Company & Industry Research
in 5 Easy Steps

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Step 1: Choose a Company

Start with a list of top ranked public companies, such as the Canadian Business Investor 500.

Step 2: Gather Information From the Company’s Website

Navigation Tips
- Look for “Our Company” or “About Us”
- Look for a link to “News”
- Look for a link for “Investors” to view annual reports and stock information
Step 3: Look Up Detailed Company & Industry Profiles

- Start with *LexisNexis Academic’s Company Dossier*
- Use the “Find a Company” search box to locate the Company Snapshot
- Or, use the Industry tab to search by industry keyword
LexisNexis Academic – Company Dossier

-> Choose your company name from the Results list.
Key reports:
- Snapshot
- In The News
- Financials
Step 3: Look up Detailed Company & Industry Profiles

- Use Business Source Complete’s **Company Information** search.
- Enter the Company Name and click Search.
- Choose the correct company name from the Result List.

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<tbody>
<tr>
<td><strong>Company Name (Ticker)</strong></td>
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<td>1. Wal-Mart Stores Inc. (WMT)</td>
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This is a sample **Company Information Profile** from Business Source Complete.

- Use the **Related Information** links to easily locate SWOT Analysis, Industry Profiles, and Market Research Reports.
The MintAmericas Library Database is a great source for Canadian or U.S. company information and is quite easy to use. Just enter the company name in the search box.

Step 3: Look up Detailed Company & Industry Profiles

WAL-MART STORES, INC.
72716 BENTONVILLE, United States of America
Operating revenue (2015): 485,651,000 th $ 
2,200,000 employees
Other retail sale in non-specialised stores
The One Page Report provides a brief profile.

To view detailed information, click the Everything tab.

To view specific information, click the By section tab, and then make your selection.

Note that Industry Reports are often available.
Step 4: Look for Newspaper, Magazine, and Journal Articles in Library Databases

Basic Search vs. Advanced Search
Target doubles down on e-commerce after Canadian stumble

**Abstract (summary)**
Target also said it plans to spend $1 billion in 2015 alone to improve supply chain and technology infrastructure: constructing two new e-fulfillment centers and updating or launching eight new mobile apps. [...] the company has had so much success online that traffic surges ultimately overwhelmed its network, Cornell told analysts on the company’s quarterly earnings, according to a Seeking Alpha transcript.

**Full text**
WASHINGTON -- After its first foray into an international market ended in a billion dollar loss last year, Target Corp. is once again embracing new additions to its supply chain. This time they’re playing it safe, though, investing in a market where they have a proven track record: the Internet.

The American low-cost retailer is raising the ante in its e-commerce war with primary competitor Walmart, announcing earlier this year it had cut its minimum for online orders in half. Target also said it plans to spend $1 billion in 2015 alone to improve supply chain and technology infrastructure: constructing two new e-fulfillment centers and updating or launching eight new mobile apps.

It's substantial growth in the e-commerce sector is all the proof company CEO Brian Cornell said he needs to know Target is back on-target.

The company posted a strong first quarter in the first three months of 2015, beating market expectations. Total sales were up 2.8 percent year-over-year at $17.1 billion, the company reported last month. Digital channel sales, which make up nearly one percent of all sales, were up 17 percent year-over-year, totaling $470.1 million.
Step 5: Use SuperSearch to Locate Even More Sources (Journals, Books & Media)

- Enter your **Company** or **Industry name** in the SuperSearch box.
- Review the Search Results. Consider Refining the Results by Publication Date, Format Type or by using different keywords.
Company & Industry Research in 5 Easy Steps

1. Choose a Company
2. Gather Information from the Company’s Website
3. Look up Detailed Company and Industry Profiles in Library Databases such as LexisNexis or Business Source or MintAmericas
4. Look for Newspaper, Magazine, or Journal Articles in Library Databases such as ABI/Inform Global
5. Use SuperSearch to Locate Even More Sources