Who are you?
Turn to the person next to you and tell them...

1. Your name

2. What you are studying e.g. Bachelor of Commerce

3. Your dream job (梦想工作)
Make a Strong Start

Find Company and Industry Information

Semester 2 2019
University of Sydney Library
Today’s session will cover

1. Tips for new students

2. How to find company and industry information via:
   - Passport (Euromonitor)
   - IBISWorld
   - Company360

3. Other databases for company and industry research
Why should you develop awesome research skills?
Why should you learn about this stuff?

To find good quality information for your assignments.

Give your arguments more credibility.

Achieve higher marks.
Why should you learn about this stuff?

More importantly…

To prepare for your career & ongoing professional development.
What does KPMG look for in new employees?

**Exercises Professional Judgement**

Do you ask questions? Do you enjoy researching?
Are ethics important to you? Are you a big picture thinker? Do you substantiate your claims? Think about experiences where you have demonstrated integrity and objectivity.

**Seizes Business Opportunities**

Do you have a knack for spotting an opportunity? Do you understand the commercial world? Are you working on your network? Does going the extra mile for the customer give you a thrill?

Source: kpmg.com/au/grads
Can you just use Google?
How would you feel if your Doctor only used Google?
How would your future employer or clients feel if you only used Google?
Are you a snob?

snob

NOUN

1 A person with an exaggerated respect for high social position or wealth who seeks to associate with social superiors and looks down on those regarded as socially inferior. ‘her mother was a snob and wanted a lawyer as a son-in-law’

[as modifier] ‘extra snob appeal’

[with adjective or noun modifier] A person who believes that their tastes in a particular area are superior to those of other people. ‘a musical snob’

Source: Oxford Living Dictionaries
Coffee
Wine

Yellowglen NV Yellow 750mL

$7.00 ea  LOW PRICE Limit of 24 Per Cart

Set your store for Click & Collect
Delivery available.
Please choose your store

Dom Perignon Vintage Champagne 750mL

$250.00 ea  Limit of 24 Per Cart

Set your store for Click & Collect
Delivery available.
Please choose your store

Everyone’s favourite

Product Details

If there was ever a must taste Champagne, it’s Dom Pérignon. Arguably the best, and certainly the most popular Champagne in the world, Dom’s distinctive dark green shield inspires respect and reverence. The very essence of luxury.

Richard Geoffroy was born in the heart of Champagne country. He has now been Dom Pérignon’s Chef de Cave for over 25 years, arguably the highest position in Champagne, and he alone is responsible for deciding whether or not to declare a Dom Pérignon vintage. The new 2006 is the fifth straight vintage from Dom Pérignon. His vision is to express the nuances of the vintage while creating a Champagne that is vibrant, intense and complex. Dom still provides one of the greatest Champagne experiences.
Be an information snob

Wine in China

From Wikipedia, the free encyclopedia

For Chinese drinks sometimes translated as "wine" but not made from fermented grapes, see huangjiu and Chinese alcoholic beverages.

Wine (Chinese: 酒, pinyin jiǔ, "grape alcohol") has a long history in China. Although long overshadowed by huangjiu (sometimes translated as "yellow wine") and the much stronger distilled spirit baijiu, wine consumption has grown dramatically since the economic reforms of the 1980s. China is now numbered among the top ten global markets for wine. Ties with French producers are especially strong, and Ningxia wines have received international recognition.
Research databases
Go beyond Google with research databases

The Library provides free access to credible company and industry research that isn’t freely available via Google.
Google doesn’t search everything

Source: http://money.cnn.com/infographic/technology/what-is-the-deep-web/?iid=EL
How do you know which databases to use?
Company research - What information do you need?

- Financial data
- Background information e.g. products, services, locations, etc.
- Annual reports
- Key employees e.g. directors and senior management
- Shareholders
- Recent developments / news
- Competitors
- Share price history (listed companies)
- Analyst reports (listed companies)
- SWOT analysis
- Regulatory filings e.g. ASX announcements and ASIC filings
- History
- Industries/markets in which the company is involved
- Strategy
- Background information e.g. products, services, locations, etc.
What do you know about the company?

What is the ownership status of the company?

Is the company **public** or **private**?
What is the ownership status of the company?

Why does it matter?

– It affects the amount of information that’s available - public (listed) companies have to disclose a lot more information.

– Some databases only cover specific types of companies e.g. DatAnalysis = ASX-listed companies.
Where is the company located?

Is the company based in Australia, the United Kingdom, China, or somewhere else?
Where is the company located?

**Why does it matter?**

- It affects the amount of information that’s available (different countries have different reporting standards).
- Some databases only cover a particular country e.g. Company360 = Australian companies.
Can anyone tell me…

What is the name of UNIQLO’s parent company?

a) Fast Fashion
b) Inditex
c) Fast Retailing
d) Uniqlo Inc.
Is it a subsidiary company? (controlled by a parent)

Want to look at UNIQLO’s financial performance?
Refer to the annual report (and other filings) from its parent company - Fast Retailing.

Industry research - What information do you need?

- Major players and their market share
- Recent news and trends
- Market research - consumers
- Industry definition e.g. products and services
- Data and statistics
- History
- Legal environment
- Barriers to entry
- Key industry bodies
Industry coverage varies across databases

Some databases focus on a specific country / region

- **IBISWorld** = 700+ Australian industry reports (only 80 global industry reports).

Some databases only focus on specific industries

- **Passport** = consumer goods and services + natural resources
Subject guides - access research and referencing guides
Access the best databases for finding:

- Company profiles
- Industry information
- Country reports
- Business news
Review of key databases

Passport

IBISWorld
WHERE KNOWLEDGE IS POWER

Company 360™
Using a database for the first time?

– What information is available? (coverage)

– Where can you access help information?

– Can you browse across the site’s content? (explore tabs/menus)

– How can you search across the database?

– How current is the information? Is it up-to-date/reliable?
Group activity
Why won’t you just tell me how the databases work?

– Learn by doing

– Databases constantly change - learn what to look out for

– Your future employers will provide access to different resources

– 2 (or more) heads are better than one
Refer to pages 8-9 of the class handout

Refer to pages 10-11 of the class handout

** Don’t use Safari as your web browser **
What is the name of the company?

Business name (trading) vs Entity name (legal/official)

[ yellow tail ]

Casella Wines Pty Limited

TELSTRA

Telstra Corporation Limited

Entity name = “the name that appears on all official documents or legal papers” (source: ABN Lookup glossary)
Business name v entity name

Why does it matter?

– A company’s brand name may be very different from its entity (legal/official) name.

– Use the company’s entity name if you’re looking for:
  • Company filings e.g. financials.
  • Company profile reports.
Other databases
Business Source Ultimate
Locate specific types of content

Search across everything
Gartner recommendations based on your activity, profile and tracks.

Recommended Research

Cool Vendors in Tech Go-to-Market

This year’s Cool Vendors help technology and service providers increase win rates and deal velocity by providing insight into buyer behavior and how to best engage with prospects...

Share  Save

Latest Research

The Six Strategic Design Principles for AI Applications

Artificial intelligence will play an increasingly important role in scaling digital business. CIOs who are involved in the development of artificial intelligence should understand...

Access technology research, predictions, and insights
1. **RBA could jump rates gun: UBS**
   The Australian, 26 February 2019, 282 words, (English)
   UBS analysts have kept their official forecast of a Melbourne Cup Day rate cut, but said the Reserve Bank could cut interest rates as soon as August if unemployment rises and house prices continue to fall against a backdrop of slow global growth.
   - 1 duplicate article(s) identified

2. **Where to hide from housing downturn**
   The Australian Financial Review, 25 February 2019, 635 words, (English)
   ...threatening to take consumer spending with it? According to the Reserve Bank, the areas of consumer spending most exposed to falling house prices and negative wealth effects are car sales - by a long way - followed by household furnishings, clothing and apparel.

3. **Poorer households switching to solar faster than the rich**
   The Sydney Morning Herald - Online, 20:00, 23 February 2019, 608 words, (English)
   ...CHOICE, a fifth with solar power, in NSW, Queensland, South Australia and Victoria. Researchers then used socio-economic data and house prices from Domain.com.au to profile the owners.

4. **No need for rate change: Lowe dismisses housing worries**
   The Australian, 23 February 2019, 597 words, (English)
   ... direction of cutting interest rates, fearing it had fallen behind the curve in terms of fully understanding the impact falling house prices are having on crunching consumer spending and slowing the economy.
   - 1 duplicate article(s) identified

5. **Sydney has highest discounts in decade**
   The Sydney Morning Herald, 25 February 2019, 299 words, (English)
   ...direction of cutting interest rates, fearing it had fallen behind the curve in terms of fully understanding the impact falling house prices are having on crunching consumer spending and slowing the economy.

---

**Market Wrap**

**Where to hide from housing downturn**

Sean Fenton
635 words
25 February 2019
The Australian Financial Review
AFNR
First
21
English

**Market minds**

Where do you invest when the housing market is rolling over and threatening to take consumer spending with it? According to the Reserve Bank, the areas of consumer spending most exposed to falling house prices and negative wealth effects are car sales - by a long way - followed by household furnishings, clothing and apparel, utilities (although we are not sure we agree with this), recreation, transport and hospitality.

In essence, companies with exposure to these categories are likely to struggle for the next year. So where do you hide?
Discover innovative companies and the people behind them

Start searching Companies

By Category  By Location  By Category + Headcount  By Investors  By Location + Last Funding Date  By Description + Total Funding

Latest insights and analysis

February 26, 2019  Home Depot Invests in Roadie's $37M Series C To Help Accelerate Product Deliveries
Mary Ann Azevedo
The funding marks The Home Depot's third startup investment since January 2018.

February 26, 2019  As Lyft's Public Offering Looms, A Reminder Of Where The Year’s Unicorn IPO Crop Stands
Alex Wilhelm
To kick off the week, let’s remind ourselves what we know about unicorn IPOs.

Activity this week

301 $ Funding rounds announced
7.3B $ Total Fundings
113 Acquisitions recorded
7.5B Total Acquisitions Amount

You're missing out
Upgrade to Crunchbase Pro for unlimited search results
GET CRUNCHBASE PRO
Bloomberg terminals

- Access analyst reports and historical share prices.
- Covers currencies, commodities, analyst forecasts and news.
- 40 terminals are available
  Codrington Building (H69)
  ➔ Same level as the main entrance
Select Browse > Business
Can’t find the information you need?

Be persistent

Company and industry research is like putting together the different pieces of a jigsaw puzzle to build a complete picture.
Drop-in sessions for Business students

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)
Thanks!

Session Feedback:

http://bit.ly/BUSLIBC1S2