Researching Company Information

Mitchell College of Business Library
University of South Alabama
# PART ONE -- REPUTABLE BUSINESS WEB SITES

| ![Yahoo! Finance](https://via.placeholder.com/150) | Yahoo! Finance  
Stock quotes, financial news, international market data and mortgage rates  
[finance.yahoo.com](http://finance.yahoo.com) |
| --- | --- |
| ![Google Finance](https://via.placeholder.com/150) | Google Finance  
Real-time stock quotes, financial news and currency conversions  
[www.google.com/finance](http://www.google.com/finance) |
| ![Seeking Alpha](https://via.placeholder.com/150) | Seeking Alpha  
American stock market news and analysis along with financial discussions  
[seekingalpha.com](http://seekingalpha.com) |
| ![Business Week](https://via.placeholder.com/150) | Business Week  
Business news, trends and profiles  
[http://www.businessweek.com/](http://www.businessweek.com/) |
## Researching Company Information

<table>
<thead>
<tr>
<th><strong>The Street</strong></th>
<th><strong>Wall Street Journal online</strong></th>
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<tbody>
<tr>
<td>Free stock quotes, financial news &amp; stock market analysis from pros</td>
<td>Business News and Financial News from around the world.</td>
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<tr>
<td><a href="http://www.thestreet.com">www.thestreet.com</a></td>
<td><a href="http://online.wsj.com/home-page">http://online.wsj.com/home-page</a></td>
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<th><strong>Footnoted</strong></th>
<th><strong>Big Charts</strong></th>
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<tr>
<td>A Morningstar division Takes a close look at company SEC filings</td>
<td>Historical pricing, market news and comprehensive investment research</td>
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PART TWO – 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 (database)
• Mergent InvestorEdge (database)
• LexisNexis Academic (database)

ANNUAL REPORTS

• Company websites (Investor Relations Page)
• Annual Reports (www.annualreports.com)
• Business & Company Resource Center (database)
• Mergent Online (database)
• Mergent InvestorEdge (database)

AUDITOR INFO/COMPENSATION

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

BUSINESS DESCRIPTION

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

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

COMPETITORS

- Standard & Poor’s NetAdvantage (database)
- Mergent Online (database)
- LexisNexis Academic (database)
- Business Source Complete (database)
- Google Finance (www.google.com/finance)
- Yahoo! Finance (finance.yahoo.com)

CONFERENCE CALLS (aka EARNINGS CALLS)

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

CORPORATE GOVERNANCE

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

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)

EXECUTIVE COMPENSATION

• DEF 14A (Proxy statement) – Edgar/SEC (www.sec.gov)
• Seeking Alpha (www.seekingalpha.com)
• LexisNexis 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)
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FINANCIALS

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

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

- Business & Company Resource Center (database)
- LexisNexis 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/ipolanalysis)

MARKET CAP

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

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

MARKETING STRATEGIES/PLANS

- 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)

MERGERS & ACQUISITIONS

- Analyst reports (see page 3)

NEWS (ABOUT A COMPANY)

- Company websites
- Newspapers, periodicals or trade publications
- Press releases
- Mergent Online (database)
- LexisNexis Academic (database)
Researching Company Information

NON PROFIT COMPANIES

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

PRESS RELEASES

- Company websites
- Standard & Poor’s NetAdvantage (database)

PRODUCTS

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

PROPERTIES

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

RANKINGS

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

- Standard & Poor’s NetAdvantage (database)
- Business & Company Resource Center (database)
- Yahoo! Finance (finance.yahoo.com)
- Mergent Online (database)
- LexisNexis 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 (database)
- Standard & Poor’s NetAdvantage (database)
- Mergent Online (Company Financials and then chose 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 (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)

SUBSIDIARIES & PARENT COMPANIES

- LexisNexis Academic (database)
- Business Source Complete (database)
- Mergent Online (database)

SWOT ANALYSIS REPORTS

- Business Source Complete
- Business & Company Resource Center (database)
PART THREE – **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.