Make a strong start

Find company and industry information - class activities

University of Sydney Library
2019 - Semester 1
Which databases should you use?

libguides.library.usyd.edu.au

The Library’s subject guides direct you to the best databases for:
- Your subject area e.g. Business Law or Marketing.
- Finding specific types of content e.g. company profiles, news, industry information, country reports, journal articles, etc.

How to access

1. Go to library.sydney.edu.au
2. Click on the Subject guides link below the main search box.
3. Click on the Business menu to view a list of available guides.

Select Company, industry and country information

4. Select the type of information you require e.g. industry reports.
   You’ll then be taken to a page that lists the best resources to use.
Passport (Euromonitor)

Why would you use this database? What information does it cover?

**Tip:** Google the name of the database. Check the public facing website of the database for an overview of the product e.g. [http://go.euromonitor.com/passport.html](http://go.euromonitor.com/passport.html)

Description from the Euromonitor website = “Passport provides data and insight on **industries, economies** (countries) and **consumers** worldwide.”

Passport’s industry coverage = consumer goods and services.

How do you access this database?

1) Go to [library.sydney.edu.au](http://library.sydney.edu.au)

2) Click on the **Databases** link below the main search box.

3) Click on the letter **P**.

4) Select **Passport (Euromonitor)** from the list of available databases.

5) Click on the **Accept** button below the **UniKey** heading.

   Enter your UniKey and password if required.

6) You will then be taken to a **Terms and Conditions** page.

   Scroll to the bottom right of the page and click on **Accept**.
Where can you access help information in the database?
Click on the Help button at the top right of the homepage.

How can you browse through the site’s content?

Consumer information
The Consumers tab provides access to research and analysis about consumer trends, demographics, and preferences.
The drop-down menu links to 5 key areas:
Digital Consumer; Households; Income and Expenditure; Lifestyles; and Population.

Find information on a country’s economy
The Economies tab provides access to background information on individual countries e.g. ease of doing business, global competitiveness, government stability, foreign trade, GDP, productivity, and inflation.
The Cities module includes reports and related data on major cities worldwide.
The Natural Resources module covers agriculture, energy, metals and minerals, water, and pollution.
How do you search for industry research? e.g. Wine in China

OPTION #1
Type wine China into the search box at the top of the page.

OPTION #2
1. a) Go to the Industries tab at the top of the Passport homepage.
   b) Click on the most relevant industry category i.e. Alcoholic Drinks.

2. Scroll down to the COUNTRY REPORTS box.

   a) Select a category → Wine
   
   b) Select a geography → Select China from the A-Z menu
   
   c) Click on the Go button
You’ll then be taken to the industry report on your country.

Use the tabs across the top of the page to explore and download the report.

### Market Sizes

**Sales of Wine**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Volume - Million Euros - 2003-2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>4,777</td>
</tr>
<tr>
<td>2017</td>
<td>6,000</td>
</tr>
<tr>
<td>2022</td>
<td>6,600</td>
</tr>
</tbody>
</table>

**Forecast**

Note: When downloading a report, you may need to enter your name and University of Sydney email address.

Click on the RELATED tab to access and download other relevant reports e.g. alcoholic drinks.
APA referencing tips - Passport

Reference list - format
Author/research organisation. (Year, Month DD). Title of report/article. Retrieved from <name of database> database.

Reference list - examples

When you have multiple sources by the same author, they should be ordered by year of publication (earliest first).

In-text reference - examples
According to Euromonitor International (2018) …

Note: Include a page number when using a direct quote “ ” from the report e.g. (Euromonitor International, 2018, p. 6). Learn more via the APA Style Blog - How to cite direct quotations.
How to reference multiple Passport reports from the same year

Add a lowercase letter after the year (e.g. 2018a). Each source is assigned a unique letter, so that readers can identify the specific source mentioned in your in-text references.

Reference list - format
Author/research organisation. (Yeara, Month DD). Title of report/article. Retrieved from <name of database> database.

Author/research organisation. (Yearb, Month DD). Title of report/article. Retrieved from <name of database> database.

Author/research organisation. (Yearc, Month DD). Title of report/article. Retrieved from <name of database> database.

Author/research organisation. (Yerdd, Month DD). Title of report/article. Retrieved from <name of database> database.

When the author and year are the same, but you also have unique publication dates (e.g. Month/Day), sort your references by date (earliest first).

Reference list - examples

In-text reference - examples
... (Euromonitor International, 2018a).
According to Euromonitor International (2018a)...
... (Euromonitor International, 2018b).
Euromonitor International (2018b) states that...

Learn more via the APA Style Blog - Reference twins: Or, how to cite articles with the same authors and same year.
Why would you use this database? What information does it cover?

Tip: Google IBISWorld and look at its public facing website.

a) How many Australian companies are covered in the database?

b) Approximately, how many Australian industry reports are available?

Where can you access help information in the database?

To access IBISWorld, go to: library.sydney.edu.au > Databases > I > IBISWorld

Locate the IBISWorld industry report on Chocolate and Confectionery Manufacturing in Australia

a) Which company has the largest share of Australia’s chocolate and confectionary market?

b) Name one of the key external drivers of this industry:

Please turn to the next page for more questions.
### Access the Specialized Industry Reports collection…

1. How many *Specialized Industry Reports* are available on **online retail** in Australia?

2. How are *Specialized Industry Reports* different from IBISWorld’s **ANZSIC Industry Reports**?

### You’ve been asked to find some information about the makers of *Yellow Tail* wine. Which company profile report should you use?
Why would you use this database? What information does it cover?

**Tip:** Google Company360 and look at its public facing website.

Where can you access help information in the database?

To access Company360, go to: library.sydney.edu.au > Databases > C > Company360

Locate the company profile for **APPLE PTY LIMITED**

a) Who is Apple’s **Finance Director** in Australia?

b) What was the company’s **income tax expense** for 2018?

c) Which tab lets you access **recent news** on the company?

d) How many **Standard Industrial Classification (SIC) codes** have been assigned to the company?

*Please turn to the next page for another question.*
List the steps involved to create a list of retail companies based in NSW

Tip: Start by accessing the Advanced search page.

Research tip - company lists

Once you graduate, you may be asked to build a list of companies that operate in a particular industry or location. This information is often used to identify potential clients or customers.

Where possible, use a company research database for this task. It will be far more efficient and effective than manually piecing together the information from a Google search.
Other databases for company and industry research

You can access the following resources via the Library’s databases page and company and industry research guide.

<table>
<thead>
<tr>
<th>Database</th>
<th>Use it to…</th>
</tr>
</thead>
<tbody>
<tr>
<td>DatAnalysis</td>
<td>Access information on ASX listed companies:</td>
</tr>
<tr>
<td></td>
<td>- Business summary and history</td>
</tr>
<tr>
<td></td>
<td>- 10 years of financial data</td>
</tr>
<tr>
<td></td>
<td>- ASX announcements</td>
</tr>
<tr>
<td></td>
<td>- Share price and dividend history</td>
</tr>
<tr>
<td></td>
<td>Build a list of companies based on location, industry, market cap, etc.</td>
</tr>
<tr>
<td>Business Source Ultimate</td>
<td>Access:</td>
</tr>
<tr>
<td></td>
<td>- Company profiles</td>
</tr>
<tr>
<td></td>
<td>- Industry reports</td>
</tr>
<tr>
<td></td>
<td>- Country reports e.g. PRS risk reports</td>
</tr>
<tr>
<td></td>
<td>- Journal articles e.g. Harvard Business Review and trade publications</td>
</tr>
<tr>
<td>ABI/INFORM</td>
<td>Access:</td>
</tr>
<tr>
<td></td>
<td>- Company profiles</td>
</tr>
<tr>
<td></td>
<td>- Industry reports</td>
</tr>
<tr>
<td></td>
<td>- Trade publications and journal articles</td>
</tr>
<tr>
<td></td>
<td>- Country reports</td>
</tr>
<tr>
<td>Gartner</td>
<td>Access technology research, predictions, and insights.</td>
</tr>
<tr>
<td></td>
<td>Gartner is particularly well known for the following report series:</td>
</tr>
<tr>
<td></td>
<td>- Magic Quadrants - evaluate competing technology providers within a market.</td>
</tr>
<tr>
<td></td>
<td>- Hype Cycles - examine the maturity and adoption of particular technologies.</td>
</tr>
<tr>
<td>Factiva</td>
<td>News - search for news on companies and industries from around the world.</td>
</tr>
<tr>
<td></td>
<td>Company profiles - access global company profiles via the Companies/Markets tab.</td>
</tr>
<tr>
<td>Database</td>
<td>Use it to…</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Flipster</strong></td>
<td>Access popular magazines including <em>Forbes; Fortune; Inc.; The New Yorker; Marketing</em> (Australian edition); <em>Entrepreneur’s Startups; Choice; Bloomberg Markets; Workforce; and Time.</em></td>
</tr>
<tr>
<td>![Flipster Logo]</td>
<td><strong>Access Flipster on your smartphone or tablet:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Install the <a href="https://www.flipster.com">Flipster</a> app from either iTunes (Apple) or Google Play (Android).</td>
</tr>
<tr>
<td></td>
<td>▪ You’ll then be prompted to <a href="https://www.flipster.com">Find my Library</a>.</td>
</tr>
<tr>
<td></td>
<td>▪ Search for <em>University of Sydney</em> and click on the <a href="https://www.flipster.com">LOG IN</a> button.</td>
</tr>
<tr>
<td></td>
<td>▪ Enter your UniKey/Password.</td>
</tr>
<tr>
<td><strong>World Advertising Research Center</strong></td>
<td>Find articles, case studies, and research on key marketing topics e.g. branding; campaign development; consumer research; media strategy; etc.</td>
</tr>
<tr>
<td>![WARC Logo]</td>
<td>Access data on global advertising trends e.g. advertising expenditure and media costs.</td>
</tr>
<tr>
<td><strong>Crunchbase Pro Coming soon!</strong></td>
<td>Search for innovative companies and start-ups from around the world.</td>
</tr>
<tr>
<td>![Crunchbase Logo]</td>
<td><strong>Kanopy</strong> Access films and documentaries.</td>
</tr>
<tr>
<td>![kanopy Logo]</td>
<td>Select <strong>Browse &gt; Business</strong> to view films grouped by the following subject areas: Career Development; Business Case Studies; Business Skills; Economics &amp; Globalization; and Leadership Training.</td>
</tr>
<tr>
<td><strong>Lynda.com</strong></td>
<td>Access courses/videos on a range of professional skills e.g. leadership, management, data analysis, marketing, IT, design, etc.</td>
</tr>
<tr>
<td>![Lynda.com Logo]</td>
<td><strong>How to access:</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Go to <a href="https://www.lynda.com">www.lynda.com</a></td>
</tr>
<tr>
<td></td>
<td>▪ Click on <strong>Sign In</strong> (at top right of the page)</td>
</tr>
<tr>
<td></td>
<td>▪ Click on <strong>Sign in with your organization portal</strong></td>
</tr>
<tr>
<td></td>
<td>▪ Enter <a href="https://sydney.edu.au">sydney.edu.au</a> and click on <a href="https://www.lynda.com">Continue</a></td>
</tr>
<tr>
<td></td>
<td>▪ Enter your UniKey and password</td>
</tr>
</tbody>
</table>
Bloomberg terminals

Bloomberg terminals are one of the most popular and well regarded sources of real-time financial information. Bloomberg provides access to analyst reports and historical share prices.

Bloomberg terminals also cover currencies, commodities, derivatives, analyst forecasts, and news.

How to access a Bloomberg terminal

- The Business School has 40 terminals for student use.
- Go to the Codrington Building (H69) - same level as the main entrance.
- You can use a terminal when there are no lectures or tutorials being held in the lab.
- Login details can be found on the side of each terminal.
Ask for help

The Library provides several help options:

Chat Now

If you have any general questions about the Library, you can use our live online chat service, Chat Now.

Go to library.sydney.edu.au and click on:

Library drop-in sessions at the Abercrombie Building

Ask for advice on how to find and reference good quality information for your assignments.

When: Every Wednesday (visit any time between 1-3 pm). Starts from week 2 onwards.
Where: Careers Lounge (ABS - Basement level)

Ask a Librarian

Go to library.sydney.edu.au and click on:

There’s a dedicated Academic Liaison Librarian for every discipline in the Business School.

Go to the Meet with a librarian page to access the contact details for your Librarian or to book a 1-on-1 appointment.

Academic Liaison Librarians can provide advice on:
- Your research strategy (database selection, keywords, and search connectors)
- How to use the Library’s research databases
- How to reference using APA

Where can I study?

library.sydney.edu.au/libraries/locations.html

Watch a Business student’s guide to the best places to study on campus - tinyurl.com/study-bus (English version) and tinyurl.com/study-bus-mandarin (Mandarin version).

- Fisher and Law Libraries - open 24/7.
- SciTech Library - Level 1, Jane Foss Russell Building (close to ABS).
- The Quarter - 24/7 space for postgraduate coursework students (Badham Building).
- ThinkSpace - above the SciTech Library - experiment/play with new technologies.