Make a strong start!
Find company and industry information

Presented by
Emma Petherbridge
Academic Liaison Librarian - Business
Today’s session will cover

1. Company and industry research - tips for new students

2. Where to access the Library’s research databases

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

4. How to use Google in a more strategic way
Why?
Why should you learn about this stuff?

To find quality information for your assignments.
Why should you learn about this stuff?

More importantly...

To prepare for your career & ongoing professional development.
KPMG Global Behavioural Capabilities

Below are the Behavioural Capabilities we recruit for:

**Delivers Quality**
Are you an organised person? Do you like to take a structured approach to your work? Are you a forward thinker with the ability to multi-task? Do you strive to uphold a high standard of work? Think of the times you have achieved exceptional results despite challenging situations.

**Drives Collaboration and Inclusion**
Do you thrive working in a team? Do you like to build deep relationships? Can you think of a time that you've delivered an exceptional experience? Think about when you've worked collaboratively in a group to deliver excellent outcomes.

**Strives for Continual Improvement**
Do you set goals? Do you achieve your goals? Do you look for ways to challenge and develop yourself? Are you driven? Think of a time when you have demonstrated your resilience in the face of a setback.

**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.

**Makes an Impact**
Do you take pride in your interpersonal skills? Are you a good listener? Are you an individual? Are you confident? Are you passionate? Have you been able to convince or influence others to take action?

**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?

**Demonstrates Innovation and Curiosity**
Are you curious about the world? Are you a disruptive thinker? Do you embrace change? Are you OK with ambiguity? Think about times when you have added value with innovative and practical solutions.

Source: kpmg.com/au/grads
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?
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.”

Research tips
Company research
What information do you need?

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

Before you pick a database to use, answer these questions:

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?

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

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 entity name may be different from its business name.
- Use the company’s entity name if you’re looking for:
  - Company filings e.g. financials
  - Company profile reports
Is it a subsidiary company? (controlled by a parent)
Is it a subsidiary company? (controlled by a parent)

**Why does it matter?**

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)
Is it a subsidiary company? (controlled by a parent)

UNIQLO International’s Contribution to Revenue

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIQLO International</td>
<td>¥708.1 billion</td>
<td>38.0%</td>
</tr>
<tr>
<td>Global Brands</td>
<td>¥340.1 billion</td>
<td>(18.3%)</td>
</tr>
<tr>
<td>Other</td>
<td>¥2.8 billion</td>
<td>(0.2%)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>¥810.7 billion</strong></td>
<td><strong>(43.5%)</strong></td>
</tr>
</tbody>
</table>

+1.3pt

Want to look at UNIQLO’s financial performance?

Refer to the annual report (and other filings) from its parent company - Fast Retailing

Source:
Is it a subsidiary company? (controlled by a parent)

Why does it matter?

The Library’s databases contain more information on parent companies.

When you’re looking for information on a subsidiary company, it can be helpful to also look at the parent company.
Is it a subsidiary company? (controlled by a parent)

Want to find information on UNIQLO?
You can find more information in the Library’s databases if you also search for Fast Retailing.
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
- Key industry bodies
- Industry definition e.g. products and services
Consider how an industry may be described

Examples:

Chocolate $\rightarrow$ Confectionary

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.
Consider how an industry may be described

Why does it matter?

You may need to look within a broader report (food & drink) to find information on a specific product (e.g. soft drinks).
Industry coverage varies across databases

Some databases focus on a specific country / region

e.g. IBISWorld

800+ Australian industry reports (only 80 global industry reports)

Some databases only focus on specific industries

e.g. Passport

Focus = consumer goods and services + natural resources
Business trivia
Trivia quiz

A tweet by which celebrity recently led to a fall in the share price of Snapchat’s parent company Snap Inc?
Trivia quiz

What is the largest company in Australia based on market capitalisation? (as at March 2018)

a) BHP Billiton Limited
b) Commonwealth Bank of Australia
c) Woolworths Group Limited
d) Telstra Corporation Limited
Trivia quiz

What is the name of Google’s parent company?
Trivia quiz

Which company topped the Fortune Global 500 list of the world’s largest companies for 2017?

a) Walmart
b) Sinopec Group
c) Toyota Motor
d) Apple
Trivia quiz

Who is the CEO of Qantas?

Image source -
Trivia quiz

Who is the founder and CEO of Amazon?
Commercial awareness
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.

What is commercial awareness?

What do we mean by commercial awareness?

Commercial awareness is a term that refers to a candidate's general knowledge of business, specifically their understanding of the industry which they are applying to join.

Why is commercial awareness critical?

"Being commercially aware is what took me from employee to senior leader. It allows you to ask better questions and formulate strategies that propel the business forward. It enables you to predict challenges and opportunities in advance. In addition, you will be able to connect with other professionals on critical business issues in a credible manner."

Eva Brookes
EY Asia-Pacific Recruitment Leader

Tips on how to broaden your awareness of the business world:

- Keep informed about business in general by reading business publications. Listen to the news and stay up to date using social media.

Retrieved from
http://www.ey.com/au/en/careers/students/ey-how-commercially-aware-are-you
Keep up-to-date with business news

– News and current affairs can often help you to identify emerging trends, themes, and issues.

– Key publications include:
  • *The Australian Financial Review* (AFR)
  • *The Wall Street Journal*
  • *The Economist*
Keep up-to-date

Company, industry and country information: News articles

Factiva
- Factiva provides access to an extensive archive of newspapers, industry publications, newswires and news-based websites from around the world.
  - Help guide - Find business news via Factiva
    Handout from the "Make a strong start for Semester 1" training sessions.
  - Class exercises - Find business news via Factiva
    Class exercises for the "Make a strong start for Semester 1" training sessions.

Fairfax newspapers (AFR, SMH and Age)
The Library now provides unlimited access to the following new sites:
- Australian Financial Review - AFR.com
- Sydney Morning Herald - smh.com.au
- The Age - theage.com.au

Digital replicas
You can also access digital replicas of recent print editions.
Archive = 3 years for the AFR and 6 months for the SMH/Age.
- Australian Financial Review - digital replica
- Sydney Morning Herald - digital replica
- The Age - digital replica

Access key business news sources via the Library’s research guide
Keep up-to-date with Business news

Follow the Financial Review on Facebook

Follow The Economist on LinkedIn
What do these people have in common?
What do these people have in common?

They all read - a lot!

Image source: http://fortune.com/2015/05/19/bill-gates-summer-reading/
9 Powerful Books Elon Musk Recommends

Elon Musk's must-read list exhibits his well-known and deep interest in science, as well as the personalities behind it.

Richard Branson's Top Book Recommendations From 2016

Here are the billionaire founder's top five books from the past year.

7 Powerful Books Sheryl Sandberg Wants Women to Read

Here's what the Facebook COO thinks you should be checking out.

23 Books Mark Zuckerberg Thinks You Should Read

A round-up of the Facebook founder's book club picks to populate your shelves or e-reader.
The best business books of 2017

Company, industry and country information: Best business books of 2017

**Financial Times & McKinsey**

- Business book of the year award

**Winner**

*Janesville* by Amy Goldstein  
Call Number: Fisher - 330.975871  
ISBN: 9781501102233  
Publication Date: 2017

**Shortlist**

*Adaptive markets: financial evolution at the speed of thought* by Andrew W. Lo  
Call Number: eBook  
ISBN: 1400877763  
Publication Date: 2017

*Reset: my fight for inclusion and lasting change* by Ellen Pao

**The Economist**

- Books of the year 2017

**Economics and business**

*The great leverer: violence and the history of inequality from the Stone Age to the twenty-first century* by Walter Scheidel  
Call Number: eBook  
ISBN: 9780691165028

*Capitalism without capital: the rise of the intangible economy* by Jonathan Haskel & Stian Westlake  
Call Number: eBook  
ISBN: 9780691175034  
Publication Date: 2017

*Black edge: inside information, dirty money, and the quest to bring down the most wanted man on Wall Street* by Sheelah Kolhatkar  
Call Number: eBook
How to access the Library’s databases
Databases - find journal articles, news, industry reports etc.

Subject guides - access research and referencing guides
Click on the first letter of the database you want to access

View the key databases for your subject
Access the best databases for finding:

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

Passport

IBISWorld
WHERE KNOWLEDGE IS POWER

Company360™
What to look out for

- Coverage - what information is available?
- Can you browse across the site’s content?
- How can you search across the database?
- How often is the site’s content updated?
- Where can you access help information?
Refer to pages 3-6 of the class handout.
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 7-8 of the class handout
Refer to pages 9-10 of the class handout
Database speed dating
Other databases
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>19:01</td>
<td>Resolute Mining Provides Syama Update</td>
</tr>
<tr>
<td>17:55</td>
<td>Neometals Provides Quarterly Activities Report for June 2017</td>
</tr>
<tr>
<td>17:32</td>
<td>Technology One Provides Further Update on Brisbane City Council - Receipt of Claim</td>
</tr>
<tr>
<td>17:18</td>
<td>Spectur Admits to Official List</td>
</tr>
<tr>
<td>16:53</td>
<td>Spotless Group Holdings Announces Downer's Stake Increases to 80.3%</td>
</tr>
<tr>
<td>16:09</td>
<td>Technology One Advises on Termination of LGS Contract by Brisbane City Council -</td>
</tr>
<tr>
<td></td>
<td>a Positive Step</td>
</tr>
<tr>
<td>15:58</td>
<td>Decmil Group Provides Market Update</td>
</tr>
<tr>
<td>15:58</td>
<td>Flight Centre Travel Group Issues Unsecured Note Prospectus</td>
</tr>
<tr>
<td>14:34</td>
<td>Cokal Trading Halted, Pending Company Announcement</td>
</tr>
<tr>
<td>14:31</td>
<td>Westgold Resources Provides Quarterly Activities Report for June 2017</td>
</tr>
</tbody>
</table>

### Australian Markets

<table>
<thead>
<tr>
<th>Index</th>
<th>Value</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Ordinaries</td>
<td>5,755.20</td>
<td>-1.3203 ↓</td>
</tr>
<tr>
<td>S&amp;P/ASX 200</td>
<td>5,702.80</td>
<td>-1.4299 ↓</td>
</tr>
<tr>
<td>10-year Bond Rate</td>
<td>2.70</td>
<td>0.3725 ↑</td>
</tr>
<tr>
<td>90 Day BB</td>
<td>1.72</td>
<td>0.5084 ↑</td>
</tr>
<tr>
<td>3-yr Bond Rate</td>
<td>1.98</td>
<td>0.5077 ↑</td>
</tr>
</tbody>
</table>

### Overseas Markets

<table>
<thead>
<tr>
<th>Index</th>
<th>Value</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dow Jones (US)</td>
<td>21,830.31</td>
<td>0.1549 ↑</td>
</tr>
<tr>
<td>S&amp;P 500</td>
<td>2,472.10</td>
<td>-0.1341 ↓</td>
</tr>
<tr>
<td>HKSE</td>
<td>26,970.39</td>
<td>-0.2504 ↓</td>
</tr>
<tr>
<td>NASDAQ</td>
<td>6,374.68</td>
<td>-0.1177 ↓</td>
</tr>
</tbody>
</table>

### Commodities

<table>
<thead>
<tr>
<th>Commodity</th>
<th>Value</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminium</td>
<td>1,884.50</td>
<td>-1.6925 ↓</td>
</tr>
<tr>
<td>Copper</td>
<td>6,295.50</td>
<td>-0.0437 ↓</td>
</tr>
<tr>
<td>Nickel</td>
<td>10,155.50</td>
<td>0.0741 ↑</td>
</tr>
</tbody>
</table>
Access various types of company information

Download company reports
Company profiles

Goodman Fielder Limited

Country: Australia

Goodman Fielder Limited is a leading food and beverage company in Australia, with operations in the areas of bread, cakes and snacks, sugar and pasta. The company has a diverse range of products across multiple markets, including retail, food service and wholesale.

The company has a strong focus on innovation, sustainability and responsible sourcing. Goodman Fielder is committed to reducing its environmental impact and improving the quality of its products.

Goodman Fielder Limited is listed on the Australian Securities Exchange (ASX: GFM).
Country Report

Table of Contents

Country Forecast
Map........................................................................................................2
Highlights..................................................................................................3
Current Data.............................................................................................5
Comment & Analysis................................................................................11
Forecast Scenarios
  Most Likely Five-Year Regime Scenario: ALP (50% Probability)............17
  Second Most Likely Five-Year Regime Scenario: LP-NP Coalition (40% Probability) ..........29
  Third Most Likely Five-Year Regime Scenario: Minority Government (10% Probability) ....31
  Forecast Summary.................................................................................33
Political Framework
  Players To Watch..................................................................................35
Country Conditions
Climate for Investment & Trade
  Overview..............................................................................................1
  Tariff and Non-tariff Barriers...............................................................3
  Policies..................................................................................................4
  Legal Framework..................................................................................5
  Corruption and other Bureaucratic Obstacles.....................................7
  International Agreements.................................................................8
  Labor Conditions................................................................................10

Journals e.g. Harvard Business Review

Tiffany's CEO on Creating a Sustainable Supply Chain

The jewelry company has long led the industry in working to address environmental and human rights concerns. by Frederic Cumenal

Country reports
Search across everything

Locate specific types of content
In the 1980s, a wholesale technology shift took place in the precision machining industry. I was “in the trenches” as thousands of traditional machine tools were replaced by hundreds of CNC machines all over this country.

I believe we are now in another wholesale technology shift. Considering how CNC control changed what happens inside the machine tool, robotic automation is having a similar impact on what happens to that process on the outside of the machine tool. Robotics allow the combination of precision machining with the part-exchange sequence, which is still common today. Along with bar feeders, pallet changers and gantry loaders, robotic automation lends an additional ability of using lower cost machine tools in combination with lower cost robotic systems to help businesses be more competitive in today’s global market.

Traditional Vs. Collaborative Robots

Today, robotic machine-tending has garnered a lot of interest, from the traditional industrial robots to the exciting field of collaborative robots. The concept of collaborative robots is to allow robots to work side by side with people without the need for guarding. By allowing a robot to work collaboratively, the need for traditional perimeter fencing is removed. Or is it?

Today’s reality of business survival means finding and using all ways to reduce the cost of manufacturing. Keeping this in mind, the strategy is more about minimizing the time required for people to tend the machine tool, more so than the implementation of automation that merely works alongside the people. This approach may not work best for all manufacturing positions, but it is generally the most effective for our segment of manufacturing: precision machining. Given the shortage of qualified machinists and machine operators, business survival depends on getting...
Search across everything

Scroll down to limit your search to specific types of content
Cloud ERP: Preparing for Success With Cloud Core Financial Management Applications

The increasing adoption of cloud ERP means many organizations are considering replacing on-premises core financial management applications with public cloud services. Application leaders need to work with CFOs and the office of finance to prepare the finance function for success in this transition.

Survey Analysis: Microsoft Outpaces Google in Cloud Email Adoption by Public Companies

We have updated our analysis of cloud email adoption by public companies of different sizes, industries and regions in relation to Microsoft Office 365 and Google G Suite. Application leaders should use our findings.

Digital Marketplaces for a Platform World

A digital marketplace is a virtual trading environment that enables value exchange between buyers and sellers. CIOs that are building and expanding a digital business can use digital marketplaces to derive value from their platform investments.
Artificial Intelligence Primer for 2017
3 February 2017
...can CSPs do with Artificial Intelligence? Five Lessons in Artificial Intelligence and Customer Service Applying Artificial Intelligence to Sales Operations... Improve Your Chances of Success With Artificial Intelligence Data Preparation and Evaluation...
Analyst(s): Whit Andrews | Alexander Linden | Tom Austin

Predicts 2017: Artificial Intelligence
23 November 2016
...Microsoft in driving the artificial intelligence economy with disruptive business solutions. By 2019, artificial intelligence platform services will cannibalize... Unit Focused on Artificial Intelligence”, South China Morning Post. 5 “Deep Interest in AI: New High...
Analyst(s): Whit Andrews | Kenneth F. Brant | Magnus Revang | Martin Reynolds | Frances Karamouzis | Jim Hare

Architecture of Conversational Platforms
1 March 2017
...outcomes for users. The majority of end-user clients assume that artificial intelligence (AI) capabilities play a larger part in the overall platform. Most...
Analyst(s): Magnus Revang | Brian Manusama | Anthony Mullen

Hype Cycle for Artificial Intelligence, 2017
24 July 2017
...renamed Deep Learning General-Purpose Machine...
1. Being open to the new Renaissance

2. LG's Nano Cell TV covers the angles but not the apps

3. Offfins given grant to probe powers of milk

4. Nano-Nouvelle piles on the power for batteries

5. Atlassian founder backs space start-up

6. Satellite start-up leads small cap tech risers
Apple, Inc.

General Information

Apple, Inc.
Year Started: 1976
1 Infinite Loop
Cupertino, California
95014-2083
United States
Map
Phone: 1 408 996 1010
Company Website
Additional Company Links

Ownership Type: Listed
DUNS provided by D&B: 0060704780
Auditor/Accountant: Ernst & Young

Stock Price Activity

AAPL
3 Months Weekly

Price: 149.50
Change: -1.09
Volume: 18,498,210
Exchange: NAS
52-Week High: 156.65
52-Week Low: 102.53
Currency: USD

Market Index
Barron's 400 Index, Barron's 500, Dow Jones Composite Average, Dow Jones Global Index, Dow Jones Global Large-Cap Index, Dow Jones Global Titans Index, Dow Jones Global Total Stock Market Index, Dow Jones Industrials, Dow Jones Islamic Market Index, Dow Jones Sector Titans Composite Index USD, Dow Jones Technology Titans 30 Index USD, Dow Jones U.S. Large-Cap Growth Total Stock Market Index, Dow Jones U.S. Large-Cap Index, Dow Jones U.S. Large-Cap Total Stock Market Index, Dow Jones U.S. Total Market Index, Fortune 500, Fortune Global 500, Global Dow Realtime USD, Morgan Stanley High-Technology 35 Index, NASDAQ, NASDAQ 100 Index (NASDAQ Calculation), NASDAQ Computer Index, Russell 1000 Index (Russell), Russell 3000 Index (Russell), S&P 500, SP 100

Business Description

Apple, Inc. engages in the design, manufacture, and marketing of mobile communication, media devices, personal computers, and portable digital music players. It operates through the following geographical segments: Americas, Europe, Greater China, Japan, and Rest of Asia Pacific. The Americas segment includes both North and South America. The Europe segment consists of European countries, as well as India, the Middle East, and Africa. The Greater China segment comprises of China, Hong Kong, and
$A will 'weigh' on outlook: RBA

The Reserve Bank of Australia has signalled greater discomfort with the appreciating Australian dollar in its August statement where it kept the cash rate on hold for the 11th straight meeting.

- Markets Live: ASX jumps as earnings kick off
- Canada-style tax won't work as well here
- Melbourne prices surge 3.1pc in July

Apple, Google axe binary options apps

32 mins ago | ASIC asked the companies to remove the apps after Australians lost $3 million on the products in 2016.

Markets: Profits season's first victims

LIVE | The ASX pushes higher while the RBA's statement does nothing to dampen Aussie's recent rise.

PM's choice: run a debate or be run over

Highlights

Hydrogen power finally has a reason to be

Fuel-cell companies are targeting forklifts as well as buses and trucks.
### Company, industry and country information: News articles

- **_factiva**
  - Factiva provides access to an extensive archive of newspapers, industry publications, newswires and news-based websites from around the world.

- Help guide - Find business news via Factiva
  - Handout from the "Make a strong start for Semester 1" training program.

### Fairfax newspapers (AFR, SMH and Age)

The Library now provides unlimited access to the following new sites:

- [Australian Financial Review - AFR.com](http://www.afr.com)

**Digital replicas**

You can also access digital replicas of recent print editions.

- Archive = 3 years for the AFR and 6 months for the SMH/Age.

- [Australian Financial Review - digital replica](http://www.afr.com)

---

### Access key business news sources via the Library’s research guide

#### Business tweets

*Financial Review* @FinancialReview

Glencore joins chorus backing new clean energy target. bit.ly/2suDpIP #ausbiz

*Fortune* @FortuneMagazine

ABC’s ‘pink slime’ defamation trial opens Monday for.tn/2qSNZI
Select Subjects > Business
Access thousands of movies and documentaries.
Learn a new skill online, on your time

5,968 courses in Business, Technology and Creative Skills taught by industry experts.

Try Lynda.com free for 30 days.

Start My Free Trial

Software Development
Over 600 courses

Design
Over 700 courses

Business
Over 1,200 courses
Enter sydney.edu.au
Enter your UniKey and Password
Bloomberg terminals

- Access analyst reports and historical share prices
- Covers currencies, commodities, analyst forecasts and news
- 40 terminals are available
  Codrington Building (H69)
  → Go to level 1 (Labs 3 & 4)
Bloomberg terminal - analyst reports

The future of Japanese tech
Japan and drones: A largely untapped opportunity

Still a small market in Japan, but with lots of promise

Unmanned aerial vehicles (UAVs) or drones will not be a big factor in the earnings and share performance of any Japanese company today, judging by the narrow image in the case of Yamaha, Toyota, SoftBank, KDDI and NTT DoCoMo. In contrast, many Japanese are eager to see their companies participate in the market. Major examples among listed firms include Z Holdings and OMDI, as well as NICT, the national institute for information and telecommunication research. In fact, the University of Tokyo will launch a master’s program in drone technology in April 2018.

Japan’s drone industry is underdeveloped

The most successful Japanese UAV producer has been Yamaha Motor. The firm has 60% share of Japan’s corporate flying UAV market, and its 60-kilogram machine has been exported to Korea and Australia. In 2015, R-MAX became the first drone selected from a US government approval for piping in the US. Over 2,000 Yamaha drones are in use, and it targets annual sales to reach 150m by 2020.

Beyond Yamaha, some of Japan’s major tech and consumer goods companies are paying close attention to the global UAV market. The military UAV market is dominated by US and Israeli firms, while the consumer drone market is led by China’s DJI and 60-70% share followed by France’s Parrot. Our colleague Alan Chan has highlighted the rise of other consumer drone players like Yuneec, which has signed a distribution agreement for Japanese firms on the hardware side.

A restrictive regulatory regime

The use of drones in Japan is highly regulated – e.g. drones cannot fly above 150m or within 30m of any building – creating great obstacles to the consumer drone market. There are moves to support growth in commercial industrial operations. For instance, the Ministry of Internal Affairs and Communications is looking to declare rules that cap the power of radio signals, to allow the operating distance to grow from just 150m to 500m, which will relieve some of the range of use.

A flurry of new activity, notably in services

Encouraged by overseas developments and domestic opportunities, new firms are entering the field, including: AICase, a startup firm from China University and now 20% owned by Nautronix; Aircus, a JV formed in 2015 by Sony and Hitachi that launched in April 2016; Airstage, which has launched a drone-based agricultural platform in Japan; and Deka, a 2,000-strong company that has developed a proto-type drone in conjunction with the Japan Aerospace Exploration Agency. While the mid-term opportunities in Japan will be in mapping/mapping/infrastructure inspection, precision agriculture, and security, drone deliveries are not considered. Instead, the firm’s organized high-priority demonstrations in China, including a total of 1,000 drones, will be a key indicator of the firm’s product performance.
Go beyond Google
Go beyond Google

The Library provides free access to credible company and industry research that isn’t freely available via Google.
the best things in life are actually really expensive
Chocolate and Confectionery Manufacturing in Australia

Date Published: December 2016

Overview

Sweet deal: Consumer preference for premium products has led to revenue growth

The Chocolate and Confectionery Manufacturing market research report provides key industry analysis and industry statistics, measures market size, analyzes current and future industry trends and shows market share for the industry’s largest companies. IBISWorld publishes the largest collection of industry reports so you can see an industry’s supply chain, economic drivers and key buyers and markets.

Each industry report = $1095 + GST
Whilst Australia has traditionally been characterised as a nation of beer drinkers enjoying a “cold one” at the pub or a barbecue, beer drinking per capita is at a 68-year low, proving this stereotype is becoming increasingly outdated. The volume of ...
$5 per week
(discounted student rate)
Digital access
AUD $380 per year
AUD $285 per year (student rate)
The Six Forces That Will Shape Business and Technology in 2030

Published: 1 February 2016

Analyst(s): Stephen Prentice

Six technology-enabled trends will change business fundamentals, including the nature of markets and assets. This research shows what business will look like in 2030, and advises CIOs how to educate the CEO about the challenges.

Impacts

- Six trends will force CEOs to rethink the fundamentals of business.
- The Internet of Things will force CEOs to change their business models.
- Increasingly algorithmic and ultimately autonomous things will replace many business decisions for business leaders.

Recommendations

CIOs:

- Produce a briefing document on these long-term trends for your CEO. Note both the opportunities and the threats for your enterprise’s business and your industry.
- Stress that these trends are not science fiction; they are already visible and demand serious attention from the enterprise right now.
Google search tips
Who cares?
When you’re looking for information online…

Think about who might care about your topic

Government departments and agencies

– Look for the government department or agency that has an interest in your industry

– Has there been a parliamentary inquiry into your industry?

– Google search tip - limit your search to Australian government sites, by entering site:.gov.au after your search terms
Future of Australia's video game development industry

On 15 March 2016 the Senate granted an extension of time to report until 29 April 2016.

On 22 June 2015 the Senate referred the following matter for inquiry and report by 1 April 2016:

The future of Australia's video game development industry.

The final report was presented on 29 April 2016.

Committee Secretariat contact:

Committee Secretary  
Senate Standing Committees on Environment and Communications  
PO Box 6100  
Parliament House  
Canberra ACT 2600

Phone: +61 2 6277 3526  
Fax: +61 2 6277 5818  
ec.sen@aph.gov.au

Past Public Hearings

11 Mar 2016: Sydney, NSW  
10 Mar 2016: Brisbane, QLD  
19 Feb 2016: Melbourne, VIC

more...
When you’re looking for information online…

**Industry groups / associations**

- Member lists = identify companies in a particular industry
- Policy / research papers = what the industry cares about

**Industry news sites**

- Identify recent trends and developments
Industry groups - member lists
Policy papers

ELECTRICITY SUBSIDIES IN AUSTRALIA – THE FAC

Australians paid more than $3 billion in subsidies for electricity production in 2015–16 shows – with 98 per cent going to renewable energy sources like wind and solar power.

MCA ENERGY FACT SHEETS

MEDIA RELEASES ON TAX ISSUES

24 Jun 2015 Minerals sector subsidy free: Productivity Commission


12 May 2015 Mining and corporate tax: the official evidence

29 Apr 2015 ACF report hits at regional Australia

RECENT TAX REPORTS AND SUBMISSIONS

Mar 2016 Growing the Australian economy with a competitive company tax

Mar 2016 MCA submission to Ferris-Finkel-Fraser R&D Tax Incentive Review

Feb 2016 MCA submission to the Board of Tax Transparency code discussion paper

Dec 2015 Minerals industry Tax survey 2015

16 Jun 2015 Submission on the Australian government’s tax discussion paper
Court rules on Pacific Ale appeal

March 9, 2018

The Full Federal Court today ruled on Stone & Wood’s appeal of an earlier decision clearing Thunder Road’s use of the name ‘Pacific Ale’ on a rival beer.
PORT OF GLADSTONE: CENTRE STAGE
All images: Gladstone Ports Corporation. BY ELIZABETH FABRI GROWING
liquefied natural gas (LNG) exports out of QLD has put the Port of Gladstone in the spotlight as domestic gas security...
When you’re looking for information online…

**Accounting firms**

- e.g. KPMG, Deloitte, PwC, and Ernst & Young
- Look for thought leadership / articles / reports

Retail trends: Vol. 2 - A guide to virtual and augmented reality for Australian retailers

This guide to VR, AR and immersive technology should remove some of the uncertainty for retailers around this new and evolving technology.
When you’re looking for information online…

Consumer research firms

– e.g. Roy Morgan www.roymorgan.com and

ANZ-Roy Morgan Australian Consumer Confidence Rating up 0.9% to 119.0
March 06 2018  Finding No. 7420  Topic: Consumer Confidence Press Release  Country: Australia

This weekly ANZ-Roy Morgan Consumer Confidence Rating is based on 956 face-to-face interviews conducted Australia-wide with men and women aged 14 and over the weekend March 10/11, 2018.

AS TRENDS IN BEAUTY HIGHLIGHT, BRAND VALUE IS MORE THAN SKIN DEEP
More than any other consumer industry, beauty and personal care are driven by trends. New trending ingredients, formulations, colors and brands come around every season. Walk into your average retail store and you’ll see this reflected on shelves.

SCREEN TIME STILL AN AUSTRALIAN PASTIME
The latest figures from the Australian Video Viewing Report from Regional TAM, OzTAM and Nielsen show the average Australian home now has 6.6 screens in which to consume video content. These screens include multiple devices such as internet-capable TVs, tablets, smartphones, and high definition (HD) TV sets.
When you’re looking for information online…

**National statistics bodies**

Evaluate your search results
The C.R.A.P. test

C - Currency

R - Reliability and Relevance

A - Authority

P - Purpose and Point-of-view

Google search operators
<table>
<thead>
<tr>
<th>SEARCH OPERATOR</th>
<th>WHAT DOES IT DO?</th>
<th>EXAMPLES</th>
</tr>
</thead>
</table>
| “ ”            | Search for an exact word or phrase. | “social media”  
“remuneration” |
| **OR**         | Search for either term | “crowd funding” barriers  
**OR** challenges **OR** issues |
|                | The OR must be in uppercase |  |
| “”             | Exclude a word from your search results | drones -military |
| **site:**      | Limit your search to a particular website. Enter your search terms followed by the word ‘site’, a colon and the website address (e.g. site:sydney.edu.au). | netflix site:nytimes.com  
"emotional intelligence"  
site:hbr.org |
| **site:**      | Limit your search to a class of sites e.g. Government or Academic websites.  
**Australia**  
Government > site:.gov.au  
Academic > site:.edu.au  
**United Kingdom**  
Government > site:.gov.uk  
Academic > site:.ac.uk  
**United States**  
Government > site:.gov  
Academic > site:.edu | crowdfunding site:.gov.au  
leadership site:.ac.uk |
| **filetype:**  | Restrict your search to a particular file type. Enter your search terms followed by filetype: and the relevant file type abbreviation (e.g. filetype:pdf). | “cross cultural” leadership filetype:pdf  
**Common file types**  
- Adobe PDF (pdf)  
- HTML (htm, html)  
- Microsoft Excel (xls, xlsx)  
- Microsoft PowerPoint (ppt, pptx)  
- Microsoft Word (doc, docx) |
Google search #1

OR (in uppercase) - Google will find results that mention either *driverless cars* OR *autonomous vehicles*

“” (quotation marks) Google will search for the words as an exact phrase, rather than individual words

site:aph.gov.au Limits your search to the Australian Parliament House website - aph.gov.au
Search results are limited to the APH website.

Some results mention autonomous vehicles.
Other results refer to driverless cars.
Google search #2

**OR** (in uppercase) - Google will find results that mention either *marketing* OR *advertising*

```
alcohol marketing OR advertising site:.edu.au
```

**site:.edu.au**
Limits your search to Australian education sites e.g. sydney.edu.au
Some results mention advertising. Other results refer to marketing.

The word alcohol appears in every search result.
Google search #3

**OR** (in uppercase) - Google will find results that mention either future OR trends

" " (quotation marks)
Google will search for the words as an exact phrase, rather than individual words

filetype:pdf
Limits your search to PDF files (often articles and reports)
Search results are limited to PDF files.

PDF files are often articles and reports.

Some results mention the future.
Other results refer to trends.

The phrase artificial intelligence appears in every search result.
Google search #4

OR (in uppercase) - Google will find results that mention either Airbnb OR Uber

"sharing economy" airbnb OR uber site:smh.com.au

" " (quotation marks) Google will search for the words as an exact phrase, rather than individual words

Search results are limited to the Sydney Morning Herald (SMH) website. Some results just mention Airbnb. Other results just refer to Uber. Some results mention both Airbnb and Uber. The phrase *sharing economy* appears in every search result.
Use Wikipedia with caution

- Wikipedia can provide a useful overview of a company or industry.

- Check that the information is credible and up-to-date.

- Don’t cite Wikipedia in your reference list / bibliography
Wikipedia example

BHP

From Wikipedia, the free encyclopedia

References [ edit]

HELP!
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.
Can’t find the information you need?

Ask for help!

Contact the Business School’s Librarians for advice & further training

Contact details:
tinyurl.com/buslibhelp