Company & Industry Research Workshop

Objectives:
- Understand the variety of sources of company and industry information
- Locate company information: annual reports, financial statements, etc.
- Find industry reports and information.
- Find articles on Companies & Industries

Outline:
- Company and Industry Subject Guide
  http://aut.ac.nz.libguides.com/company_industry
- APA Reference Guide
- Website:
  - Ministry of Business, Innovation and Employment
  - Statistics New Zealand
- Library Databases
  - Katalyst
  - Factiva
  - NZX Company Research
  - Marketline Advantage
  - Passport
  - Mergent Online
  - Business Source Complete
  - Australia/ New Zealand Reference Centre
  - Newztext

Introduction:

- Company and Industry subject guide
  http://aut.ac.nz.libguides.com/company_industry
  Please explore the tabs to find content on researching companies and industries. For more detailed approaches see the Company research scenario and the Industry research scenario tabs. Note the drop down menus.

- APA 6th Reference Style Guide

Tables and figures http://aut.ac.nz.libguides.com/APA6th/tables
Reports http://aut.ac.nz.libguides.com/APA6th/reports
Websites http://aut.ac.nz.libguides.com/APA6th/websites
**Websites:**

- Ministry of Business, Innovation and Employment
  http://www.mbie.govt.nz/

On the Homepage, select Sectors and Industries > Food and Beverage > Food and Beverage Information Project > Beverages. Under current reports, open The Investor’s Guide to the New Zealand Food and Beverage Industry 2017

**Try this:**

In the pdf use Ctrl + F to search document. Find information on water or SWOT analysis.

- Statistics New Zealand
  http://www.stats.govt.nz/ or via AUT Library databases


**Question:**

How many dairy cattle were there in New Zealand at 30 June 2015?

**Library Databases: (use Library Database tab)**

The library subscribes to a number of databases providing company and industry information. Find these databases through the Company and Industry Research subject guide or by name in the Databases menu.

- Katalyst

Formerly part of Kompass International. A New Zealand Business Directory containing comprehensive profiles on 16,500 NZ Business to Business (B2B) companies.

**Business Name Field:** Start typing the “business Name” to see autocomplete drop down of matching Businesses. Select one & press enter. (e.g. type Bris and select Briscoe Group Ltd.)

**All profile field:** Use this field if you do not know the company name, but do know something about it like brand or person e.g. Nike.
Adding Filters: Click on a tab, such as “size” or “location” to add filter criteria. (e.g. Employer range "filter of 500+ and a region" filter of “Auckland” will find businesses with a head office in Auckland that has 500+ employees.

Try this:
Find All: Click the search button with no filter or search term to see the full list

- Factiva (NB: single user at any one time)

Factiva is an international news database covering a wide range of information from newspapers, newswires, industry publications, websites, company reports, and more. Provides insight and global perspective on business issues and current events – especially with regard to research requiring current information on companies, industries, and financial markets.

(Has brief summaries about New Zealand and Australian companies – good for future trends - watch out for the date of information – can be variable)

Try this:
Use the Companies/Markets tab, select Company from the drop-down menu and search for ‘Air New Zealand’

Question:
What is the latest key development for Air New Zealand?

- NZX Company Research

New Zealand public company information

Click on ‘Company Research’ – top left hand corner – type in Comvita – click where it says ‘CVT: Comvita Ltd.’ – click on profile, annual reports, financial profile – Sector breakdown.
**Question:**
Find which investment group is the biggest shareholder for Comvita?

- **MarketLine Advantage**

  Provides information on industries, countries and companies. Is global and includes New Zealand companies and industry reports.

In the search box enter “wine New Zealand” and click on search. Click on report - select aspects of report on right.

**Question:**
What was New Zealand’s wine market value for 2013?

- **Passport**

  Passport is a global market research database providing insight on industries, economies and consumers worldwide, helping the clients analyse market context and identify future trends impacting businesses globally.

Different search and Browse options are available.

Key word search (top right hand corner) : Enter keywords “beer Zealand”

See options on the left including shares.

**Question:**
Which company is the market leader in the New Zealand beer market?
• **Mergent Online** (NB: five users at any one time)

Company information including over 150 New Zealand companies

**Searching for companies:** In the left hand box type in ‘Comvita Ltd.’ – should appear from menu – click on it – brings up report – briefly go over tabs

**Browsing New Zealand Companies:** in the right hand box find New Zealand from the drop down menu – click search – shows a list of companies – click on the company name to bring up company information.

**Try this:**

**Country profiles:** on right hand side find New Zealand in the ‘Select a country’ drop down menu.

• **Business Source Complete** *(article database)*

Good for articles about private and public companies, industries, and company reports.

• **Australia/ New Zealand Reference Centre**

Combines Australia and New Zealand specific magazines, newspapers & newswires, reference books, and company information

• **Newztext**

Contains the full text of many of New Zealand’s newspapers and key business magazines from the mid 1990s onwards.
Business Liaison Librarians:

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