Company Information
in Infotrac's General Business File ASAP, Advanced Search

In addition to periodical articles about business topics and companies, General BusinessFile ASAP offers **Company Profiles** (directory type information), **SIC Description** (industry descriptions) and **investment reports** (analysis of company or industry performance). These features can be used to research a specific company, identify a list of competitors in a given industry, and to do research on an industry. All three of these features are available through the "Advanced Search" option.

**Company Profiles - Research a Specific Company**

Choose the "Advanced Search" from the blue banner on the left.

At the bottom of the Advanced Search screen, one may choose to exit the "Business Index Asap" and "Search another component," - Company ProFiles, SIC Description, or investment reports.
A search in Company ProFiles by company name will lead to a results list that includes those terms in the name.

Occasionally more than one company will share the same name, and a single company generally has multiple locations and subsidiaries. You may need to look at several records to determine which record you need. Selecting the parent company - generally the one with the greatest sales figures and highest number of employees - is usually the best choice.
Company ProFile citations include directory type information about the company, names of the parent or subsidiary companies and links to their profiles, names of top officers, the SIC codes of the industries in which that company is active, links to articles about earnings, management, strategic ventures, and a link leading to further information on the industry (designated as "SIC codes for this company.")

Choosing "SICs for this Company" will lead to SIC code descriptions for your chosen company, and to articles about those industries and the companies that compete in them.

One may also search the Company ProFiles and SIC Descriptions from the opening General Business File screen by using the Subject Guide search. Enter the name of a company ("Microsoft"), or industry description ("Computer Software Publishers"), or SIC code ("SIC 7372"). Some of the search results will include the option "Read about this Company" or "Read industry overview," which will lead to the same sets of Company ProFiles and SIC descriptions.

Identify Competitors in an Industry

In Company ProFiles, choose the appropriate indexes from the drop down boxes, and search for companies in a given industry of a specific size and sales range.

Select "SIC Code (si)," "Employees (em)," and "Sales (sa)," and enter your industry's SIC code (7372 is the code for prepackaged software), an expression such as "greater than 50,000" (> 50000) for employees, and "greater than $50,000,000." (> 50,000.0 M) for sales.

The resulting citations will be a list of companies that meet the specified criteria, including Microsoft. Note however, that for any individual company, the SIC
code in question may or may not be the primary line of business. Therefore, when generating lists using SIC codes, the results may not reflect actual head-to-head competitors.

**SIC Description - Research an Industry**

Searching the SIC Description provides links to articles on both the industry and companies within that industry. For example, if you want information about the restaurant industry, choose "SIC term" from the drop down menu and type "restaurants." The result list includes "5812 Eating Places," where 5812 is the SIC code, and Eating Places is the term used for restaurants and other establishments which sell prepared food for immediate consumption.

For further discussion on the use of SIC codes, users
may refer to the Sawyer Library Industry Information Resource Guide.

The result "5812 Eating Places" provides a definition of the industry, including a list of examples, and links to articles on companies within the industry, and articles about the industry as a whole.

To find a specific company's SIC codes use the Company ProFiles component.

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### SIC 5812 Eating Places

<table>
<thead>
<tr>
<th>Parent Division</th>
<th>G. Retail Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parent Major Group</td>
<td>58 EATING AND DRINKING PLACES</td>
</tr>
<tr>
<td>Parent Industry Group</td>
<td>581 EATING AND DRINKING PLACES</td>
</tr>
</tbody>
</table>

**Description** Establishments primarily engaged in the retail sale of prepared food and drinks for on-premise or immediate consumption. Caterers and industrial and institutional food service establishments are also included in this industry.

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### Investment Reports

**Searching: Business Index Asap**

Search another component: [Company ProFiles] [SIC Description]

Search investment reports: By ticker symbol

Those who are familiar with the General BusinessFile know that Investext reports used to be available. Investext has since been replaced with investment reports from Reuters Research on Demand. These reports are provided by Reuters, smaller investment banks, and independent research providers.
The investment reports must be searched by ticker symbol.

The resulting individual reports range from single page snapshots to lengthier reports on the company's financial statistics and ratios. The reports from Reuters also include Consensus Estimates: a tabular summary of analyst recommendations to buy, hold, or sell.