
- Newspapers, periodicals or trade pubs
- Press releases (available in Standard & Poor’s NetAdvantage – database)
- Company Website (Investor Relations)

MERGERS & ACQUISITIONS

- Analyst reports (see page 3)

NEWS (ABOUT A COMPANY)

- Company websites
- Newspapers, periodicals or trade publications
- Press releases (on Company’s Investor Relations page)
- Mergent Online (database)
- Lexis-Nexis Academic (database)
- Business & Company Resource Center (Business Insights: Essentials – database)

NON PROFIT COMPANIES

- Guide Star (www.guidestar.org)
- AISO 990 Form (IRS) – (www.irs.gov/index.html)

PRESS RELEASES
Researching Company Information

- Company websites (Investor Relations)
- Standard & Poor’s NetAdvantage (database)
- ProQuest Newspapers (database)

PRODUCTS

- 10-K Form (Item1, Business) – Edgar/SEC (www.sec.gov)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Business Source Complete (database)
- Newspapers, periodicals or trade publications (ProQuest Newspapers – database)

PROPERTIES

- 10-K Form (Item 1, Business) – Edgar/SEC (www.sec.gov)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Mergent Online (database)

RANKINGS

- Business & Company Resource Center (Business Insights: Essentials – database)
- Forbes list (www.forbes.com/lists/)
- Birmingham Business Journal’s annual Book of Lists (Alabama) – (MCOB Circulation Desk)

RATIOS
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- Standard & Poor’s NetAdvantage (database)
- Business & Company Resource Center (Business Insights: Essentials – database)
- Yahoo! Finance (finance.yahoo.com)
- Mergent Online (database)
- Lexis-Nexis Academic (Company Dossier – database)
- *Almanac Business and Industrial Financial Ratios* (by Troy) (Reference) HF 5681 .R25 T68

SALES

- 10-K Form (Item 1, Business) – Edgar/SEC ([www.sec.gov](http://www.sec.gov))
- Business & Company Resource Center (Business Insights: Essentials – database)
- Standard & Poor’s NetAdvantage (database)
- Mergent Online (Company Financials and then choose Income Statement – database)
- Newspapers, periodicals or trade publications

SEC FILINGS

- Edgar on SEC website ([www.sec.gov](http://www.sec.gov))
- Business & Company Resource Center (Business Insights: Essentials – database)
- Mergent Online (database)
- 10-K Form (Item 1A, Risk Factors) – Edgar/SEC ([www.sec.gov](http://www.sec.gov))

SHAREHOLDERS LAWSUITS
Researching Company Information


STOCK PRICING (CURRENT & HISTORICAL)

- Yahoo! Finance (finance.yahoo.com)
- Google Finance (www.google.com/finance)
- Mergent InvestorEdge (database)
- Mergent Online (database)
- Bigwatch (bigcharts.marketwatch.com)
- Mergent WebReports (Moody’s Manuals – database)

SUBSIDIARIES & PARENT COMPANIES

- Lexis-Nexis Academic (database)
- Business Source Complete (database)
- Mergent Online (database)

SWOT ANALYSIS REPORTS

- Business Source Complete (database)
- Business & Company Resource Center (Business Insights: Essentials – database)
PART TWO – **COMPARING MULTIPLE COMPANIES**

**BUSINESS & COMPANY RESOURCE CENTER** (database)

Compare companies under the Financials tab. Search for the company, choose Financials tab, and then compare to others.

**LEXIS-NEXIS ACADEMIC** (database)

Click the Companies tab and then Compare Companies tab.

**MERGENT ONLINE** (database)

Search for the company, and then click the Competitors tab.

**RESEARCH INSIGHT** (MCOB database)

Create sets by ticker symbol
PART THREE -- REPUTABLE BUSINESS WEB SITES

**Yahoo! Finance**
Stock quotes, financial news, international market data and mortgage rates

finance.yahoo.com

**Google Finance**
Real-time stock quotes, financial news and currency conversions

www.google.com/finance

**Seeking Alpha**
American stock market news and analysis along with financial discussions

seekingalpha.com

**Business Week**
Business news, trends and profiles

http://www.businessweek.com/
Researching Company Information

The Street
Free stock quotes, financial news & stock market analysis from pros

www.thestreet.com

Wall Street Journal online
Business News and Financial News from around the world.

http://online.wsj.com/home-page#

Footnoted
A Morningstar division
Takes a close look at company SEC filings

www.footnoted.com/

Big Charts
Historical pricing, market news and comprehensive investment research

bigcharts.marketwatch.com