



## FINDING COMPANY INFORMATION

### IDENTIFY THE COMPANY

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First find out who the company is and what it does by. Good starting places are [Hoover's Online](#) and the database [General Business File ASAP](#).

Determine whether the company is publicly-owned (stock trades) or privately-held. U.S. public companies must file reports with the SEC. SEC filings can be searched using [EDGAR](#). (<http://www.sec.gov/edgar.shtml>)

### PROFILE THE COMPANY

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#### General Business FILE ASAP

- Under the Research Tools column, click Subject Guides>Business>General Business File ASAP
- Using the subject guide search, type in the name of the company. Example Gentex
- Click the Read button. Generally, there will be a company profile link which will provide you with a concise profile and also direct you to additional articles about a variety of topics relating to the company.

#### Lexis Nexis

- Under Research Tools, click Lexis Nexis
- Click on Business on the left-hand toolbar
- Click Company Profiles which includes information regarding executives, revenue and competitors.

#### Hoover's Online

- Without having a subscription, you can obtain a concise company overview, financials, income statement, market data and more.

### FIND CURRENT NEWS AND IN DEPTH ARTICLES

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#### ABI Inform

Articles published in leading business magazines and trade journals often provide added depth and insight into a company's operations, strategy and competition.

#### Lexis-Nexis

Find both current news and business articles both national and international in coverage.

Check any of the business web sites devoted to business news such as [Bloomberg](#), [CNNMoney](#), or [Google News](#).



## VISIT THE COMPANY'S WEB SITE

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Companies are savvy corporate communicators. They recognize the value of having informative web sites where they can showcase their products and services and communicate their vision.

Try searching Google directly by company name.

## EXAMINE THE COMPANY'S FINANCIALS

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Public companies issue annual and quarterly report cards containing income statements, balance sheets and cash flow statements that reveal their financial soundness and profitability. The daily stock market reflects investors' collective opinion on publicly traded companies' current performance and future prospects.

### Yahoo! Finance

Yahoo! Finance is a leading financial destination, providing consumers with a broad range of comprehensive online financial services and information

## SURVEY THE INDUSTRY AND COMPETITION

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No company operates alone. Each company is affected by industry conditions and the actions of its competitors

### Lexis Nexis

- Under Research Tools, click Lexis Nexis
- Click on Business on the left-hand toolbar
- Click Industry and Market News