



Researching Company Information

Mitchell College of Business Library
University of South Alabama





Researching Company Information

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

ANNUAL REPORTS

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

AUDITOR INFO/COMPENSATION

- DEF 14A (Proxy statement) – Edgar/SEC (www.sec.gov)

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BUSINESS DESCRIPTION

- 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 Insights: Essentials (formerly Business & Company Resource Center) – (database)

COMPANY HISTORY

- Company websites
- Business Insights: Essentials (formerly Business & Company Resource Center) – (database)
- 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 Insights: Essentials (formerly Business & Company Resource Center) – (database)

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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 (or 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)
- Mergent Online (Company Details – Business Segments)

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)
- Research Insights (MCOB database)

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EXECUTIVE COMPENSATION

- DEF 14A (Proxy statement) – Edgar/SEC (www.sec.gov)
- Seeking Alpha (www.seekingalpha.com)
- Lexis-Nexis Academic (database)
- Mergent Online (database)

EXECUTIVE BIOGRAPHIES

- DEF 14A (Proxy statement) – Edgar/SEC (www.sec.gov)
- Mergent Online (database)

EXECUTIVE PERKS

- DEF 14A (Proxy statement) – Edgar/SEC (www.sec.gov)
- Mergent Online (database)

FINANCIALS

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

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

- Business Insights: Essentials (formerly Business & Company Resource Center) – (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 Insights: Essentials (formerly Business & Company Resource Center) – (database)
- Mergent InvestorEdge (database)
- Morningstar Direct (MCOB database)

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MARKET SHARE

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

MARKETING STRATEGIES/PLANS

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

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 Insights: Essentials (formerly Business & Company Resource Center) – (database)

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NON PROFIT COMPANIES

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

PRESS RELEASES

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

PRODUCTS

- 10-K Form (Item1, Business) – Edgar/SEC (www.sec.gov)
- Business Insights: Essentials (formerly Business & Company Resource Center) – (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 Insights: Essentials (formerly Business & Company Resource Center) – (database)
- Mergent Online (database)

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RANKINGS

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

RATIOS

- Standard & Poor's NetAdvantage (database)
- Business Insights: Essentials (formerly Business & Company Resource Center) –(database)
- Yahoo! Finance (finance.yahoo.com)
- Mergent Online (database)
- Lexis-Nexis Academic (Company Dossier – database)
- *RMA Annual Statement Studies* (Reference) HF 5681 .B2 R6
- *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)
- Business Insights: Essentials (formerly Business & Company Resource Center) – (database)
- Standard & Poor's NetAdvantage (database)
- Mergent Online (Company Financials and then choose Income Statement – database)
- Newspapers, periodicals or trade publications

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SEC FILINGS

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

SHAREHOLDERS LAWSUITS

- DEF 14A (Proxy statement – look under disclosure of lawsuits) – Edgar/SEC (www.sec.gov)

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)
- Research Insight (MCOB database)
- Morningstar Direct (MCOB database)

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SUBSIDIARIES & PARENT COMPANIES

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

SWOT ANALYSIS REPORTS

- Business Source Complete (database)
- Business Insights: Essentials (formerly Business & Company Resource Center) – (database)

PART TWO – COMPARING MULTIPLE COMPANIES

BUSINESS INSIGHTS: ESSENTIALS (formerly 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/>

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The Street

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

www.thestreet.com



Follow the news all day at WSJ.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



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