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Finding Company Information

If you need to find details of a company for a business project, this handout will help you find sources of information.

It is important to realise that not all company information is free of charge on the internet, so you may need to make use of the specialist databases available to you here at INTO Manchester and also via the Central Library in Manchester.



You need your OPEN ATHENS password to use the INTO Manchester databases. If you do not have a password, ask the Learning Centre staff

Annual Reports

A company annual report is a published yearly report which a public company with shareholders has a legal obligation to produce. The annual report summarises key events which have taken place over the last year and gives a company overview to current shareholders and potential company investors.

Company annual reports are available free of charge.

Try the following:

- Most company websites offer their annual report for download
- The INTO Manchester Learning Centre contains a few examples of Company Annual Reports in the Business Information section at Shelf (**Dewey**) number **657**
- You can obtain annual reports from many top companies free from the **Annual Reports Service**. This service provides you with reports through the post or by email.

Website: <https://www.orderannualreports.com/>

Market Information

Market research information is a valuable source of knowledge on how a sector is performing both now and potentially in the future. Often it provides SWOT analysis (Strengths/Weaknesses, Opportunities and Threats) for an industry.

• **MarketLine Company Profiles**

Authority (previously known as Datamonitor)

MarketLine is a business information company covering the automotive, consumer, energy, financial services, healthcare and

technology sectors. Over 10,000 Company Profiles from *MarketLine* are available via **Ebsco Discovery**, a special database INTO Manchester has subscribed to.

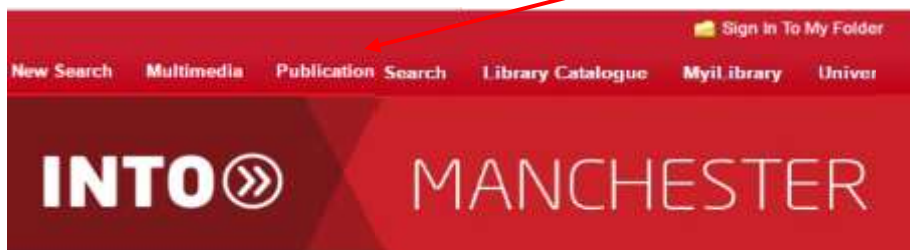
You can access Ebsco Discovery from INTO Manchester or at home. It is available via <http://intolearningcentre.co.uk/online-resources/>



Click on the logo or click on **Log in here**

Log into **OpenAthens** using your **Open Athens username and password**. **If you do not have a password, please ask the Learning Centre staff.**

Once you log in, the following screen appears; select **Publications Search** from the menu



Then use the term **company profiles** to bring up the *Marketline reports*. Add the name of the company you are searching for.



and you will find the full text of the report



• IbisWorld

Contains in depth and concise business intelligence for industries and business sectors across the globe. These reports are VERY expensive, but are available to **access online free of charge** via Manchester Central Library in the Business & Intellectual Property Centre on the 2nd floor.

You will have to join Manchester Central Library to use this online, but this is **free of charge**.

• Mintel

A collection of market research reports, news and other databases providing market, product and company information

These reports are VERY expensive, but are available to **access online free of charge** via Manchester Central Library in the Business & Intellectual Property Centre on the 2nd floor.

You will have to join Manchester Central Library to use Mintel, but this is also **free of charge**.

Joining Manchester Central Library

All you need to join the public library is take a letter showing you live/study in Manchester. You can apply for this letter via the INTO Learning Centre website at **<http://intolearningcentre.co.uk/>**



Manchester Central Library St Peters Square, City Centre, M2 5PD **Telephone:** 0161 234 1983

Email: libraries@manchester.gov.uk

Opening Times for Central Library: **Monday -Thursday: 9am-8pm; Friday: 9am-5pm; Saturday: 9am-5pm; Sunday: closed**