

MANGEMENT 450

COMPANY AND INDUSTRY ANALYSIS

The following are some suggestions for conducting research on a company and/or industry, and include reference books, online databases (www.robertmorris.edu/library/), and the Internet:

1. **Company Profile.** A good place to start is with a company profile, which will provide an overview of the company, a brief history, its lines of business, the executives, etc.:
 - Hoover's Online www.hoovers.com (company capsules) or **full-text** in **Lexis/Nexis-Business-Company Financial-Hoover's Company Capsules** (RMC Database)
 - Corporate Information Search Engine www.corporateinformation.com (international in scope)
 - **Lexis/Nexis-Business-Company Financial-Disclosure** (RMC Database)
 - www.quicken.com
 - Competia Express www.competia.com/express
 - **Business and Company Resource Center-** Company Histories, Profiles, and top executives (RMC Database)

Annual Report and other SEC Filings

Always begin by obtaining a copy of the latest **annual report (10k)** which is filed with the Securities & Exchange Commission (SEC). The annual report outlines the prior year's management strategies and expenditures in a report to the shareholders. When a company goes public, it files another extremely valuable report called an **S-1 Registration**, which is a complete disclosure of the company's operations.

One place to get them is at the RMC Library's web page, in the red margin or quick links, under "Eresources." When you click on the databases link, it will give you an alphabetical list of databases. Go down to LEXIS/NEXIS and click on each of the following as they come up:

- **LEXIS/NEXIS – Business - SEC Filings & Reports**

You can also go the official Edgar database: www.sec.gov/edgarhp.htm
Or the FreeEdgar database at: www.freeedgar.com

2. Industry Research.

Competitors (find Market Leaders)

- *Market Share Reporter* (Ref. 338.4767/LAZ)
- *Business Rankings Annual* (Ref. 338.74.BUS)
- **Business and Company Resource Center**-Industry reports and profiles (RMC Database)

Industry Outlooks/Market Trends

- *U.S. Industry & Trade Outlook* (Ref. 338.0973/USI)
- *U.S. Market Trends & Forecasts* (Ref. 338.4700)
- **Harvard University's Baker Library** – Industries:
www.library.hbs.edu/industry
- U.S. International Trade Administration – Industry Statistics
 - www.ita.doc.gov/td/ocg (Office of Consumer Goods)
- Bureau of the Census; **Census of Manufactures**
www.census.gov/cir/www/alpha.html
(NAICS code for subsectors)
- **Standard and Poor's Industry Surveys and Stock Reports** (RMC Database)

Industry Norms & Ratios

- Dun & Bradstreet (Ref. 338.5/DUN)
- **Standard & Poor's Industry Surveys & Stock Reports:** (RMC Database)
- **Value Line** (RMC Database)

Company & Industry Financials

- **Value Line** (RMC Database)
- *Dun & Bradstreet Industry Handbooks* (Ref. 338.0973/DUN)
 - Construction & Agriculture
 - Chemicals & Pharmaceuticals
 - Insurance, Health & Medical
 - Pharmaceuticals
 - Chemicals
 - Computers & Software
 - Health & Medical
 - Energy
- *Plunkett's Industry* (Ref. 338.761/PLU)
 - Financial Services
 - InfoTech
 - Retail
 - HealthCare
- **Lexis-Nexis**-Business-Industry (RMC Database)
- Harvard's Baker Library Industry Guides www.library.hbs.edu/industry

3. **SIC/NAICS**. Determine the SIC/NAICS codes. These are the numbers assigned by the government to identify the industries in which a given company operates. SIC codes were replaced by NAICS in 1998. The annual report or financials of a company show the SIC codes of the company.

- The SIC (Standard Industrial Classification) codes (Ref. 330.0201)
- NAICS (North American Industrial Classification System – (Ref. 338.0201)

An easy way to get the primary SIC number, as well as a copy of the latest annual report, is by going to www.freedgar.com.

If you need an online source for SIC codes, here is a web site:
www.intele.net/intelemart/a.htm

4. **Literature Searches**. It's important to search the business and general press for information on your company or industry, and much of what you learn about its management strategy, i.e. (marketing, advertising campaigns, acquisitions, distribution, etc.) will be inferred from what you read in the press. It's important to use the right terms to get good results. Examples of terms would be:

Amoco and management and (strategy or strategies)
Amoco and distribution
Amoco and (marketing or advertising)
Oil industry and (trends or forecasts)

Good places to start are:

- **Lexis/Nexis-News-General News-**
Search both Newspapers, Magazines & Journals, and Newsletters (pull-down menus), and search at least 1-2 years back.
Note: if you're researching an international or non-American company, be sure to search World News for your company.
- **Academic Search Premier** – You can search several databases simultaneously. I recommend Academic Search Elite, Business Source Elite, and Newspaper Source. Go back at least two year.
- ***The Wall Street Journal*** online (Go to RMC Library's web page, Online Resources **Databases**. Access via ProQuest.)
- Analysts' Reports (**General Business File**) in Business & Company Resource Center, Business Infotrac (RMC Database)
- **Business and Company Resource Center** (company and industry information)

The Internet.

Public or Private?

*Find out whether your company is publicly or privately held. It will make a big difference in where you search for information. Publicly-held companies are generally much, much easier to obtain information about; whereas, privately-held companies do not have to disclose anything. However, literature searches on privately-held companies often reveal a great deal about the company.

The company's web site.

The first place to look on the Internet is for the company's official web site. You can find it via a number of different engines, including:

www.yahoo.com

Publicly-held companies

Corporate Information	www.corporateinformation.com
EDGAR Database (SEC)	www.sec.gov/edgarhp.htm
10K/SEC files	www.10wizard.com
Edgar Express-IPOs	www.edgar-online.com/ipoexpress/upcoming.asp
Fortune 1000	www.fortune.com/fortune/fortune500/index.html
Hoover's Online	www.hoovers.com
Investment (Netscape)	http://directory.netscape.com/Business/Investing
IPOs	http://ipomaven.123jump.com
Private Companies	www.forbes.com/tool/toolbox/private500/
Sample Stock Certificates	www.oldcertificates.com
Thomas Register of Manufacturers	www.thomasregister.com
Thomas Register of European Mfg.	www.tipcoeuropa.com
U-Penn Lippincott Library	www.library.upenn.edu/lippincott

Demographics

U.S. Census 2000	www.census.gov
American Demographics	www.demographics.com
Population Reference Bureau	www.prb.org

Distribution

VAR Business	www.varbusiness.com
Distributor Match	www.distributormatch.com
Food Market Structures (USDA)	www.ers.usda.gov/Topics/View.asp?T=102400

Economics

Dismal Scientist	www.dismal.com
Bureau of Economic Analysis	www.bea.doc.gov

Exchange Rates

www.globalfindata.com

International

European Union

<http://europe.eu.int/index>

International Monetary Fund

www.imf.org

Population Reference Bureau

www.prb.org

Thomas Register of European Mfg.

www.tipcoeurope.com

Trade Compass

www.tradecompass.com

United Nations

www.un.org/Depts/unsd

U.S. State Dept.

www.state.gov

World Trade Org.

www.wto.org

Statistics

State Economic Data

<http://stats.bls.gov/eag/eag.map.htm>

Employment

<http://stats.bls.gov>

International Trade Admin.

www.ita.doc.gov/td/ocg

Bureau of the Census

Census of Manufactures

www.census.gov/cir/www/alpha.html

(NAICS code for subsectors)

Tariffs & Taxes

Small Business Administration's Office of International Trade

www.sba.gov/OIT

International Trade Administration, U.S. Department of Commerce, Tariff Rates and Taxes

www.usatrade.gov/website/CCG.nsf

Tariff and Tax Information -

<http://infoserv2.ita.doc.gov/tic.nsf>

Transportation

Bureau of Transportation

www.bts.gov/programs/itt

- North American Transportation Highlights
- Transportation Statistics Annual Reports
- Worldwide Transportation Directory
- Latin American Fact Sheets

Roadway Express Business Resources

www.roadway.com/shippers/sbrc.html

Valuable links on lots of topics

03/08/02 njro

11/30/06 jrr

2/08/10 ras