



Business Plan Project: Company Information ranges from basic general descriptions to in-depth financial, market data and industry rankings. Research strategy: group questions by type of information needed, then pick the best library resources for each.

Types of information:

1. Company Information:

History, founders, mission/vision statement, annual reports, general information

Company website

Locations: headquarters, subsidiaries, operation centers

Size: how large, rankings, sales, numbers of employees, etc

Chairman of the board, key executives

Company profile

Major products

Company strategy and structure

Financial information

Reputation: any “best” lists? (e.g. Fortune 500, best employer, et)

Library Databases with Information:

Mergent Online, Lexis-Nexis (Business), company website. Also: Books from the library.

Mergent Online, Lexis-Nexis (Business), web search engine.

Annual report (commonly found from company website and *Mergent Online*). *Lexis-Nexis*

Mergent Online, annual report, company profiles and journal articles (found through databases such as *Business Source Premier, Business & Company Resource Center*)

Mergent Online, Lexis-Nexis, company website

Mergent Online, Lexis-Nexis, Business Source Premier, Business & Company Resource Center

Mergent Online, Lexis-Nexis, Business Source Premier (look for industry sector, industry codes, and product descriptions in business profiles)

Mergent Online, Lexis-Nexis, Business Source Premier, annual report, company website, business articles about the company.

Mergent Online, Lexis-Nexis, Business Source Premier, Business and Company Resource Center

Articles from databases such as *Business Source Premier* and *Business Company Resource Center*. For example search by keyword for “[company name]” and “best” (or “employer”, “value”, etc)

2. The Company in Context:

Strategic alliances

Joint ventures

Mergers / acquisitions (past, recent, present, future)

Major competitors

Industry profiles

SWOT analysis

Library Databases with Information:

Business news & articles from databases such as:

Business Sources Premier, Business & Company

Resource Center, Lexis-Nexis (Business → Hoover), and company’s annual report.

Business Source Premier, Lexis-Nexis (Business)

Business Source Premier

Business Source Premier

3. Your synthesis of history & trends based on the above company information:

In this section, you extrapolate and tie everything together based on all the company information you’ve found.

- Market & product analysis.
- Performance analysis.
- Does the company’s structure matches its strategy? Why / why not?
- Would this company be a good workplace and/or wise investment? Why / why not?
- Executive summary tying it all together.



Library Materials:

BOOKS:

Can cover company history, business methods, crisis management / turnaround, market & economic contexts. Also great for business methods – useful in determining whether your chosen company is on a good track or not. ► Find them from the library catalog.

Useful keyword searches include: company name, international business, management.

Use “and” to focus your search, use “or” to broaden your search.

Wildcard “*” – very powerful search tool in keyword search

One “*” after “commerce” or “design” brings up for example “commerce” and “commerces”.

- Two “*” bring up the stem word plus an infinite number of characters attached, e.g.: using “commerc**” the search will bring up “commerce”, “commercial”, “commercialism” etc.
- Keyword phrases: “business”, “France”, etc

Library Catalog: Limit by material type: using advanced search, limit to books, VHS, and/or DVD.

Database: limit to refereed / scholarly articles: advanced search limit to “academic”.

Email / Save search results:

library catalog and all databases have built-in choose / save / email feature:

- Save items to folder (some databases call this “mark record”), then
 - go to saved/marked-records folder, then → follow through email dialog.
- ★ Put in your *complete* email address, *including @winthrop.edu*

Latest Books & Videos Added to the Library:

Start from Library’s website at www.winthrop.edu/dacus

→ “Dacus Online Catalog” → “Helpful Lists” → “New Books Lists” → choose current or other year

→ Choose subjects from the list: → “Marketing” (or any other subject of choice)

JOURNALS:

Journals contain articles that discuss very specific aspects of companies. For example, a specific strategy, description and analysis of a joint venture, or financial analysis is typically found in journal articles.

(a) Current Journals – in print on library shelves:

From Library website: → “Dacus Online Catalog” → “Helpful Lists” → “Current Journals by Subject” → choose.

(b) E-journals

For e-journals: from Library website → “Databases” → select “E-Journals” → choose subject “Business & Economics”

DATABASES:

Two database types: **(a)** journal articles and **(b)** analytical data. Business/company databases provide: financial data, stock price history & trends, company profiles, annual reports, industry profiles, SWOT analyses, and links to company websites.

- **To explore database listings:** From Library website: → “Databases” → choose “Databases by Subject”, and then select the subject. (You’ll see “Business” listed among subjects to choose from. Follow the link and you’ll see the best databases listed for each topic. From there, click in.
- “Company Information” Research Guide: www.winthrop.edu/dacus/researchguides/compinfrg.htm by Bob Gorman. From Library website: → “Research Guides” → “Business” → “Company Information”



BUSINESS & COMPANY DATABASES (and some Reference books):

(adapted from Bob Gorman's "Company Information" Research Guide)

DIRECTORY OF COMPANIES:

1. **Reference USA.** Covers public and private U.S. businesses. (Database --Dacus Library Online)
2. **Business Journal Book of Lists.** (Ref. HC 108 .C33 .B861 - Kept at the Reference Desk). Directory of leading Charlotte-area companies.

INVESTMENT INFORMATION:

3. **Business & Company Resource Center** (Database --Dacus Library Online)
Articles from business journals & magazines (news, analysis, history, etc), investment & broker research reports, industry overviews, company histories, brand and product information, coverage of professional business associations.
4. **Business Source Premier** (Database --Dacus Library Online)
Business-related articles, company profiles, industry profiles, market research, country profiles, SWOT analyses.
5. **Mergent Online** (Database --Dacus Library Online)
Extensive financial data with customizable report-design & output built-in,, directory information, corporate histories, annual reports, news reports, and links to company website. Covers US and international companies.
6. **Lexis-Nexis Academic** (Database --Dacus Library Online)
Disclosure reports, company profiles & histories, links to company websites. Find it in Lexis-Nexis Academic --> Business --> Company Financial
7. **Value Line Investment Survey: Ratings and Reports** (Database --Dacus Library Online) Also kept at Reference Desk HG 4501 .V26.
Investment information and industry surveys (broad categories, good source for industry information).

INDUSTRY INFORMATION:

8. Industry profiles within **Business Source Premier**. Search for a company, then limit search results by "industry profile"
9. **Mergent's Industry Review.** (Ref. HG 4961 .M68 - Latest edition kept at the Reference Desk)
Financial information, operating data, and ratios on over 6,000 companies arranged by industry group. Provides comparative statistics and rankings within each industry. Some also in *Mergent Online*.
10. **Standard and Poor's Industry Surveys.** (Ref. HC 106.6 .S74 - Latest edition kept at the Reference Desk) – More comprehensive than *Mergent* – information about general industries. There is an index to companies and to industries in the front of each volume. Updated quarterly.
11. **Encyclopedia of American Industries** (Ref. HC 102 .E53 - Kept at the reference Desk, Also included in Business & Company Resource Center – Covers nearly 1,000 manufacturing and service industries.

INDUSTRY RATIOS:

12. **Industry Norms and Key Business Ratios.** Dun and Bradstreet. (Ref. 5681 .R25 .I53 - Latest five years kept at the Reference Desk). Covers 800 industry groups and calculates 14 ratios. Provides common-size analysis and a typical balance sheet for each industry based on the median total assets of the group.
13. **RMA Annual Statement Studies** (Ref. HF 5681 .B2 .R6 - Kept at the Reference Desk).
Provides 19 ratios for nearly 700 industry groupings.

PRODUCT INFORMATION:

14. **Encyclopedia of Consumer Brands.** 2005. (Ref. HF 5415.3 .E527 2005)
Extensive coverage on 600 leading brands. Gives product history as well as current marketing and performance information.
15. **ThomasNet.** (<http://www.thomasnet.com>) –
Lists products and services, directory information, brand names and company catalogs.



STATISTICAL INFORMATION:

16. **Business Rankings Annual.** (Ref. HG 4050 .B88 - Latest edition kept at the Reference Desk, also included in Business & Company Resource Center) – Contains "Top 10" rankings of companies, products, and activities.
17. **Economic Census** (<http://www.census.gov/econ/census02/guide/>)
Extensive national and state statistical data on all aspects of the U.S. economy, including retail and wholesale trade and manufacturing. Updated every 5 years.
18. **Editor and Publisher Market Guide.** (Ref. HF 5905 .E38 - Latest edition kept at the Reference Desk)
Published annually, provides current information and statistics on cities useful in making marketing decisions. Provides market surveys of U.S. and Canadian cities. Gives information on transportation, population, banks, utilities, industries, retailing and retail outlets, and newspapers.
19. **Manufacturing and Distribution USA.** (Ref. HD 9721 .M3495 - Latest edition at the Reference Desk)
Extensive statistical information on manufacturing industries, the wholesale trade and the retail sector.
20. **Market Share Reporter.** (Ref. HF 5410 .M35 - Latest edition only, kept at the Reference Desk, also included in *Business & Company Resource Center* (online database)
Compilation of published market shares. Arranged by product with indexes by company name and SIC codes. Important: NAICS codes supersede SIC codes.
21. **MRI+** (On Dacus Library Online) – Provides extensive marketing and product usage data.
22. **Service Industries USA.** (Ref. HD 9981.1 .S47 - Latest edition kept at the Reference Desk)
Covers 150 service industries and over 4,000 companies.
23. **Survey of Buying Power.** (August issue of Sales and Marketing Management magazine)
Contains information on all SMSA's in the U.S. and covers population, households, effective buying income (EBI), retail sales, and buying power index (BPI). Includes national and regional summaries and metropolitan, county, and city market rankings.

HISTORICAL INFORMATION:

24. **International Directory of Company Histories.** (Ref. HD 2721 .I58, also included in Business & Company Resource Center)
Excellent multivolume set that provides detailed historical information on the development of the world's largest companies. A bibliography is found at the end of each entry.
25. **Mergent Online.** (Database – Dacus Library Online)
Includes a corporate history for each company listed.

ANNUAL REPORTS:

26. **The black filing cabinets next to the Interlibrary Loan office** wall nearest the DOC terminals contain the most recent five years of annual reports of selected companies (arranged by company name.) Many annual reports are also available on the Internet. To find these, search your favorite Internet Search Engine by company name.
27. **AnnualReports.com** (<http://www.annualreports.com>) – Over 2000 annual reports online.
28. **Mergent Online** (Database -- Dacus Library Online) – Current and also previous annual reports.

INDEXES / DATABASES WITH BUSINESS ARTICLES:

1. **Business & Company Resource Center** (Database -- Dacus Library Online)
Provides access to business-related articles from 1980 to the present. Many of the articles are full-text.
2. **Business Source Premier** (Database -- Dacus Library Online)
Provides full-text from over 8,000 business journals, trade magazines, and other business resources
3. **LexisNexis Academic** (Database -- Dacus Library Online)
Full-text of newspapers and other business resources.
4. **Regional Business News** (Database -- Dacus Library Online)
Full-text of articles from 75 business journals, newspapers, and newlines covering all metropolitan and rural areas within the U.S.

DATABASES WITH BUSINESS DATA:

1. Mergent Online: The best place to start for company overview and financials
2. Lexis-Nexis Academic → Business → choose various types of reporting for detailed business data.



BOOKS: BROWSING FOR BUSINESS BOOKS ON THE LIBRARY SHELVES

The least efficient / systematic method for finding books, but it is included for those who like to “stumble upon” by browsing for books.

Library Call Numbers Relating to Business:

H

HA -- statistics (some limited coverage)

HB -- economics

HC -- economic history

HD 28-HD4730 -- economic conditions, production, industrial organization

HD 4801 - HD9999 Labor; industry & trades

HF1 - HF4055 Commerce, international economic relations

HF5001 - HF6182 Business: operations, (workflow/project/personnel) management, business accounting, advertising

HF5801-HF6182 -- Marketing & advertising

HG1- HG9999 -- Finance: money, banking, savings, foreign exchange

HJ9-HJ9995 -- Public finance

K

K140 - K165 -- History of law (very rarely -- only if touching on business)

K170 -- Law - biography (very rarely -- only if touching on business)

K201-K487 -- Jurisprudence (very rarely -- only if touching on business)

T

T1-T51 -- technology in general (at times includes titles relevant to business, production and/or computer science)

T54-T55.3 -- Industrial accidents, dangerous occupations, industrial safety (this classification often includes occupational safety for managers)

T55.4-T60 -- Industrial engineering, management engineering)

T173-T174 -- Technological change

T175-T178 -- Industrial research

T201-T342 -- Patents & trademarks

T351-T385 -- Computer /engineering graphics (includes titles supporting Computer Science program)

T391-T995 -- Technology, exhibitions, tradeshow

TA166-TA167 -- Human engineering, performance engineering (managerial and computer science implications)

TA168-TA169 -- Systems engineering

TJ210-211 -- Robots, automata (on occasion with computer/business technology implications)

TK7885-7895 -- Computer engineering (applies to Computer Science program)

TS1-TS149 -- Manufacturing

TS155-TS194 -- Production management, operations management, factory management, inventory, quality

TS195-TS199 -- Packaging