Searching for Public Company Information
Prepared for MBA 651: Marketing Strategies
For additional help, contact Kara Van Abel, Reference Librarian & Liaison to the Collat School of Business
Email: kvanabel@uab.edu or visit Website: http://uab.libguides.com/businesscertificate

UAB Libraries Databases

<table>
<thead>
<tr>
<th>BUSINESS INSIGHTS ESSENTIALS</th>
<th>AB/FINFORM Complete</th>
<th>LEXISNEXIS</th>
<th>IBIS World</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charts &amp; graphs</td>
<td>Extensive news:</td>
<td>Brands</td>
<td>Industry information:</td>
</tr>
<tr>
<td>Competitors</td>
<td>Annual reports</td>
<td>Company history</td>
<td>Key financial ratios</td>
</tr>
<tr>
<td>Detailed company history</td>
<td>Market share</td>
<td>Competitors</td>
<td>Market share</td>
</tr>
<tr>
<td>Industry overview</td>
<td>Products</td>
<td>Executives</td>
<td>NAICS codes</td>
</tr>
<tr>
<td>Market share reports</td>
<td>Scholarly articles</td>
<td>Financials</td>
<td>Outlook</td>
</tr>
<tr>
<td>News</td>
<td>Trade press</td>
<td>Legal proceedings</td>
<td>Regulatory agencies</td>
</tr>
<tr>
<td>Revenue</td>
<td></td>
<td>News</td>
<td>Supply chain info</td>
</tr>
<tr>
<td>SWOT Reports</td>
<td></td>
<td>Stock performance</td>
<td>Top competitors</td>
</tr>
</tbody>
</table>

Visit the databases listed above at http://www.mhsl.uab.edu/
Databases can be accessed on and off campus 24/7. If you are accessing them from off campus, you will be prompted to enter your Blazer ID & password.

Websites

SEC EDGAR: https://www.sec.gov/edgar/searchedgar/companysearch.html

*10-K filing will have all of the above

Investor Relations Website: Search for investor relations & name of company
This database includes information on domestic and foreign companies, including company histories, SWOT analyses, financials and ratios, industry profiles, and market share.

To get started, type your company’s name or ticker symbol in the search box. You can navigate the information using the links along the right side of the screen.

This database includes thousands of academic journals, newspapers, magazines, and trade publications related to business. They can also be used to identify new products, competitors, company reports, and market share.

To get started, type your search terms into the search box. You can narrow the list of information using the filtering tools on the left side of the screen.

This database includes information on foreign and domestic companies such as financials, company overviews, executive compensation, and competitors. You can also find full text of domestic and international newspapers in this database.

To get started, type the name or ticker symbol of your company into the “Get Company Info” box towards the bottom right side of the main screen.

- Choose your company from the results list
- Get additional information by using the links along the left side of the screen

This database contains extensive information on U.S. industries categorized by NAICS code. You can find key financial ratios, industry outlook information, products and market information, the competitive landscape, and current industry operating conditions.

To get started, search by keyword, company name, or NAICS code. Choose your industry report from the results list. Navigate to additional information by using the links at the top of the screen.

The U.S. Securities and Exchange website is home to EDGAR (a database which contains all of their filings.)

To get started, search for your company’s name or ticker symbol. Choose your company from the results list. Filter your search by selecting filing type.

- Form 10-K: A comprehensive summary report submitted annually. Includes audited financials and a detailed company overview.
- DEF 14-A: Also known as a proxy statement. Sent to shareholders before the annual shareholder meeting.
- Form 8-K: A report of unscheduled material events or corporate changes at a company that could be of importance to the shareholders or the SEC.