



**Please note that the following information is available to guide you to appropriate resources. You will need to gather information from several resources to compile your report.*

1. Determine what type of company you will research. Some tips:

- Two general types are “Public” and “Private” companies. In general, it is easier to find information about public companies because they are required by law to make financial information available to the public. Private companies do not have this requirement.
- Consider a well-known, national, public company to find information readily.
- “Subsidiaries” and divisions of larger companies are also difficult to research.

2. Remember that you may not find all of the information you need in one place. You will probably need to gather data from several sources, including books, databases, and the Internet.

3. After determining the type - Public or Private - next select a company to research. Be sure to write down the company’s full name and “ticker symbol” if possible.

- If you have selected the name of the company but do not know how to find the ticker symbol, please follow this link: <http://finance.yahoo.com/>
- If you have selected the name of a company and want to know if it is public or private, connect to the [Hoover’s](#) database. Enter the company name and scroll to “Company Type” under “Key Numbers.”

4. One of the first places to search is the company’s website for general company information.

5. Determine the SIC or NAICS code. *See the SIC/NAICS page for suggestions on how to do this.

6. Locate annual reports for detailed company information. (See databases and Internet sites below, or check the company’s website.)

Use the following as a guide when collecting information to complete your report:

- Type of company (public vs. private; national, sole proprietary, or multinational)
- Competitors
- Products or services
- Financial reports, data, and ratios
- Industry and Market comparisons (See Industry page for suggestions on how to do this.)
- Current and future markets
- Headquarters and other locations
- Size and number of employees
- Organizational structure and corporate culture

DATABASES

[America's Newspapers](#)

- Newspaper articles from 17 Ohio Newspapers. (*The Columbus Dispatch* is not found in this database. Please see LexisNexis for *The Columbus Dispatch*.)

[Business and Company Resources Center](#)

- Includes related articles, financials, rankings, profiles and industry overviews.

[Business Source Complete](#) (formerly *Business Source Premier*)

- Allows searches for company profiles, SWOT analyses, trade publications, and industry reports. Enhanced search interface available through general EBSCO list.

[Conference Board](#)

- Full access to research and analysis, including forecasting and trending, management, marketplace, marketing and sales, and business outlook.

[Factiva \(Dow Jones\)](#)

- Full-text coverage of *The Wall Street Journal*.
- "Listen to Article" audio feature.

[Hoover's](#)

- Includes overviews, history, people, current and historical financials, market and industry, products, competitors, ratios, profiles and stock information.
- Annual reports.

[LexisNexis](#)

- Full-text newspaper and magazine articles, including *The Columbus Dispatch*.

[Market Research](#)

- Search by product or industry. Find company information within an industry report. (For example, in the Tea and Coffee Market report, specific data can be found for Starbucks.)

[Mergent Online](#)

- Financials, ratios, histories, joint ventures and subsidiaries (when applicable).
- Annual reports.

[Morningstar](#)

- Stock and fund information.

[Standard & Poor's](#)

- Company and Industry information. Includes S&P 500.

[Thomson Research](#)

- Financials, ratios, filings and tear sheets.
- Annual reports.

[ValueLine](#)

- Financial quotes, news, charts, ratings and ranking, and industry information.

INTERNET SITES

[Annual Reports.com](#)

- Annual reports from select companies.

[America's Fastest Growing Small Companies](#) (*Fortune*)

- Company information and data.

[Industry and Research Desk](#)

- Helpful pointers for company and industry research.

[PRARS](#)

- Annual reports from select companies.

[Reuters](#)

- Selected information on public companies such as stock overviews, financial snapshots and charts, and key developments related to the selected company.

[SEC Filings and Forms \(EDGAR\)](#) from the US Securities and Exchange Commission

- Company filings.

[Yahoo! Finance Company and Fund Index](#)

- Company profiles and financial data for over 9,000 public companies.

PRIVATE COMPANIES

If you select a private company for research, follow the steps above and include the following resources:

- Be certain to check out the company's website for product information, address, mission statement, locations, specialties, histories, and possibly annual reports.
- [Hoover's Handbook of Private Companies](#)
- [Business and Company Resources Center](#) database. TIP: Once you have pulled up the desired company, be sure to look for the information tabs at the top of the page and the related articles to the left of the page.

INTERNET SITES for Private Companies

- [Forbes Largest Private Companies](#)
- [Forbes Lists](#)
- Fastest Growing Franchises
<http://www.entrepreneur.com/franzone/fastestgrowing/>
- [Thomas Register](#)
Company and industry information. (Requires free registration.)

LOCAL COMPANIES

[LexisNexis](#)

- Try searching the full-text of *The Columbus Dispatch* in this database. Click on “Sources” at the top of the screen and type “Columbus Dispatch” in the Find a Source field.

[Columbus Business First](#) Newspaper

- Business news and company information specific to the Central Ohio area.

PRINT RESOURCES (Available through Franklin University library)

[Business Rankings Annual](#)

[Market Share Reporter](#)

STILL NEED HELP? ASK A LIBRARIAN!

In person: Franklin University Library, Phillips Hall, 303 S. Grant Ave., Columbus, OH 43215

By phone: 614.947.6550 or toll free at 1.866.341.6252

By email: library@franklin.edu

By chat: Franklin Library's [LibChat](#) service

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