

# Company Research

## Available at Indiana Wesleyan University

Navigate to information about a specific database in this document:

- [ABI/INFORM Complete](#)
- [Business Source Complete:](#)
- [Business Insights: Essentials](#)
- [Standard & Poor's NetAdvantage](#)
- [Westlaw Next](#)
- [\\*\\*\\*Company Research Internet Resources\\*\\*\\*](#)
- [Business Webliology](#)
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- [Contact Information](#)

### \*\*\*Company Research\*\*\*

What to use when you need different types of information such as: financial, management, marketing, SWOT analysis. Following are resources and instructions:

### As a reminder on getting to the Business databases (this works for all the business related IWU databases):

- <http://www.indwes.edu/ocls>
- Click on: Business (under Article Databases)
- Locate the named database per below.
- Log in, one of two ways:
  - Use your MyIWU portal log in. Generally, this something like, firstname.lastname Do not include @myemail.indwes.edu, OR
  - Use your last name and 14-digit library access number.

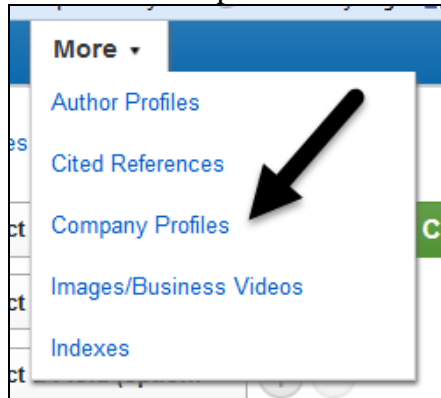
### Company Research Databases:

#### ABI/INFORM Complete

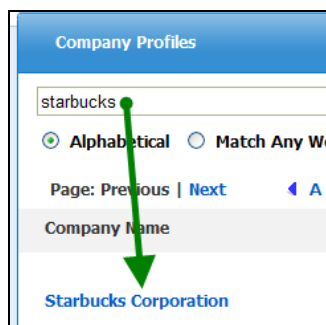
- Click on: Business (under Article Databases)
- Click on: ABI/INFORM Complete
- Click on: Browse >> Click on ProQuest Annual Reports Collection, under Company Reports >> Search for your company
- Also, back on the main search screen, search for your company. This will get articles about your company. You can add additional terms to search your company.

## Business Source Complete:

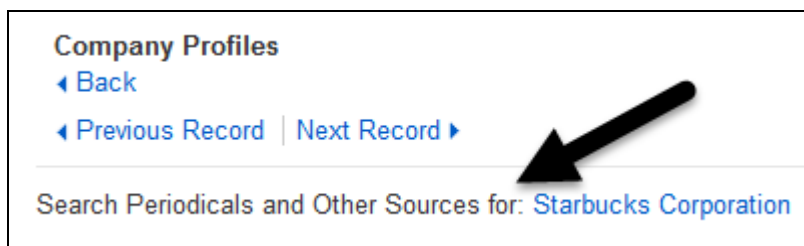
- For MarketLine Reports (these contain SWOT analysis!)
  - In Business Source Complete look for the top blue toolbar and click on: More.



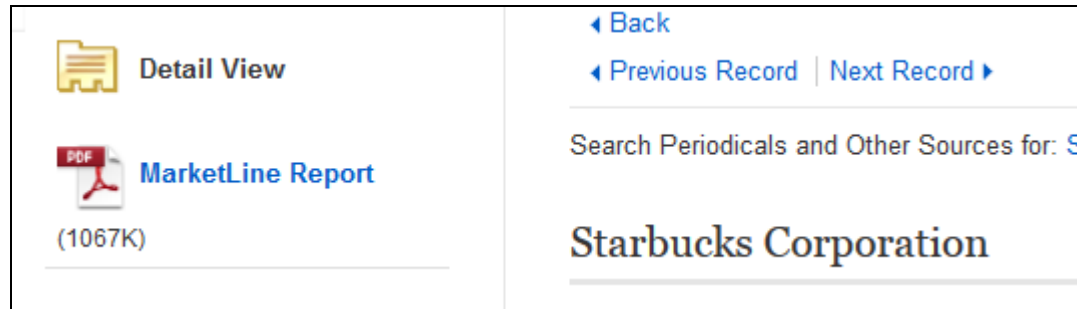
- Select: Company Profiles.
- Enter a company's name in the search box (or use the alphabetical menu).
- Click on the company name for a snapshot overview of the company.



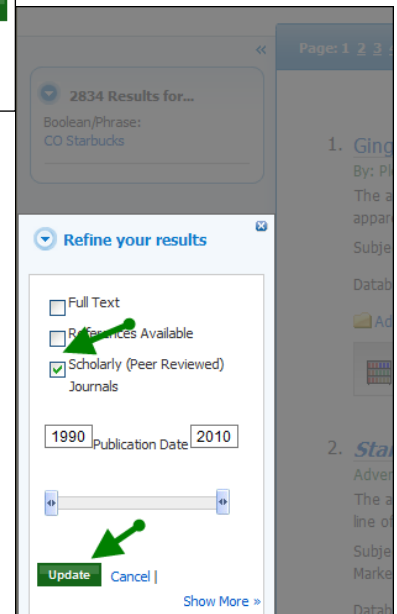
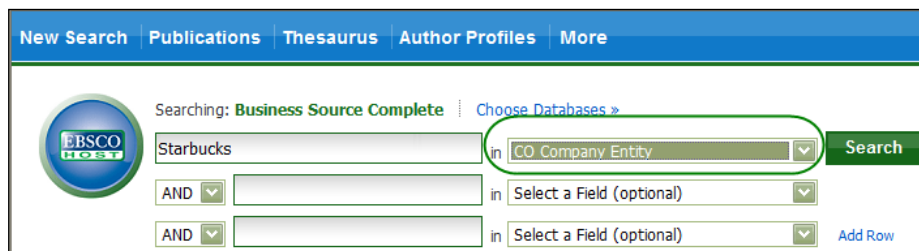
- Click on the company name. This next screen will not give a lot of content on the company, but look for the link, Search Periodicals and Other Sources for xxxxx. This link allows you to search in Business Source Complete for articles on your company. You can add terms, e.g. strategy; human resources, etc. to get specific articles.



- Also, look for the link for: Marketline report. These documents give great information on your company including a SWOT report.



- View, print, or download these reports in PDF.
- You can also search for articles from the Business Source Complete entry search screen—it is best to Select the: CO Company Entity field from the dropdown selections just right of the search box.



### Need Peer-Reviewed articles on a company? What is Peer-Reviewed?

- From our home page, <http://www.indwes.edu/ocls>,
- Under OLCS Tools, click on: More...
- Use the link for: Scholarly Journals for a brief tutorial.

In Business Source Complete, click on the limiter box for: Scholarly (Peer-reviewed) on the search page to limit a search to these types of articles.

### Business Insights: Essentials

- Click on: Business (under Article Databases)
- Click on: Business Insights: Essentials
- Click on Search Now, under Company Search
- In the search box (where it says in light gray, Enter company name or ticker symbol) enter the company name or ticker symbol.
- Click on: Search

**GALE BUSINESS INSIGHTS: ESSENTIALS**  
Research. Analyze. Interpret. Understand.

Home Companies Industries Comparison Charts Glossary Saved Items (0) Search History

LUV Ticker symbol for Southwest Airlines. Company Search

Full Text Only Advanced Search

- Click on the link for your company.

You searched for: **LUV**

Limit By: **Company**

Displaying 1 - 23 of 23

**★ Southwest Airlines Co. (LUV)**  
*Company Profile, Gale Business Insights Online Collection, 2014*

Southwest Airlines Co. operates Southwest Airlines and AirTran Airways, passenger airlines that provide scheduled air transportation in the United States and near-international markets. Southwest principally provides

|                                    |                                      |
|------------------------------------|--------------------------------------|
| <a href="#">Company Chronology</a> | <a href="#">Magazines</a>            |
| <a href="#">Company Histories</a>  | <a href="#">Market Share Reports</a> |
| <a href="#">Financials</a>         | <a href="#">Rankings</a>             |
| <a href="#">Investment Reports</a> | <a href="#">News</a>                 |
| <a href="#">Academic Journals</a>  | <a href="#">SWOT Reports</a>         |
| <a href="#">Trade Journals</a>     |                                      |

|                           |                         |
|---------------------------|-------------------------|
| <b>Operating Revenue:</b> | <b>\$17,699,000,000</b> |
| <b>Employees:</b>         | <b>46,048</b>           |
| <b>Location:</b>          | <b>United States</b>    |

- You have access to financial information; sales; rankings; investment reports; market share reports, SWOT reports, company histories, chronologies, articles, and more.

## Standard & Poor's NetAdvantage

- Database listed under Article Databases, click on: Business.
- Click on: Standard & Poor's NetAdvantage.
- In the Simple Search area, enter the company you want to search. If you know the ticker symbol, you can search by that option, too.
- On the next screen, you have access to many ways to look at your company.
- Printer friendly views are also available.
- All the options listed on the left hand side are different ways to examine your company. For example, looking at the Competitors, a nice chart is presented and the ability to link to any of those companies, as well.

**Company Profile**  
[Overview](#)  
**Quote**  
[News/Press Releases](#)  
[Chart](#)  
**Vital Statistics**  
[Valuation](#)  
[Financials](#)  
[Dividends & Stock Splits](#)  
[Industry Information](#)  
[Estimates & Opinions](#)  
[Competitors\(All\)](#)  
[Competitors\(S&P Covered\)](#)  
[Industry Related News](#)  
**Stock Reports**  
[HTML](#)  
[PDF](#)  
**How to Analyze**  
[Compustat Excel Analytics](#)  
[Register](#)  
**Corporation Records**  
**Corporate News**  
**Industry Surveys**  
[HTML](#)  
[PDF](#)

**Resources**  
  
**Search by**  
  [Enlarge view/Printer friendly](#)

**Starbucks Corp**  
 05-Apr-12 • Nasdaq National Market Symbol **SBUX** • In S&P 500

**Business Summary**

**CORPORATE OVERVIEW.** The Starbucks brand is nearly synonymous with specialty coffee. However, a slow pace of expansion and begin to evolve the brand.

At October 2, 2011, SBUX owned and operated 6,705 (6,707 as of October 3, 2010) stores in the U.S., and 10,000 (10,000 as of October 3, 2010) stores in international markets. Revenues from company-operated stores accounted for 82.3% of total revenues in FY 11 (83.7% in FY 10); 19% beverages, 19% food items, 4% whole bean coffees, and 2% coffee-related hardware items.

There were also 4,082 (4,424 as of October 3, 2010) licensed retail stores in the U.S. and 3,890 (3,545) in international markets. Global Consumer Products Group and a number of foodservice accounts contributed 8.0% of total revenue.

**CORPORATE STRATEGY.** At the time of the January 2008 reappointment of Howard Schultz as CEO, the strategy was to: 1) focus on the core Starbucks operations; 2) slow the pace of U.S. expansion and close underperforming U.S. locations; 3) re-energize the Starbucks brand; 4) re-energize the back-end functions to better support customer-focused initiatives; and 5) accelerate expansion outside the U.S.

**Company Fact Sheet**

|         |  |
|---------|--|
| Address | 2401 Utah Avenue South<br>Seattle WA, 98134-1436 |
| Phone   | 206-447-1575                                     |
| Fax     | 206-682-7570                                     |

## Westlaw Next

- Click on: Business (under Article Databases)
- Click on: Westlaw Next
- Once in the database, click on: News
- Go to the far right hand side, under Tools & Resources, click on: Hoover's Company Profiles.
- On the next screen, on the left hand side, under Shortcuts, click on, it again: Hoover's Company Profiles.

**TOOLS & RESOURCES**

[News Index](#)

[EDGAR Filings & Disclosures](#)

[Hoover's Company Profiles](#)

- Enter either the company name or the ticker symbol. Click on: Search.

Home > Company Investigator > Hoover's Company Profiles

## Hoover's Company Profiles

Click Scope icon for coverage information. ⓘ

Use at least one field to create a Boolean Terms & Connectors query.

**Document Fields (Boolean Terms & Connectors Only)**

Company Name

Ticker Symbol

Executive

Street Address

Ticker  
Symbol for  
Southwest  
Airlines

- Click on your company.

**YOUR SEARCH** [edit](#)

Ticker Symbol: LUV

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**1 - 1**

Select all items | No items selected

**1. Southwest Airlines Co.**  
 2702 Love Field Dr. | Dallas | TX | 75235 | United States

- You will have access to the full text of the Hoover's Company Profile.

**\*\*\*Company Research Internet Resources\*\*\***

**Business Webliology**

- OCLS has compiled a **Business webliology**:

- Again, start at: [www.indwes.edu/ocls](http://www.indwes.edu/ocls).
- Under Websites, click on: Business.
- Look under: Company Information.

## International Business Websites

### **Additional Web sites which may be useful for research in connection with international business:**

- International business reports: CAROL Company annual reports online:
  - <http://www.carol.co.uk/>
  - Free but must register.
- United States Dept of Commerce: This section deals with import/export information:
  - <http://export.gov>
- International Monetary Fund: Promotes global trade and economic stability:
  - <http://www.imf.org/external/>
- Prosperity index: Ranks countries in different areas of business and economic freedoms:
  - <http://www.heritage.org/index/>
- World trade organization: International rules of trade and similar issues:
  - <http://www.wto.org/>
- For annual reports, visit the internet homepage of the company needed.

Trust this helps you with your research as you pursue your degree!

## Contact Information

*...and always feel free to contact OCLS when you have any questions! Use our Online Request for Services form under Key Links on our home page (<http://www2.indwes.edu/OCLS/oclsform.html>) or call our 800.521.1848. Remember, when requesting research help, OCLS has a 1 business day turnaround time for replying to your request. While we always reply as quickly as possible, we appreciate your patience.*

## OCLS