MIRC MBA Research Guide: 2016

Cranfield UNIVERSITY

Researching Brands, Products and Markets

Researching a brand, product or market will require you to pull information from a wide variety of resources. These services can all be accessed from the MBA Support page for Strategic Marketing at URL: http://www.som.cranfield.ac.uk/som/p17859.

Market Research:
Research the market; size, value, performance, players, consumers, trends & forecasts etc.

Industry Profiles:
For a less consumer-focused look at the industry.

Company Profiles:
Put your brand into context.

Financial Analysis:
Is your product's success reflected in the company's finances?

Journal and Newspaper Resources:
Scan journal and international press content for coverage.

Using external resources – Google and all that!

Logging in from off-campus

Check out MIRC Insights for useful hints and tips on your research.
As always, MIRC staff will be able to assist you with enquiries. Feel free to contact us at any time with any questions you have.

MARKET RESEARCH > Mintel:

Mintel's research covers most of the **UK's** consumer markets, including retail, leisure and financial services in addition to various industrial sectors. A Mintel report should give you an excellent overview of the UK market.

Once logged in, the screen should look like that displayed on the right, with direct links to various newly-published reports. There are two ways to access reports from this page…

- Use the 'Category Overview' option to **browse** reports by area of interest.
- Use the simple search box beneath the menus to **search** for a specific word or phrase.

To open any report, simply click on the title to open the report homepage where you can read a very short summary and access full-text. The table of contents is displayed, see below, so you can easily navigate your way around.
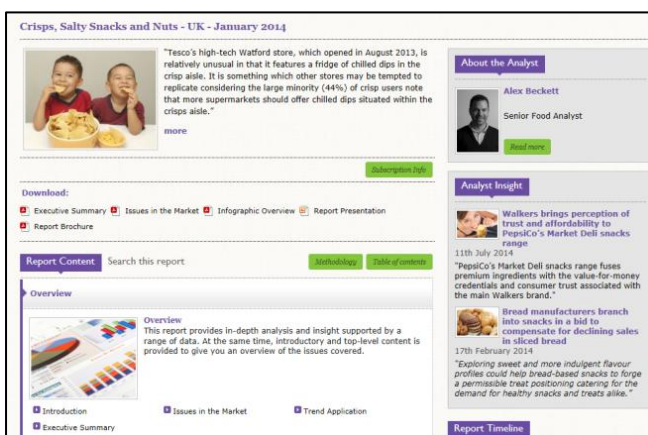
On the right-hand-side of the screen are Analyst Insights; providing access to relevant articles and news that have been published since the report was produced.

Downloading from Mintel:

There is no simple way to download a full report from Mintel. If you need to do so, you will need to follow these steps:

- Open an individual section for any report and select the option at the top to 'Export to Basket'.
- Use the dropdown menu just above this to toggle between report sections.
- Export each section to basket individually.
- When you have exported all the sections you want, click on *Export Basket (at the very top right)* to view the selected sections.

- Select the items you want using the tick boxes on the left and choose your preferred download option on the right – zip file or rtf (MS Word-compatible) – to start your download.
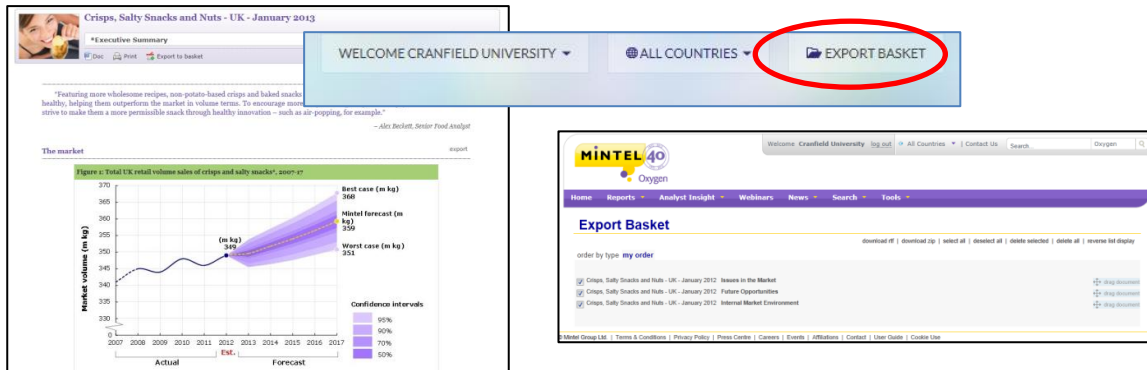

Mintel reports can be huge. Depending on the file size, it may be worthwhile converting the file to a pdf document before reading through it.

MARKET RESEARCH > Key Note:

Key Note is another highly-respected **UK** market research company.

- From the homepage you can either **browse** reports from their 'Sectors & Reports' menu or use the **search** function.
- Type in your product or market and click on the 'Search Reports' option beneath the main search box.
- From the results page, simply click on any report title for access.
- If you are interested in several reports, you can add them to your 'Favourites' by clicking on the option on the right. (Beware: this is not a personal list. It is University-wide!)
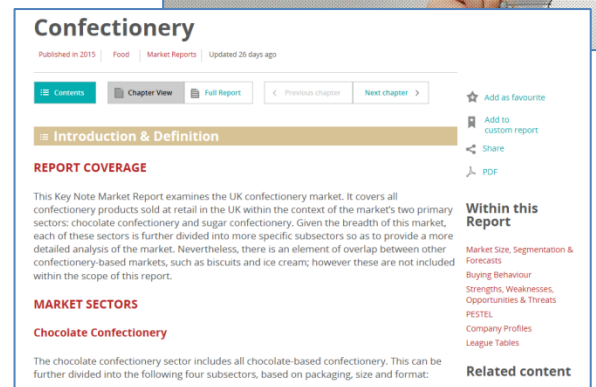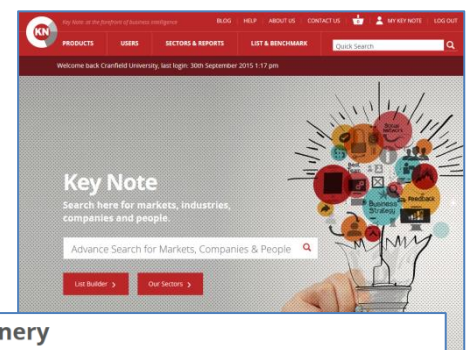
Downloading from Key Note:

The easiest way to download Key Note information is to click on the pdf icon on the right-hand-side of the screen. This will allow you to download the entire report.

MARKET RESEARCH > Passport:

(Off Campus users – do ***not*** use the Extranet, login via our Off-Campus links instead!)

Euromonitor's Passport covers most consumer markets **worldwide**. As with Key Note and Mintel, you can both search and browse for relevant information.
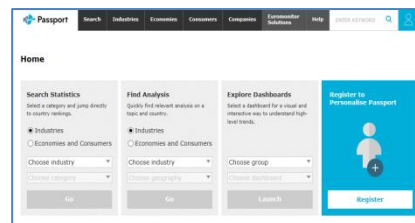
Searching: Enter your keyword(s) in the search-box at the top right. If your search term appears in the dropdown list, select it before clicking on the looking glass icon to search.

- **Analysis** includes mini country-specific market research reports and company profiles. Links are available within reports to related data and alternative reports.
- **Statistics** will generally include data such as market size, company and brand shares. Default statistics give 5 years of data. Historical data is also available. For any data series, click on the 'Change Time Series' option on the left to select the years required. Where data is available, Passport can also provide forecasts.

Statistics:

For more detailed data on countries and markets, consumers and markets, use the Passport 'Category tree' to select the individual datasets you require. Access this via the 'Search' option on the black menu bar and follow the instructions below:

- Select 'Categories and Topics' > 'Categories and Topics' (yes, twice!) and click 'Start'.
- Use the 'Industry Categories' and 'Economic and Consumer Topics' to make your selections.
  - Use the arrow icon (pictured on the right) to open up the sub-menus until you find the items you need.
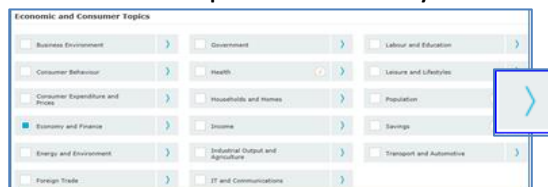
- Select individual items by clicking on them (selections are highlighted in blue).
- When you have finished, click 'Next' at the bottom right to go to the Geographies menu where you can select either individual countries or pre-defined regions.
- Click 'Search' or 'Next' to view results lists.

Consumer Lifestyles:

Passport also provides 'Consumer Lifestyles' reports for countries. These provide an excellent in-depth analysis of consumers in any market including trends and segmentation, demographics, educational and income levels, technology, etc. To access these:

- Click on 'Consumers' > 'Consumer Trends and Lifestyles' from the black menu bar.
- In the 'Analysis Finder' box, select the option for 'Consumer Lifestyles' and select your country from the dropdown menu beneath.
- Click 'Go' for access.

INDUSTRY PROFILES > MarketLine Advantage:
(Off Campus users – login to the University Extranet first!!)

MarketLine Advantage provides access to over 6,500 country-specific industry profiles. Most of these include a Porter's Five Forces Analysis and information on key players.

- Type the name of your industry (and, where relevant, the country) in the MarketLine search box and select the 'Industries' option from the dropdown list.
- If a report is available, it should be at the top of your results list.
- If further filtering is required to find the relevant report, options on the right may prove useful.
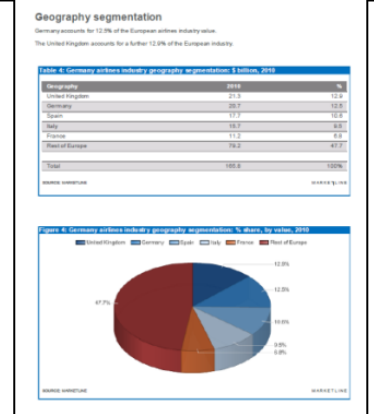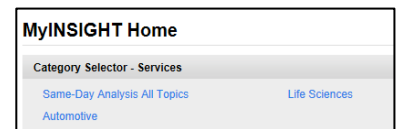
INDUSTRY PROFILES > Global Insight:
(Off Campus users – login to the University Extranet first!!)

Global Insight provides in-depth industry profiles on a country-by-country basis for the **automotive sector and life sciences.**

Select the sector from the Category Selector. Then, from the left-hand menu bar on the sector homepage, select…

Automotive > Geographic Analysis:
For access to the monthly market review and country reports. Within these you will find information on specific countries' sales and production, vehicle and component manufacturing, policy and regulatory environments, etc.
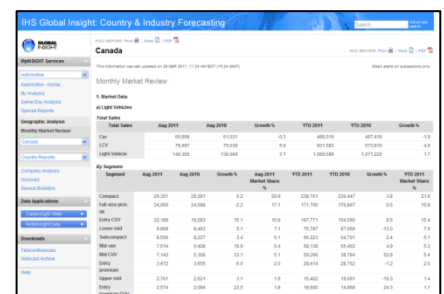
Life Sciences > Country Profiles:
Country profiles include data and trends in healthcare markets, national infrastructure, policy and expenditure etc.

INDUSTRY PROFILES > Business Monitor International (via ABI/Inform):

BMI profiles are available for a variety of countries and industries via ABI/Inform. To access these, either use our dedicated BMI links or the 'Browse' menu within ABI. These generally include a SWOT analysis along with data on production, sales and trade. Country-specific reports also include forecast figures where available.
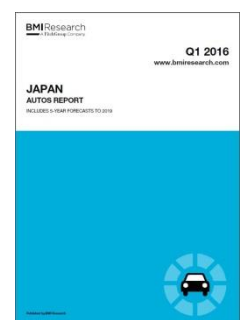
COMPANY PROFILES > MarketLine Advantage:

(Off Campus users – login to the University Extranet first!!)

MarketLine Advantage company profiles give descriptive information about a company, its operations and markets, and will usually include a SWOT analysis. Coverage is limited to larger corporations. The service is easy to use and content can be downloaded to pdf.

To access company profiles, type a company name into the search box and select 'Companies' from the dropdown menu on the right. Click to search.

Select your company from the list. From the homepage you can browse sections online or download to pdf.
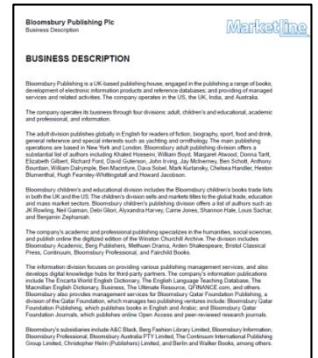
COMPANY PROFILES > Factiva:

(Off Campus users – login to the University Extranet first!!)

Factiva's Company Snapshots give a general overview including business descriptions for listed companies. They also provide access to company performance and segment information including financial results and a peer-group analysis ranking top competitors and providing links to latest news items. All can be downloaded to pdf / xls.

For access select **Companies/Markets** > **Company** from the tabs along the top of the Factiva screen.

Type your company name into the search box and click on 'Go' to search for company snapshots.

Then select your company from the list of available options. If your company is a subsidiary, the information may be limited.
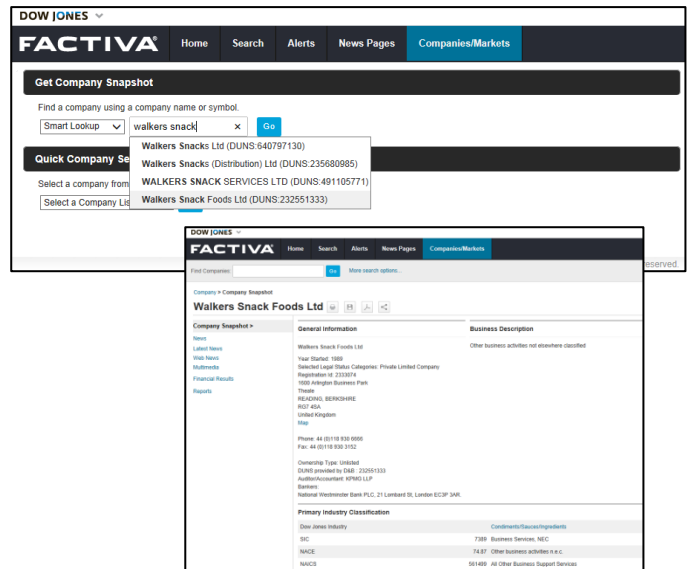
For larger and listed companies, the Snapshot will start off with essential company data including up-to-date share prices and links to news articles.
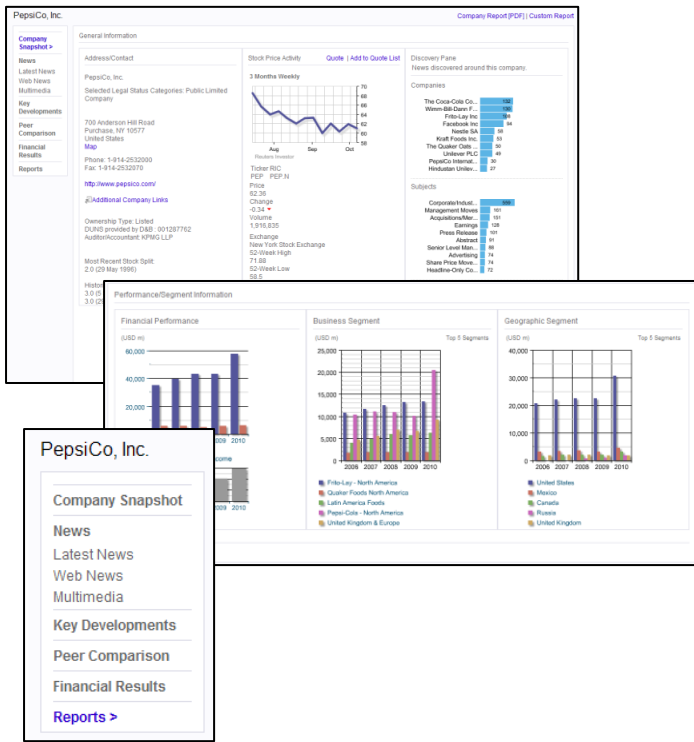
Further down the Factiva page you will have access to segment and performance information and peer group listings.

Click on 'Reports' from the menu for various customised reports including overviews, ratios and comparisons etc.

For purely financial information, select 'Financial Results'. You can then choose from balance sheets, cash flow, income statements and key ratios.

COMPANY PROFILES > Global Insight:
(Off Campus users – login to the University Extranet first!!)

Profiles are available within Global Insight for companies operating within the automotive industry:

Once you have chosen the Automotive sector service, select *'Company Analysis'* from the left-hand menu to generate the drop-down list of profiles for major manufacturers of both vehicles and components.

Profiles can be up to 50 pages long and include information on company structure, production, sales, strategy etc.

Downloading from Global Insight:

When downloading from any part of this resource, please note that you can download reports either by section or as full reports. First open the text in Word or pdf using the icons above the report title and then save.
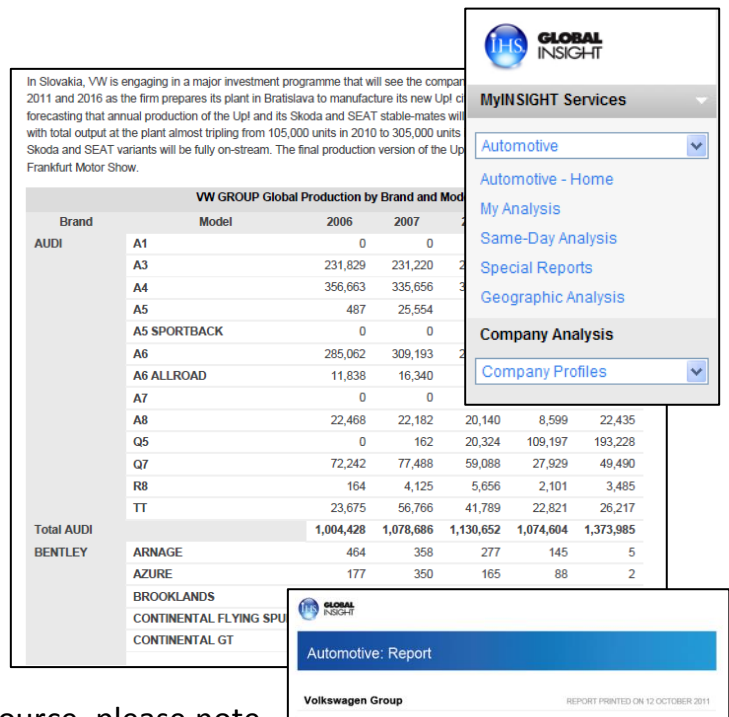
FINANCIAL ANALYSIS > Fame and Bankscope:

Fame and Bankscope are sister databases from Bureau van Dijk. They share an interface and provide financial data for UK and Ireland (Fame), and for banks worldwide (Bankscope). No descriptive analysis is included in reports. For both public and private companies, they provide up to 10 years of financials including balance sheets, profit and loss accounts and key financial ratios. You will also have access to contact information, ownership data and peer reports and analyses which rank companies against their closest peers and their market in general.

Searching:

Fame allows you to combine up to 300 criteria in any search, so you can search for companies by combinations of name, industry, location, employee numbers, financial rations and figures etc…
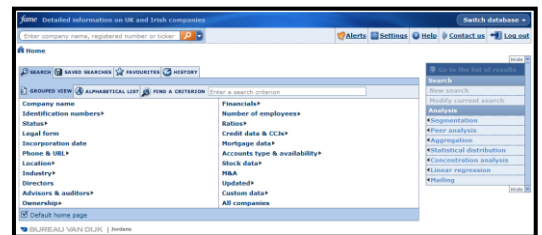

- Enter the company name in the search box. Use inverted commas ("…") with phrases. Without this, FAME will simply search for the words anywhere in the company name.
- If you know that the company is a plc, you can add 'plc' into the search.

If you don't recognise your company straight away, you can select multiple (possible) companies from your results and then filter by additional criteria.

Viewing a Report:

To view the report available, click on 'Company Report'. Figures are sourced from official returns filed at Companies House (and standardised for comparison purposes). Scanned copies of the company's original filings are also available from the option on the right hand menu.
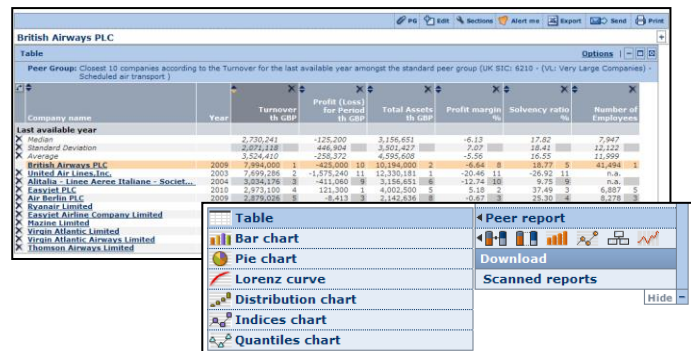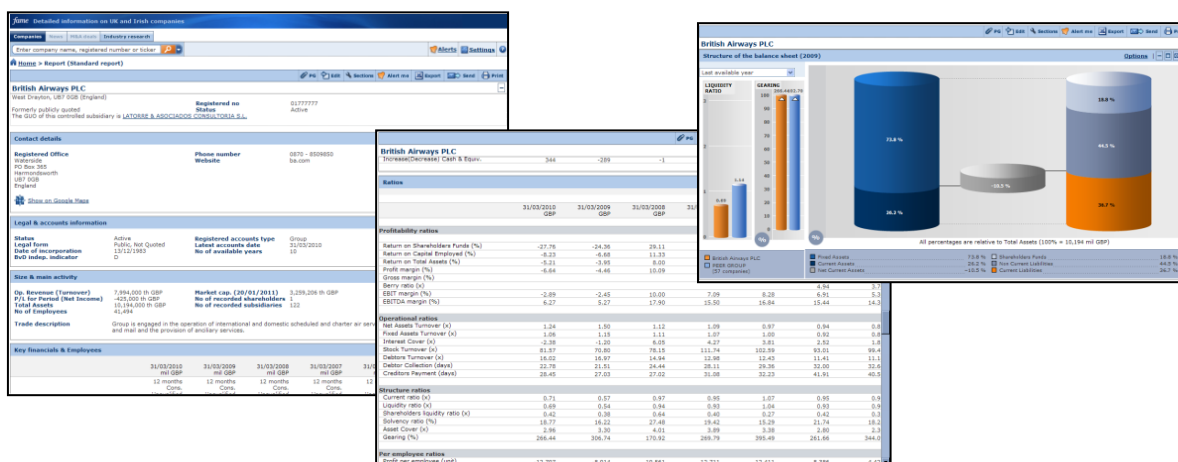
Public companies vs Private companies:

The report for a listed (quoted) company will include up to 10 years of financials including profit and loss accounts, cash flow statements, profitability ratios, shareholder information and details of subsidiaries. If a company is private, there will be less information available than for a listed company due to different filings requirements.

Peer Reports:

FAME's peer group function is accessed from bottom of the right-hand menu within a company report. It ranks the named company against 10 peers. Peers are defined as the 10 closest competitor companies within the standard SIC code group.

You will notice some graph icons at the very bottom right of the screen. These display various figures in graph and chart format, where appropriate. These include structure of Profit & Loss account and Balance sheet, stock market information and ownership structure.
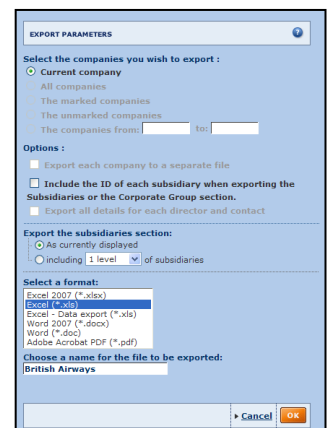
Peer Analyses:

Whereas FAME's Peer Report (above) uses a pre-defined company group, the Peer Analysis function allows you to create your own customised company set for comparison and analysis. Check out MIRC Insights or speak to MIRC staff for advice on creating your own peer group.

Downloading from Fame:

- To save reports from Fame, use the icons at the top right of the report screen (shown above). Select 'Export'.
- Then select your preferred file format from the options offered. If you intend to do any analysis with the figures, select one of the Excel options and click on 'Export'. You can also export to Word or to pdf. Click ok.

FINANCIAL ANALYSIS > Perfect Filings:

Perfect Filings is a database of full text filings for listed companies. It includes over 11 million sets of filings including annual and interim reports, shareholder and bond filings for c45,000 companies worldwide. You can also access various M&A and IPO related documents by selecting the appropriate search options.

Be aware that a Shibboleth login is required for logging into Perfect Filings both from on- and off-campus. Use your CCNT username and password for this.
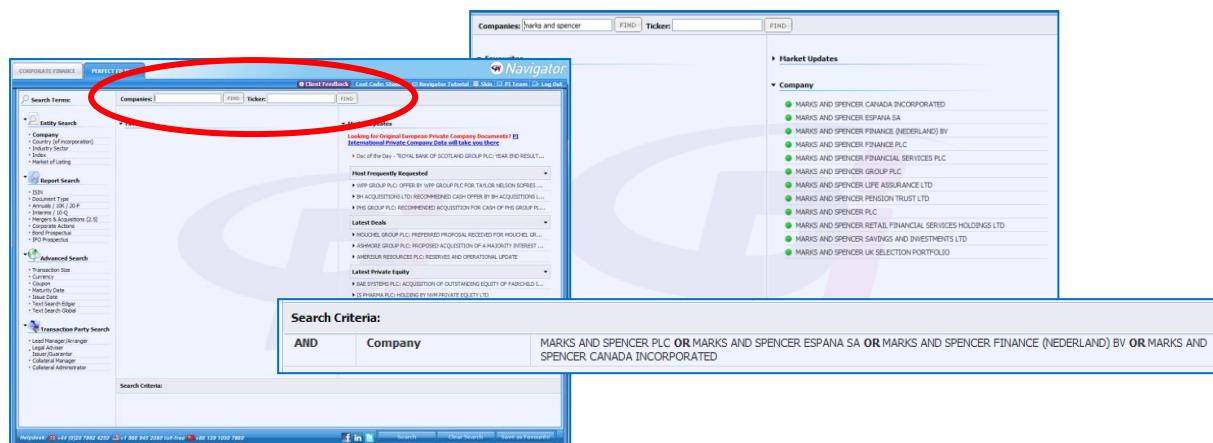
Logging into Perfect Filings will open the 'Navigator' screen shown above. Select the 'Perfect Filings' tab at the top. You can search for any named company by simply typing its name or ticker into the search boxes at the top.

If more than one company is listed under the same name, a list will appear in the right-hand 'Company' column. Select your company. It will then appear in the 'Search Criteria' box. To de-select, click once on each company name within the 'Search Criteria' box.

Additional search criteria are listed on the left-hand 'Search Terms' menu. Clicking on any of these will display the options screen for that category. Select and de-select in the same manner.

As you build your search, you will notice that each step is displayed in the 'Search Criteria' box. Click on any step to delete it from your search. When you have completed your steps, click on the green 'Search' button at the bottom right.

FINANCIAL ANALYSIS > Thomson One:

(Off Campus users – login to the University Extranet first!!)

**Please make sure you are using Internet Explorer and disable your popup blocker before you start. **

Financials for global companies can be accessed via **Thomson One**. Thomson One is easy to use and provides comprehensive financials and full-text reports.

- Type your company name or ticker in the top search box and click 'Go'. This should take you to the company's overview.
- The overview includes snapshots of almost all areas covered by Thomson One. Scroll down to explore. Click through on any of these sections for more detailed information and access to search options.
- To go straight to financials, click on 'Full Summary' in the Financial Summary box. This will take you into Thomson One's 'Fundamentals' section which includes balance sheets, cash flow, income statements and ratios.
- Amend the data displayed by opening the 'Display Options' menu.
- Download to Excel or PDF.

Thomson One also provides access to brokers' and analysts' reports.   These are commentaries on company performance written by analysts in top investment banks.
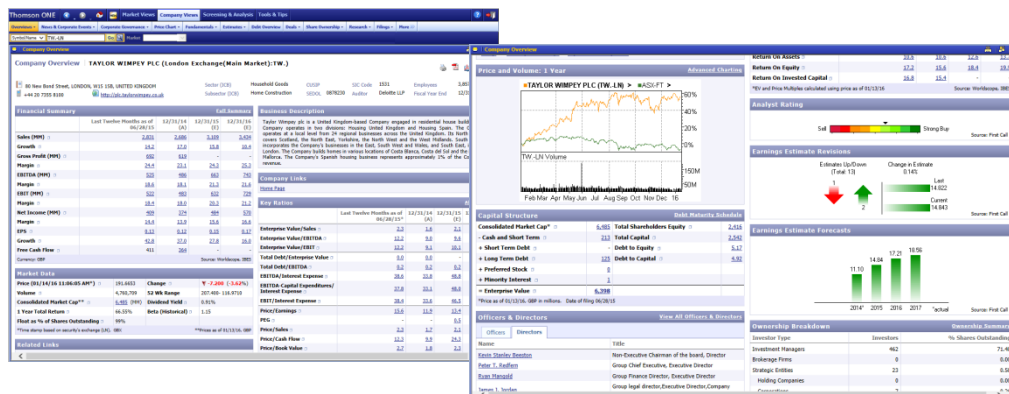
- You will find recent research reports towards the bottom of the Overview. If you want to do a more advanced search (e.g. with additional keywords) or view reports for a specific time period, click through for older reports and access to an in-depth search menu.

Reports range in length from 2-3 pages up to 70 or 80 pages, depending on the source and topic.

The Table of Contents pane allows you to view what a report covers before opening the file – or to select multiple reports for download.
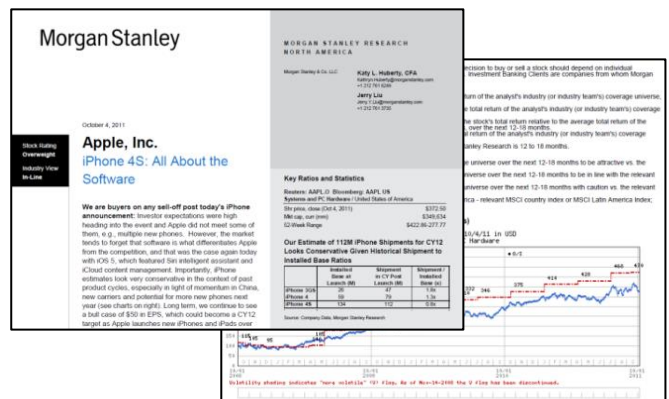
# JOURNAL AND NEWSPAPER RESOURCES > Journal Databases:

Journal databases are huge databanks of articles, searchable through a single interface. They hold content from various kinds of publications (not just articles), including:

- Academic and peer reviewed journals, e.g. *Sloan Management Review.*
- Trade and practitioner journals such as *Marketing Week* and *The Banker.*
- General business titles, like *Business Week* and *The Economist.*

Major business journal databases include:

- EBSCO Business Source Complete
- ABI / Inform via ProQuest

- Emerald Full Text
- Science Direct

They all share similar search interfaces allowing users to search across thousands of journal articles simultaneously to retrieve relevant articles.
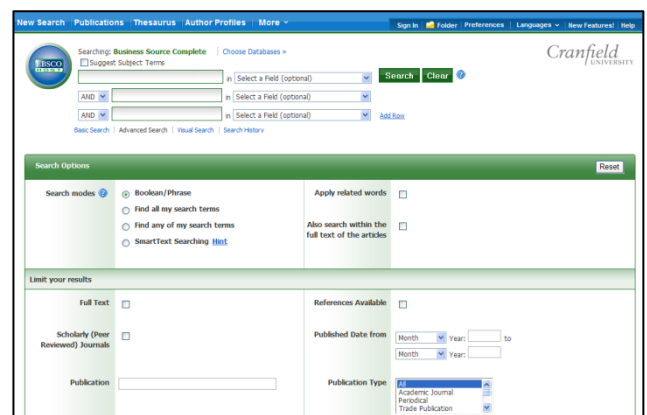
- Use the Advanced Search function in any journal database to combine search terms more easily.
- Type terms into each search box then, in the dropdown 'field' menu on its right, select where you want your search term to be found.
  - For more relevant results, select the Abstract / Citation & Abstract field.
- Always put phrases into "quotation marks" (to keep the words together) and select 'Boolean/Phrase searching' where available.
- If you have more than one line in your search, use the AND / OR / NOT options on the left with care to narrow or widen your search. If unsure, please ask!

Services such as these will allow you to run your search and then refine / modify the search as you go along using the same search boxes.

- Options will be visible in the results screen to filter results by format, date, category etc.
- Where you are finding too much, add more search terms to further narrow your search
- Where you are not finding much, try to broaden your search or re-think your search terms.

JOURNAL AND NEWSPAPER RESOURCES > Factiva:

(Off Campus users – login to the University Extranet first!!)

Factiva's primary function is as a database of international press and news. It covers 10,000 international press sources in 20 languages. Factiva has 2 search-screens: the Free Text Search and the Search Form. For the purposes of this example, the more structured Search Form will be used. To begin however leave the search boxes blank and proceed to the indexes on the lower half of the screen.

Define your company:

Factiva has a company index which means you can search content by company name. This is useful for larger companies. To do this, click on the 'Company' option, type your company name into the search box and click to search.
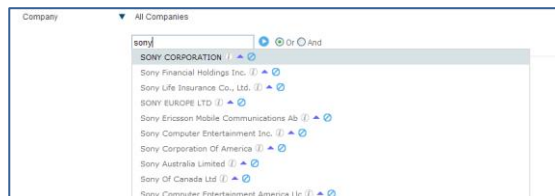
Add your company to your search by clicking on it once. You will notice the text highlighted in orange and the company name will be added to a list above.

- Clicking on a company name in the list offers other options including delete.
- If you find that your company is not listed – then enter its name in the search boxes instead.

Additional Search Terms:

- You can run your search with just the company information filled out – or return to the boxes above and enter additional search terms if you desire.
- Specify a date range if required
- To specify a newspaper or group of papers as your source, click on 'Source'.
- Specify where your search terms appear in articles by using the dropdown menu at the bottom of the page.
- Click on 'Run Search' on the right. Factiva will generate a list of results. To read any article, click on its title.
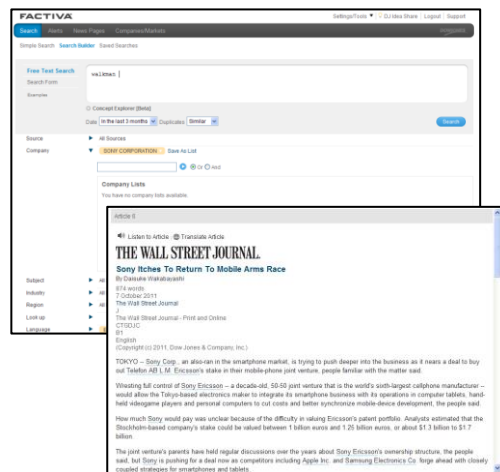
Downloading from Factiva:
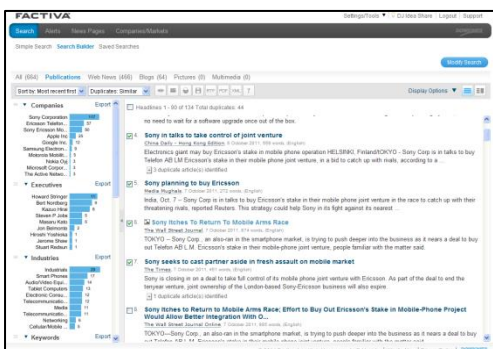
- Select the articles you require by ticking the checkboxes on the left.
- Then click on the pdf icon on the top bar and select 'Article format'. Your articles will be downloaded as a single file with each article beginning on a new page.

USING EXTERNAL RESOURCES – GOOGLE AND ALL THAT...

Depending on your brand and market, you may find some valuable information on the internet. Always bear in mind that there is NO QUALITY CONTROL ON THE WEB. If you do decide to do some 'googling', remember to take a step back and be critical; before using something you find on the web, always ask yourself the following questions:

- AUTHORITY: Who wrote this? Is it biased?
- CURRENCY: When was it written? Is it out of date?
- AUTHENTICITY: Where did the information come from? Can you check?

LOGGING IN FROM OFF-CAMPUS:

Using the Extranet:

Login first to the University extranet at URL: http://www.cranfield.ac.uk/extranet.
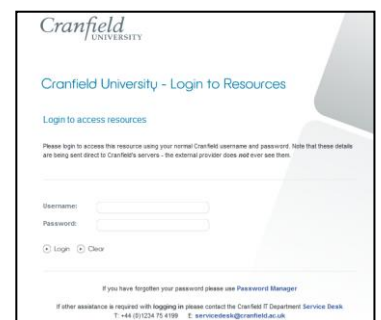
At the login screen shown here, enter your regular CCNT (EVE) network username and password. A successful login will take you to the University extranet homepage. You are now effectively ON-CAMPUS. Follow the link to MIRC and use the ON-CAMPUS/EXTRANET links to our electronic resources. For most services you should need no further passwords.

Remember that a few of our resources require an Extranet login from off-campus: Factiva, MarketLine Advantage, Global Insight, all IHS services and Thomson One.

Using Shibboleth/Institutional Logins:

From the MIRC webpages, www.som.cranfield.ac.uk/som/mirc, select the Electronic Business Resources page. You can either access named resources from the hover menus or click through on a topic to view information on the relevant resources. Select the OFF-CAMPUS login options and, when prompted, use your CCNT (Eve) username and password to login.

Perfect Filings requires a Shibboleth login from all users, both on- and off-campus. Passport works best via Shibboleth.

ANY QUESTIONS?

Contact us!! We are here to help. If you are unsure about which resource to start with, if something doesn't seem to be working, if you are unclear on how to search for something or if you're simply not finding what you had expected to. You can contact MIRC on:
Tel: 01234-754440 or Email: mirc@cranfield.ac.uk.