Make a Strong Start

Find Company and Industry Information

Semester 1 2020
University of Sydney Library
Today’s session will cover

1. Search tips for new students

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

3. Other sources 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.
1. Leverage your research skills

“One of the best ways to stand out in a corporate setting, even as someone with less work experience, is to develop unique knowledge that makes you a go-to resource for your colleagues and clients. One of the most effective ways of doing this is to use your research skills to synthesize and master industry specific knowledge, trends, and information.”
What is commercial awareness?

How to develop commercial awareness

Lynn Elesy
Team GradAustralia

A lack of commercial awareness is one of the most common reasons why graduates fall short in the interview process.

What is it?

Commercial awareness, or business acumen, involves understanding how the business world works. As a job candidate it includes understanding the company you are applying to. Employers want candidates to demonstrate a clear understanding and a keen interest in how their company operates, which means to be successful you need to familiarise yourself with the company’s products and services, departments and divisions and the different roles they offer. It also requires understanding the market the company operates in.

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?
Be an information snob!

Wine in China

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

Wine (Chinese: 葡萄酒 pútāojiǔ – "grape alcohol") has a long history in China. Although long overshadowed by huangjiu (sometimes translated as "yellow wine") and the much stronger distilled spirit bājiù, 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
How do you know which databases to use?
Case study example: Nestlé Australia Limited

Create a business report that analyses Nestle’s competitive position in the Australian chocolate and confectionery market.
Company research - What information do you need?

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

**Entity name** = “the name that appears on all official documents or legal papers” (source: [ABN Lookup glossary](https://www.abnlookup.com/glossary))

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

![Optus](https://via.placeholder.com/150)  ➔  SingTel Optus Pty Limited

![Telstra](https://via.placeholder.com/150)  ➔  Telstra Corporation Limited
Is it a subsidiary company? (controlled by a parent)

If you want to check the financial performance of a subsidiary company, you generally need to check the parent company’s filings (e.g. financials and annual reports)
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.

Company Research

- Company homepage
- Library databases
- Strategic Googling
- Wikipedia (carefully)
Industry research - What information do you need?

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

Some databases focus on a specific country / region

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

Some databases only focus on specific industries

- e.g. **Passport** = consumer goods and services + natural resources
Consider how an industry may be described

Examples:

Chocolate $\rightarrow$ Confectionery

Lamb $\rightarrow$ Meat

Yoghurt $\rightarrow$ Dairy

iPad/tablets $\rightarrow$ Consumer electronics

Self driving cars $\rightarrow$ autonomous vehicles or driverless cars
Consider how an industry may be described

**Why does it matter?**

You may miss out on relevant results on *driverless cars* and *autonomous vehicles* if you only search for *self-driving cars*.
PESTLE

Social
Technology
Economic
Political
Legal/Regulatory
Environment
Competitor
Suppliers
Industry
Consumer
Company

Political
Social
Economic
Environmental
Legal/Regulatory
Technology
Industry
Consumer
Supplier
Competitor
Company
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

Nestlé Australia Limited

Create a business report that analyses Nestle’s competitive position in the Australian chocolate and confectionery market.
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 **
Other databases
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...

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...
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.
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.

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.

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.

No need for rate change: Lowe dismisses housing worries

The Australian, 23 February 2019, 557 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.

Sydney has highest discounts in decade

The Sydney Morning Herald, 23 February 2019, 368 words, (English)

In 2009, house prices in Sydney were in freefall. Real estate agentsimply can't find a buy-to-let opportunity in this market.
Bloomberg
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
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:

bit.ly/buslib1comp