

Company Research

Available at Indiana Wesleyan University

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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):

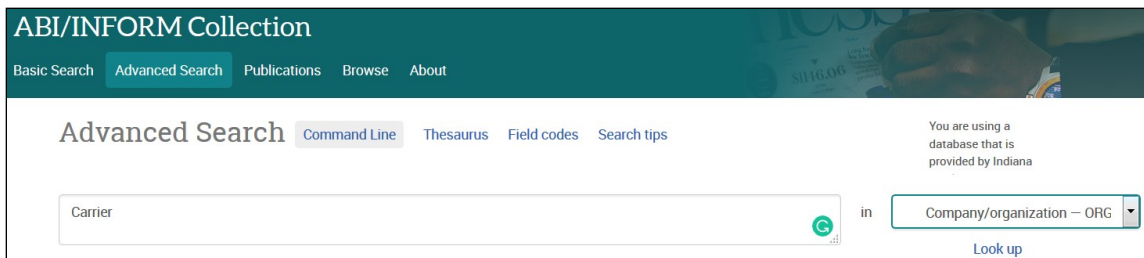
- <http://www.indwes.edu/ocls>
- Click on: Business (under Article Databases)
- Locate the named database per below.
- Log in, one of two ways:
 - Use your MyIWU portal log in. Generally, this something like, firstname.lastname Do not include @myemail.indwes.edu, OR
 - Use your last name and 14-digit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

Company Research Databases:

ABI/INFORM Complete

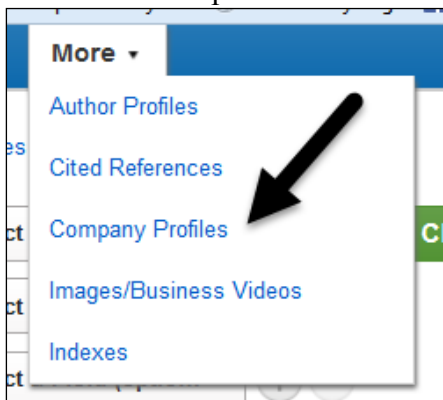
- Click on: Business (under Article Databases)
- Click on: ABI/INFORM Complete
- Click on: Browse >> Click on ProQuest Annual Reports Collection, under Company Reports >> Search for your company

- 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.
- To limit to a company search, type your company in the search box and then use the drop down and select, Company/organization – ORG

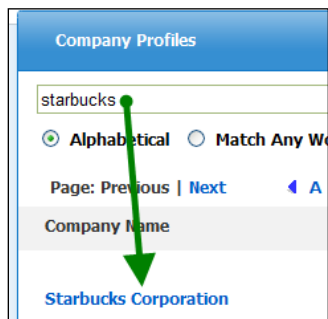


Business Source Complete:

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

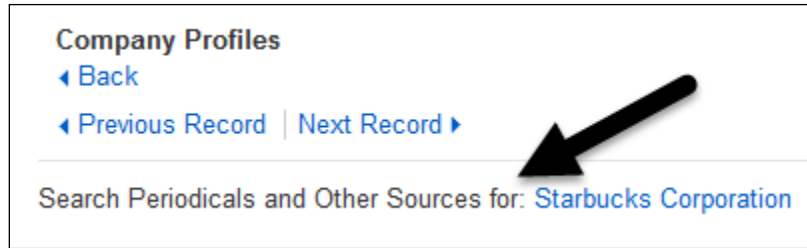


- Select: Company Profiles.
- Enter a company's name in the search box (or use the alphabetical menu).
- Click on the company name for a snapshot overview of the company.

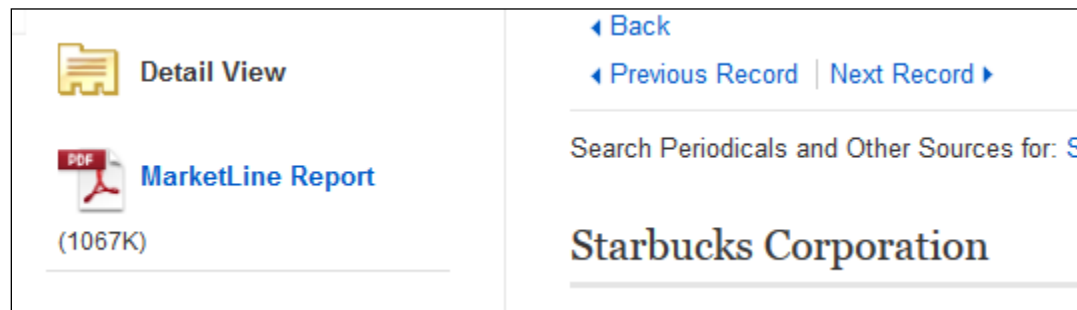


- Click on the company name. This next screen will not give a lot of content on the company, but look for the link, Search Periodicals and Other Sources for xxxxx. This link allows you to search in Business Source Complete for articles on your

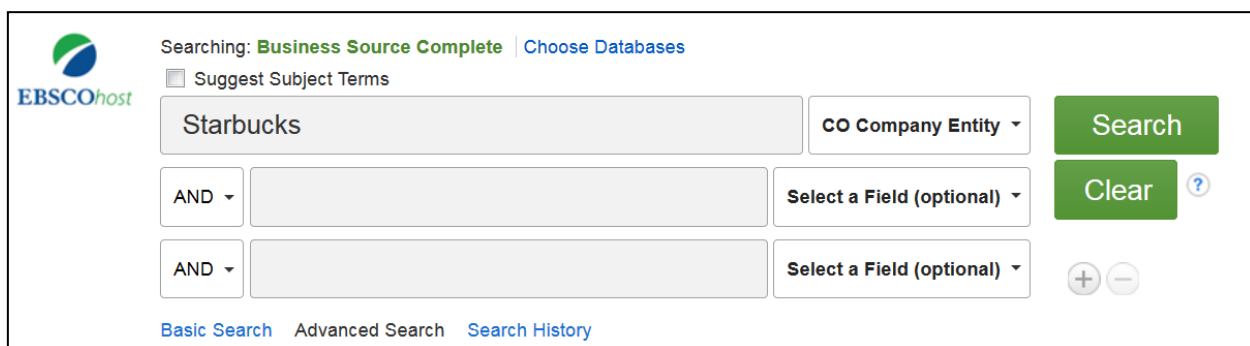
company. You can add terms, e.g. strategy; human resources, etc. to get specific articles.



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

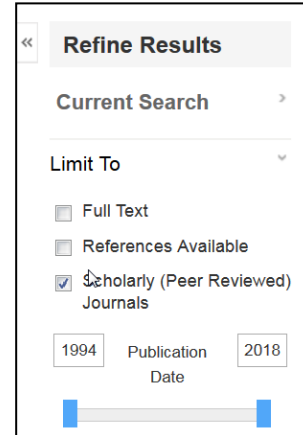


- View, print, or download these reports in PDF.
- You can also search for articles from the Business Source Complete entry search screen—it is best to Select the: CO Company Entity field from the dropdown selections just right of the search box.



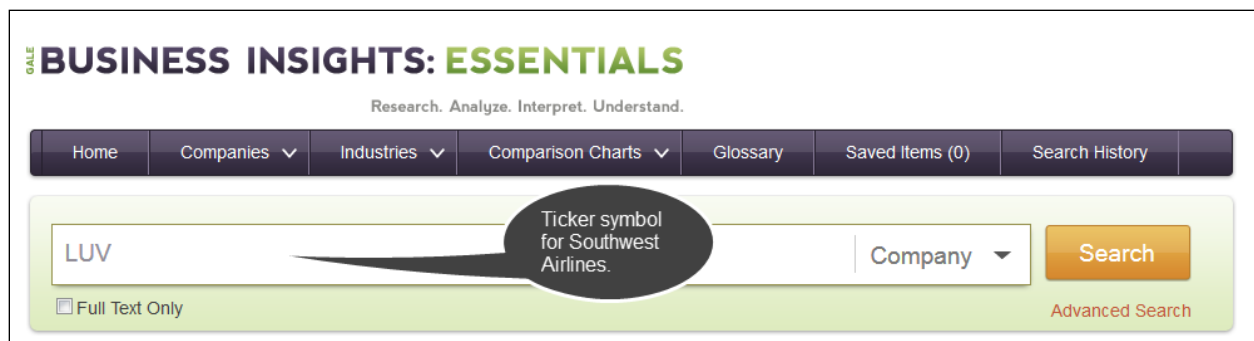
Need Peer-Reviewed articles on a company? What is Peer-Reviewed?

- From our home page, <http://www2.indwes.edu/ocls>,
- Under OCLS Tools drop down, click on: More...
- Use the link for: Scholarly Journals for a brief tutorial.

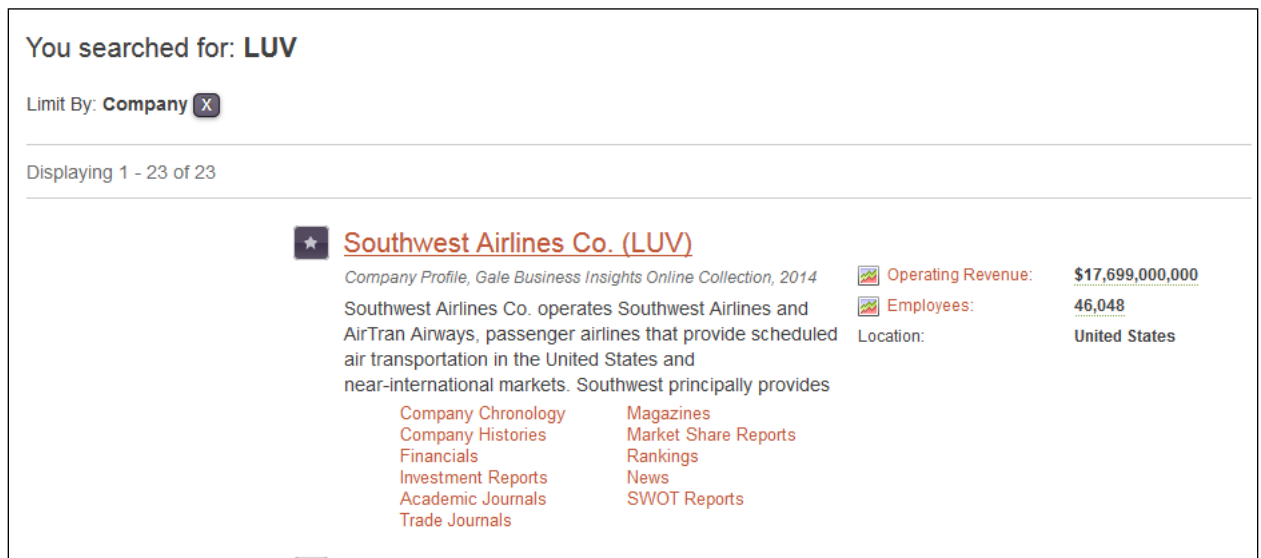


Business Insights: Essentials

- 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



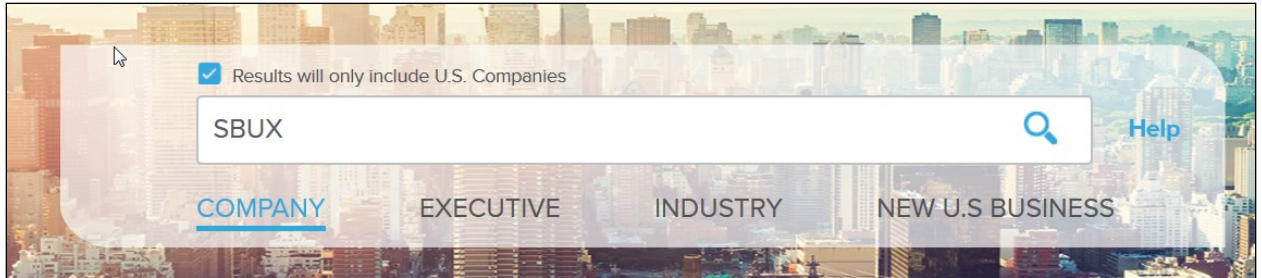
- Click on the link for your company.



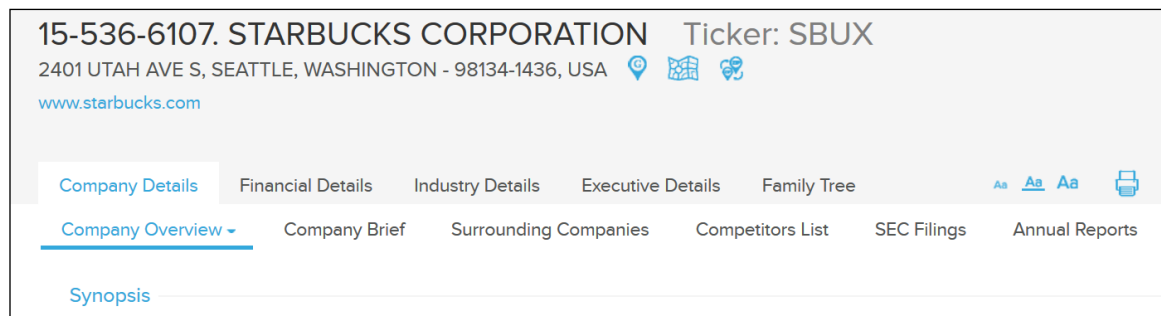
- You have access to financial information; sales; rankings; investment reports; market share reports, SWOT reports, company histories, chronologies, articles, and more.

Mergent Intellect

- Enter your company by name or ticker symbol.

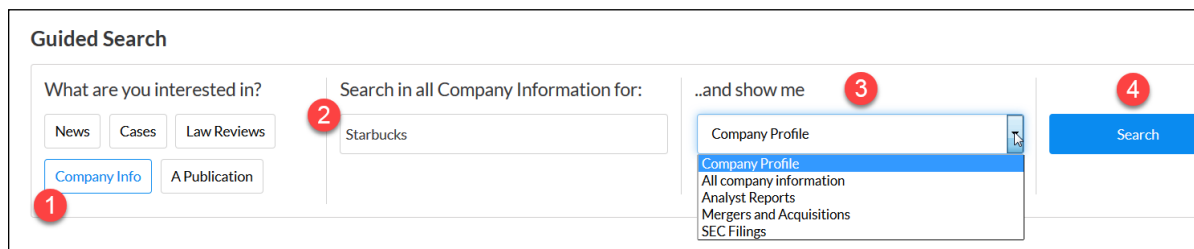


- Select the right company from the list that populates below the graphic.
- You now have access to a lot of information about your company.

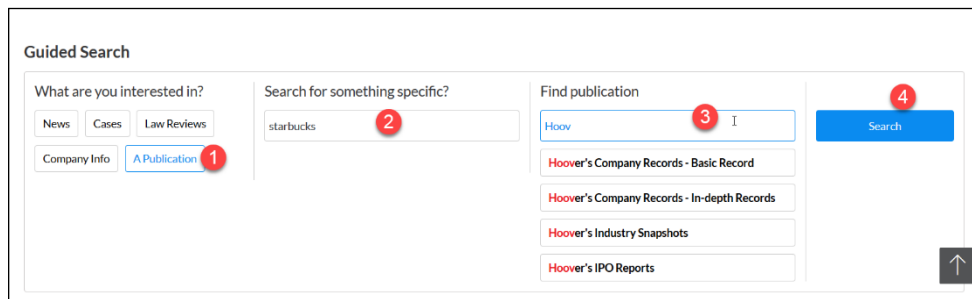


Nexis Uni

- This has a unique log in. You have to log in via the library's proxy server to set up your Nexis Uni account, but after that, you will be able to log in with your personal Nexis Uni account log in. This page explains what to do, <http://www2.indwes.edu/databases/nexisuni.html>. Read it carefully and follow instructions.
- Pay attention to the Already Registered? Link and Register with Nexis Uni link.
- For Company information, go to the Guided Search area and click on Company Info
- Enter your company in the box, labeled, Search in all Company Information for:



- On the next screen, you can click on, Sources to look at sources from a particular entity.
- To view Hoover's In Depth Company Records, start at the home screen. (Go to the top >> Menu >> Search Home).
 - Click on: Publications in the bottom left corner.
 - In the Find Publication box, start typing, Hoovers.
 - A list will populate below as you type. Click on Hoover's Company Records - In-depth Records
 - In the Search for something specific? Search box, type your company name.
 - Then click on the blue Search.



- Select the appropriate company profile. The profile gives a lot of valuable information about your company. It is a long document, so keep scrolling.

Standard & Poor's NetAdvantage

- Database listed under Article Databases, click on: Business.
- Click on: Standard & Poor's NetAdvantage.
- This database log ins a little bit differently. You are actually logging into the portal, so use your MyIWU log in information.
- Use the toolbar at the top to navigate to many different kinds of useful information on your company.
- For example, select, Companies

- Enter your company by name or ticker symbol.
- Choose the company. Usually the primary company is listed first.

Result Name	Type	Features
Starbucks Corporation (NasdaqGS:SBUX)	Public Company (Operating)	RO CSD
Starbucks Coffee Canada, Inc.	Private Company (Operating Subsidiary)	
Starbucks (China) Company Limited	Private Company (Operating Subsidiary)	
Starbucks Coffee Co.	Private Company (Operating Subsidiary)	
Starbucks Coffee Company (UK) Limited	Private Company (Operating Subsidiary)	

- Use the left navigation to view more about your company as well.

- 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 Research Internet Resources*******Business Webliology**

- OCLS has compiled a **Business webliology**:
 - Again, start at: 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.annualreports.co.uk/>
 - Free but must register.
- United States Dept of Commerce: This section deals with import/export information:
<https://www.usa.gov/import-export>
- 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